

2019 IMATS LA Exhibitor Manual Summary

This page provides important information on all of the materials and services you will need for your booth at IMATS LA 2019.

LOCATION:

Pasadena Convention Center
300 E Green Street
Pasadena, CA 91101
www.pasadenacenter.com

EXHIBITOR MOVE-IN:

Thursday, January 10th 12pm – 7pm Please do **not** arrive early unless you are a space only booth and have made prior arrangements through Dawn-Marie!

Friday, January 11th 10am – 1pm This is only for exhibitors needing to finish up larger or more complex booths. Even if you have a small amount to do in order to set up your booth, it is too easy for unattended furniture to walk off, plus you'll want to test the functionality and placement of any electrical that you order, so please plan to set up on Thursday.

All set-up must be completed by 1pm Friday so that we can clear the aisles and ready the show floor for the 3pm open. Exhibitors are expected to vacate the premises by 1pm and return at 2:30pm.

EXHIBITION DATES:

Friday, January 11, 2019 *Make-Up Artist* Pro-Cards & Guests 3pm – 7pm

Saturday, January 12, 2019 9am* – 5pm (9am-10am for Pros and Insider Pass ticket holders only. General admission will be admitted at 10am)

Sunday, January 13, 2019 10am* – 5pm

*Exhibitors may arrive one hour prior to show open on Saturday and Sunday

~~ Booths must be open and operational all days/times listed above ~~

EXHIBITOR MOVE-OUT: Sunday, January 13 5pm – 9pm**

****Note: Everything must be removed from the venue Sunday night, so please make appropriate arrangements with Blaine Event Services or your freight company. NO EXCEPTIONS! Any and all abandoned freight will be turned over to Blaine who will take it back to their warehouse. You will be required to pay them for transportation and storage charges before your items will be released to your carrier.**

BOOTH PACKAGE: Each 10' x 10' booth space/equivalent comes with the following:

- Pipe and BLACK drape back wall (8' back and 3' side dividers). Island-style booths will **not** have any pipe and drape unless you specifically request it from Blaine Event Services.
- One (1) 8' table draped BLACK
- Two (2) folding chairs
- One (1) wastebasket
- One (1) 7" x 44" booth identification sign
- Four (4) exhibitor badges

The exhibition floor in Hall 1 is concrete. We will be carpeting the aisles in Pepper and highly recommend for comfort and appearance that you consider carpeting your booth if you are in that hall. Halls 2 and 3 have permanent carpet since they are technically ballrooms.

Booths do **not** come with: carpet, electricity, lighting, or internet/WiFi.

Additional Exhibitor Badges: Please be aware that four (4) exhibitor badges are allotted per 10'x10' booth space equivalent (this means that you need to multiply 4 x however many booths you signed up for on your contract). Badges will only have your company name on them, not individual's names, to allow for badge sharing among staff working different shifts. ALL staff working in your booth, including demo artists and their models, must be wearing an exhibitor badge. If you find that you require additional badges, you may purchase an additional 2 per 10x10 booth equivalent for \$35 each. Please see the order form attached. The deadline for preordering additional exhibitor badges is **Tuesday, December 18th**. If you miss the deadline, you will still be able to purchase additional badges at the show from our Registration desk but there will be a \$10 upcharge per badge.

Exhibitor Welcome Packets: Your printed exhibitor badges will be inside your welcome packet which you will sign for and pick up at Registration on set-up day, Thursday January 10th. Please pick up your packets as soon as you arrive for set-up so that you don't forget. Badges are not required to be worn on Thursday, but as of Friday morning everyone wishing to access the show floor must be wearing a badge.

Blaine Event Services is once again our Official Service Contractor. Below is a list of most of the items that they provide. You should have already received by now an email from Blaine with login information to access their ordering website which can be found at <https://blaine.boomerecommerce.com/Pages/Security/Login.aspx>. If you are a returning LA exhibitor then your login info would be the same as in the past. You will notice on Blaine's website that they have kindly included our 3rd party suppliers' order forms as well, such as Edlen Electric, PSAV (internet), and Pasadena Convention Center (telephone services). Please pay special attention to ordering deadlines as there is discounted pricing available for ordering by certain dates. For example, the furniture, carpet, accessories and cleaning (and most other services) deadline is **Friday, December 28th**. If you have any questions, please call Blaine's Exhibitor Services department at (714) 522-8270.

