



**EXHIBITORS MANUAL**  
**February 22-24, 2019**

Friday 10 AM – 5 PM  
Saturday 10 AM – 5 PM  
Sunday 10 AM – 4PM

**PALM SPRINGS CONVENTION CENTER**

PRESENTED BY  
Desert Expos  
2120 Jimmy Durante Blvd. #106 • Del Mar, CA 92014

[www.desertlivinghideshow.com](http://www.desertlivinghideshow.com)

858-350-3738 office 858-724-2716 fax

## QUICK REFERENCE

Description	Company Name	Phone Number
On-Site Show Mgt Office	DESERT EXPOS	858-699-3488 / 858-519-2660
Contractor	Raphael Party Rentals	858-689-7368
Phone & IT Services	Presentation Services	760-322-8455
Water Service	Palm Springs Convention Center	760-325-6611
Electrical	Raphael Party Rentals	858-689-7368
Switchboard	Palm Springs Convention Center	760-325-6611
Health Permit	Riverside County Dept.	760-320-1048
Sellers Permit	BOE Auditor Collector	760-770-4828

## SHOW LOCATION

**Palm Springs Conv. Center**  
 277 N. Avenida Caballeros  
 Palm Springs, CA 92262  
 760-325-6611 Phone  
 760-322-6921 Fax

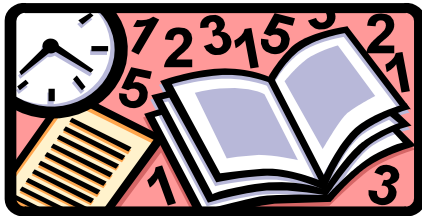


West off I-10 on Ramon Road, go 7.5 miles then right on Avenida Caballeros. The PSCC will be on the left about in 0.75 miles.

## CHECK-IN

Exhibitors must first check in with show management **located between the two freight doors.** Exhibit space contracts must be paid in full prior to show site.

## SHOW DATES / HOURS



<b>Friday – February 22</b>	<b>10 AM</b>	<b>5 PM</b>
<b>Saturday – February 23</b>	<b>10 AM</b>	<b>5 PM</b>
<b>Sunday – February 24</b>	<b>10 AM</b>	<b>4 PM</b>

- Exhibitors may enter 1 hour early each day to re-stock booth
- No handcarts allowed during show hours

## MOVE-IN TIMES

Wednesday February 20 <sup>th</sup>	12 pm – 5 pm
Thursday February 21 <sup>th</sup>	8 am – 7 pm

## MOVE-OUT TIMES

Sunday February 24 <sup>th</sup>	4pm – 7 pm
Monday February 25 <sup>th</sup>	7:30 am – 12 pm

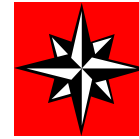
**Receiving & Dock DROP OFF area – Available for 30 minutes ONLY . All vehicles MUST be removed from the Loading Dock area within 30 minutes.**

**MOVE-IN & OUT / FORK LIFT SERVICES 15 min. free between hours listed above**

**No Vehicles will be allowed on the floor**



**FRIDAY IS ONLY FOR  
FINAL EXHIBIT TOUCH-UP**



**SHOW CONTRACTOR**

**Raphael's Party Rentals**  
8606 Miramar Rd. San Diego, CA.  
858-689-7366 – Phone  
858-689-8040 – Fax



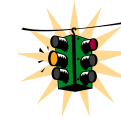
**NOTE:** For Assistance please contact Raphael's at the number listed above. [www.raphaels.com](http://www.raphaels.com)

**FORK-LIFT SERVICES – 15 minutes free between the hours listed below**

February 20 & 21	Beginning	End
Wednesday	12 noon	5 pm
Thursday	8 am	7 pm



**IMPORTANT**



Show Management ONLY provides forklift services at **NO CHARGE** for exhibit displays and/or products that arrive at the facility via exhibitor's own vehicles. Forklift Service Charges are the responsibility of the Exhibitor when exhibit display and/or products are delivered via COMMON CARRIER to the facility.

**PARKING**

- There will be no charge for parking during Move-in/out unless the Convention Center has another event running during those days. If this is the case, parking on the streets surrounding the facility will be available at no charge.

Parking during Show days will be in **Andreas Parking Lot**

- Street parking will also be available at no charge.
- Due to very limited space, admission to the Dock Area will be limited to 30 minutes for unloading only. Once unloaded vehicles must immediately be removed from the dock area.

