



HOME & GARDEN

Alameda County Spring Show 

FINAL EXHIBITOR INSTRUCTIONS

IMPORTANT! NOT READING THROUGH THESE INSTRUCTIONS AND RETURNING IMPORTANT FORMS MAY COST YOU ADDITIONAL TIME AND MONEY!!

3 DAY SHOW

CHECK LIST

- **Send in Final Payment**
- **Know Move In & Out Times**
- **Pick-up Exhibitor Badges and Parking Passes at the Show Office**

READ ALL PAGES CAREFULLY!

Deco Forms, Electrical Forms and Host Hotel flyer are available at www.capitalshowcase.com

HAVE YOU RETURNED YOURS?

NO EMPTY TRAILERS TO BE PARKED IN EXHIBITOR PARKING AREA. SEE SHOW OFFICE FOR PARKING LOCATION. THANK YOU!

IMPORTANT PHONE NUMBERS

Alameda County Fairgrounds	925-426-7600
Show Office	925-682-7227
Capital Showcase	800-222-9351

FINAL PAYMENT DUE

Final payments are due **JAN. 15, 2012**. We accept Visa and Mastercard. **After final payment date only cash, cashiers check or credit card will be accepted.**

MOVE-IN

You may begin setting up on Thursday, Feb. 16th from 8:00am to 8:00pm & Friday, Feb 17th from 8:00am to 8:00pm. **Booths Must Be Completed and Ready for Public Viewing No Later Than 8am on Saturday. No Vehicles will be Allowed to Park in Show Area on Saturday. Once Unloaded, You MUST Move Your Vehicle to Exhibitor Parking. THANK YOU!**

CHECK-IN AT SHOW

Immediately upon arrival for set-up, check-in at the Show Office in the **Young California Building**.

SHOW HOURS

Saturday • February 18 • 10:00 a.m. to 6:00 p.m.
Sunday • February 19 • 10:00 a.m. to 6:00 p.m.
Monday • February 20 • 10:00 a.m. to 5:00 p.m.

FINAL EXHIBITOR INSTRUCTIONS

MOVE-OUT

NO ONE IS TO TEAR DOWN BEFORE 5PM ON MONDAY! Exhibits may begin moving out after show closes at 5:00 p.m. on Monday, February 20th and **MUST BE COMPLETELY REMOVED BY NOON TUESDAY, FEB. 21st.**

SECURITY

Show Management will provide security service and will exercise reasonable precaution of the property of exhibitors, but shall assume no responsibility for loss or damage to the property of exhibitors. Small, easily removed, fragile articles or displays should be put away for safe keeping by the exhibitor after the closing hour each night. The security service will begin at 5 p.m. Wednesday and be in place until noon on Monday.

WATER, SUPPLIES, ETC.

Water is available. **Please bring your own 100' hose.** Plan to bring or provide all equipment and supplies (inc., brooms, vacuums, dollies, hoses, etc.) necessary to set-up, maintain, and dismantle your booth. Show Management will not be able to supply these items for you. There is no storage available for empty packing cases, etc. Please make your own arrangements for storage of packing materials.

PHONE

Phone service for your booth may be ordered from AT&T by calling 800-339-3204.

BOOTH DECORATION / ELECTRICAL

Each inside booth will have an 8' draped back wall and 3' high side dividers. An ID sign will also be provided for each company with inside booths. All indoor booths are supplied with a 500-watt duplex outlet. Please **DO NOT PLUG IN** except along walls and at pillars during set-up – due to power surges. Your tools and or products could be ruined. Bring a long extension cord. **THE EXHIBIT HALLS ARE NOT CARPETED.** For additional decorating needs including tables, chairs, carpet, signs etc., please contact the Official Show Decorator, American Convention & Exposition Services, (their package is included). You can reach them at (209) 464-0560. For additional electrical needs see the Alameda County Fairgrounds Electrical form. Save time & money by ordering in advance.

The Show Decorator's service desk will take and fill rental orders during the following times.

Show Decorator Rental Hours

Thursday Feb. 16th • 9:00 am to 5:00 pm

Friday Feb. 17th • 9:00 am to 5:00 pm

FREE PUBLICITY

Capital Showcase will be producing special advertising section in the Valley Times & Tri Valley Herald newspapers which will be used as a pre-show promotion as well as a program at the Show. **Submit your prepared press release with booth # to: robert@capitalshowcase.com. Our newspaper deadlines vary, so don't hesitate in getting your stories in.**

The newspaper retains final right of approval, so there is **no guarantee** of publication. Exhibitors are encouraged to advertise in these sections. A logo sheet has been provided for your use or one can be emailed. Just add your booth number and the logo to any print advertising, invoices or mailings to let your customers know that you'll be at the Alameda County Home & Garden Show!

RV PARKING

For RV parking, please contact the Alameda County Fairgrounds at (925) 426-7600. Rates are \$28.00 per night and include 30 amp electrical hook-ups, \$5.00 more for a 50 amp hook-up. Reserve your space in advance, spaces are on a first come basis. All RV's must register and pay the total fee at the Fair Office before 5:00 p.m. Monday-Friday in order to have electrical power turned on for that night. Any RV's arriving after that time will be assessed the nightly fee, but will not have power.

COFFEE & DONUTS

Coffee & Donuts will be available on Thursday & Friday starting at 8 a.m. until **"all gone,"** compliments of your Show Staff.

FINAL EXHIBITOR INSTRUCTIONS

SHIPPING PRODUCT TO SHOW

Shipping label(s) **MUST** have the following info:
Alameda County Fairgrounds / Home & Garden Show
4501 Pleasanton Avenue, Pleasanton, Ca 94566
Y.C.B. Show Office, Company Name and Booth #.

DIRECTIONS TO THE FAIRGROUNDS

**ALL EXHIBITORS MUST ENTER FAIRGROUNDS
THROUGH GATE 12 OFF VALLEY AVENUE!!!**

Address

Alameda County Fairgrounds
4501 Pleasanton Avenue
Pleasanton, CA. 94566

Northbound on I-680

Take Bernal Avenue Exit – Go
East on Bernal about 2 stoplights.
Turn left onto Valley Avenue.
Turn right at Gate 12 into
the fairgrounds.

Southbound on I-680

3 1/2 miles south of I-580
junction – take Bernal Avenue
Exit, loop around to the right
under the freeway heading
East on Bernal. Take left onto
Valley Avenue (which is about
2 stoplights East of freeway).
Turn right at Gate 12 into
the fairgrounds.

**EXHIBITOR
PARKING IS
BEHIND YOUNG
CALIFORNIA
BUILDING & THE
AMPHITHEATER.
EXHIBITORS
MUST HAVE
AN EXHIBITOR
BADGE TO PARK
THERE !!!
THANK YOU!
SHOW STAFF**

Advertise Advertise Advertise

Let your customers & potential customers know that you will be participating in the Home & Garden Show.

Use these Show logos in all your newspaper advertising, flyers, direct mail, invoices, and any other print advertising that you will be utilizing.

Add the Show dates **February 18 • 19 • 20, 2012** and your booth number to encourage the public to visit your booth at the Show.

We can also email the logo to you to use in any of your on-line advertising. Email your request to robert@capitalshowcase.com





WANT MORE PEOPLE AT THE SHOW?

Help distribute VIP tickets. The more you distribute, the more people that come to the show. The tickets are free to you, and a \$6 value to your clients. Use them in all your mailings and in your place of business.

We can also email you a pdf of the VIP ticket that can be emailed to all your past, present and future clients. Lets ALL work together and distribute those tickets.

Call (925) 682-7227 or (800) 222-9351