- Carpet
- Furniture
- Accessories
- Booth Cleaning
- Rigging/Sign Hanging (requires prior show management approval. There are no rig points in Hall 3, only in Halls 1 and 2)
- Custom Graphics and Exhibit Stands
- In-Booth Labor
- Forklift Labor
- Cartload Service – deadline to order is January 4, 2019
- Advance Warehouse Receiving & Storage – shipment must arrive by January 4th
- Direct to Show Freight – will only be received at PCC on Thursday, January 10th
- Inbound and Outbound Shipping

Material Handling: Onsite door-to-booth is handled by Blaine Event Services.

Note: You are allowed to hand carry/wheel in your own items if they are on your own small hand truck or cart and you brought the products in your own vehicle. You may not use the loading dock or freight elevator without paying Blaine for material handling, so any items you wish to bring in yourself will need to be brought in on the ground floor.

Advance Receiving/Storage: Blaine Event Services will accept crated, boxed or skidded materials up to 4 weeks in advance of show set-up. Materials should be shipped to arrive at their warehouse **NO LATER THAN FRIDAY, JANUARY 4th.**

****IMPORTANT FOR HALL 3 EXHIBITORS****

Because of the location of the loading dock, it is not possible to forklift any items from there to Hall 3. You are therefore requested to send all of your items to Blaine's Advance Warehouse. Blaine will load a special truck with only Hall 3 freight which will then be brought to the venue the day before set up and unloaded in the emergency lane between the two buildings. This also gives you assurance that all of your freight will be waiting at your booth when you arrive to set up on Thursday.

Direct-to-Show Shipments: Will only be accepted by Blaine Event Services on set up day, Thursday, January 10th. The Pasadena Convention Center will not accept deliveries on anyone's behalf so if your shipment arrives at the PCC early, it will be rejected. Be sure to arrange for material handling in advance through Blaine, otherwise your freight will not be moved from the loading dock.

INTERNET and AV Equipment: Being handled by PSAV through Pasadena Convention Center. See order form attached.

Wi-Fi is available for purchase for \$25 per day, per device. Hard wired internet is \$360/day for the first device and \$115/day for additional devices. There is no advance order discount, but if you wait to order until you are onsite, there is a \$25 onsite order fee.

PSAV also provides AV equipment for rental. Please see their order form for options.

Orders need to be emailed to jgharper@psav.com.

****INTERNET DISCLAIMER** Please be aware that if you plan on bringing your own internet hot spot, not only does this interfere with PSAV's internet signals, but it also is in no way guaranteed to work effectively. We highly recommend that you purchase internet from PSAV. Don't take any chances when it comes to processing sales transactions!**

PHONE/CREDIT CARD LINE: Being handled through Pasadena Convention Center. See order form attached.

Onsite orders incur an additional \$50 fee, so be sure to submit your order prior to January 4th. Order forms can be faxed to (626) 844-1426.

ELECTRICAL SERVICES: Will be handled by Edlen Electrical Exhibition Services.

You may order electrical and lighting services online at www.edlen.com. Their advance order/payment discount price deadline is **Friday, December 21st**.

PARKING:

The convention center's subterranean parking structure is shared with the Sheraton Pasadena. There are two entrances, one on Marengo Ave. and one on Euclid Ave., both between Green Street and Cordova Street. If you are using a mobile GPS, use *175 S Euclid Ave* for the most direct route. The cost for parking is: \$15 a day for up to 16 hours; \$20 a day for in-and-out privileges (subject to change).

There is also parking across the street from the Pasadena Convention Center at the Paseo Colorado shopping center. It can be accessed from Colorado Blvd. and Green Street. Rates are \$6 daily max with validation and \$9 daily max without validation.

ONSITE CATERING/CAFES:

Centerplate is the exclusively contracted food and beverage provider for the Pasadena Convention Center. There will be concessions operating during show hours in Halls 1 and 3, and there will be a bar area set up in the pre-function space outside of Hall 2. There will also be a concessions area with an exhibitor express line outside of Hall 2. Please see the Exhibitor Concessions Menu for items offered and ordering instructions.

It is against PCC policy to bring in outside food or drink. This is not to say that security won't turn their heads if you were to bring in a small bag or beverage that is clearly meant for one person, but bringing in cases of water, whole pizzas, trays of sandwiches, etc. will not be allowed in. Exhibitors are encouraged to make arrangements with Centerplate in advance of the show if they wish to provide food and beverages for their working staff.

Please contact Lanese Cotton (Centerplate Senior Catering Sales Director) to make arrangements for your food and beverage needs. Her email is LCotton@pasadenacenter.com and her phone number is (626) 793-2122 x324