**EXHIBIT SPACE**

- Show Management will provide an 8 ft. high back drape & 3 ft. high side drape
- 3 ft. high side drape will extend out from back drape
- Only island exhibits may exceed 8 ft. in height with Show Management approval
- Equipment on display is exempt from the height limit

- *Any portion of an Exhibitor's display extending beyond 5 ft. from the back drape may only be 4 ft. in height – unless you have submitted plans for approval prior to the show*
- **USE OF DUCT TAPE IS PROHIBITED IN THE PALM SPRINGS CONVENTION CENTER**
- UNDERLAYMENT: The facility floor must be protected using a non-permeable barrier when exhibiting any landscape, concrete, soil products or any exhibit material which may mar or damage the facility floor. There will be a \$75 per tile charge for damaged tiles.

## BOOTH SIGNS

- Booth Signs may be displayed above the back drape
- **Exposed backs of all booth signs must be completely and attractively covered**
- **No wording or graphics are allowed on the backs of exposed signs**
- The sides of all booth signs must be attractively finished
- Compliance with booth & sign regulations shall be at the sole cost of the Exhibitor

**BADGES** distributed at show site. PLEASE use one badge per person for all days at show site!

**Badges are for people working the show.**

## BOOTH REGULATIONS

- Exhibitors may not obstruct the view or operations of another exhibit
- **Exhibitors may not transfer, assign or sublet any of their contracted space w/o written authorization from Show Management**
- **Non-exhibiting companies may not use booth space jointly with an Exhibitor w/o written authorization from Show Management**
- **Exhibitors may only promote brand names/items of products/services written on Exhibitor's contract**
- Exhibitors are responsible to keep their booth space safe, clean and tidy
- Show Management reserves the right to enforce and/or modify all rules & regulations that are in accord with the best interest of the show
- **PLEASE NOTE** - The Palm Springs Convention Center is carpeted throughout the entire facility. Damage of the carpet squares is very costly and great care must be taken to assure lack of damage. Persons damaging squares will be held financially responsible. All FOOD & WATER Sampling Exhibitors must provide visqueen beneath their display. Any filled spas, fountains or water features, trailer or vehicles, pavers or landscapers must have 4 mil visqueen beneath these items.

## EXHIBIT SALES

- Be sure to have an adequate supply of invoices, receipts, charge slips & Business Cards
- Each customer must be issued a Bill of Sale / Receipt for any item purchased
- Freight doors will not be opened for merchandise pick-up during show hours
- All demonstrations, advertising, displays, equipment, samples, souvenirs and sales must be contained within the booth area – **NO SELLING OR PROMOTING IN THE AISLES**

**TAX, LICENSE & PERMIT INFORMATION is on our web site as well!**

**EXHIBITORS WITH any money exchange deposits or “CASH & CARRY” SALES MUST HAVE a State of California Sales Permit and provide this number to Show Management PRIOR TO THE EVENT. Obtain Permits at; [www.boe.ca.gov](http://www.boe.ca.gov) ; Forms & Publications; Forms & Applications; scroll down to; Form BOE-400-SPA Rev.3; Page 5 & 6. Fill out and send in PRIOR TO SHOW!**

## CONTEST / PROMOTIONS

- Exhibitors must adhere to all applicable laws
- Contests must be free of any obligation on the part of the winner & approved by Show Mgt.
- Awards and terms of the contest must be clearly stated on each entry form
- **Winners names must be provided to Show Management within 30 days of show close**

## USE OF BALLOONS

- Fire Marshall Regulations prohibit Helium balloons and Helium Tanks in the PSCC
- Air Filled Balloons must be anchored to the display for the duration of the show

## FOOD / DRINK SAMPLES – WASH UP

- Exhibitors must notify Show Mgt of their intention to sell or distribute food or beverage of any size
- **Savoury's Catering by SMG** - exclusive food & beverage distributor at the Palm Springs CC
- Sellers must submit a Savoury Food Sample Authorization Form for approval (on our web site)
- Sellers must submit a Riverside County Community Event Temporary Food Facility Operator's Agreement Form. (See above Riverside County Health Department 760-320-1048)
- Free samples should be limited to bite-sized portions of 1 oz. food / 2 oz. liquid volumes
- Electrical cords for cooking appliances must be shielded with an 18-inch high, ¼ inch thick, clear plastic in compliance with fire regulations
- **Hand Wash Station MUST** be in each booth consisting of: Spigot Container of fresh water, soap, catch basin and paper towels in accordance with the Riverside County Health Services Department

## SECURITY

- Security personnel provided 24 hours per day from move-in through move-out
- Show Management recommends that exhibits be occupied by Exhibitor personnel at all times and especially at the close of the show, until items have been removed during move-out
- Contact Show Management to report any loss or damage to displays and/or inventory
- **No one under the age of 16 is allowed on the show floor, loading dock or load in parking area during move-in and move-out**

## INSURANCE

- Show Management is insured against public liability and property damage claims arising out of the conduct of the show
- Exhibitors **MUST HAVE THEIR OWN INSURANCE** to cover their own property and inventory
- Exhibitors **MUST HAVE THEIR OWN INSURANCE** against accidents, injuries and property damage caused to any persons or property which arise out of an Exhibitor's participation or activity in the show

## MOVE-OUT / FORK LIFT SERVICES – 15 min. free between hours listed above

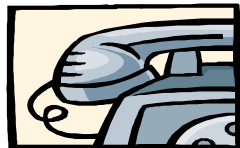
- **No removal or dismantling of exhibits prior to final show closing day & time**
- Removal of portable items/stock is recommended to safeguard against pilferage
- Show Management may adjust move-out date/times for specific Exhibitors based on floor location.
- **All displays must be removed by 12 pm Monday, February 25<sup>th</sup>**. Show Management assumes no responsibility for any & all displays/materials left in facility after that time

## GENERAL RULES & REGULATION – **DO NOT USE DUCT TAPE**

### FIRE & SAFETY

- The Fire Marshall has the authority to close down / fine exhibits not in compliance with regulations
- Please read and comply with all Palm Springs Fire Department, Show & Exhibit Guidelines located in this information packet to avoid accidents, injuries and potential litigations
- Exhibitors must provide a certificate of flame-proofing for all flammable materials, display surfaces and table coverings
- Machinery capable of throwing off chips or splinters must be shielded to protect the public
- Machinery which could catch a person's clothing or limbs must be shielded
- Machinery w/o adequate shielding must be kept at least 3 ft. away from the public
- Fueled vehicles on display require a permit which may be obtained by request

**PHONE, WATER  
& ELECTRICAL  
SERVICES**



**ELECTRICAL SERVICES  
ARE NOT INCLUDED IN  
BOOTH FEE**



- UL Listed Porcelain sockets with three-wire grounded cords of adequate gauge may be used
- ***NOTE: Please check the cut off dates for “Early Bird” Pricing on the Electrical Form***
- Palm Springs Convention Center will refuse connections where wiring constitutes a fire hazard
- All electrical installations are subject to inspection by the Palm Springs Convention Center
- Phone Services / Hook-up will be provided through **Raphael's** – see form on web site
- **All Forms are available on our website: [www.desertexpos.com](http://www.desertexpos.com)**

### HELPFUL EXHIBITOR TIPS

- ***Arrive to the show BEFORE it opens*** so you can prepare for the day. If you don't, you may never know if the first person that went by might have been your best sale at the show.
- ***Work at the front of your booth and be accessible.*** Greet your potential customer with a “Hello – may I answer any questions?”
- ***Stay in your booth until the show closes.*** Some of the best sales are made as the lights are dimming in the hall.

# SAMPLE LEAD CARD

Name: \_\_\_\_\_

Address: \_\_\_\_\_  
                    Street Number                                    City                                    Zip

Phone: \_\_\_\_\_  
                    Day Time                                    Night Time                                    Cell

May we contact you at night? \_\_\_\_\_ Yes \_\_\_\_\_ No

Home Improvement Project: \_\_\_\_\_

Projected Time to Start Project: \_\_\_\_\_ Desired Time to Complete Project: \_\_\_\_\_

Appointment Scheduled for: \_\_\_\_\_

## SAMPLE LETTER FOR AFTER SHOW ON EXHIBITOR LETTERHEAD

### STAYING IN TOUCH MEANS GREATER SALES FOR YOU!

Dear Show Attendee,

Thank you for stopping by our booth at the **Desert Living Home Show** and allowing us the time to meet with you. We would like to make certain we provide you with the utmost and timely service to help in your Home Improvement needs.

Since you may have been overwhelmed by the large array of companies represented at the show, we are enclosing a brochure on the products and services our company can offer. Due to the excellent consumer response to our Show Specials, we will do our best to contact you as soon as possible to address your needs in greater detail.

In the meantime, please feel free to contact us with any questions you may have or drop by our show room. Our Sale Representatives are eager to assist you in any way.

Once again, we thank you for the opportunity to be part of your Home Improvement Plans and look forward to the next time we meet.

Best Regards