

2020 IMATS LA Exhibitor Manual Summary

LOCATION:

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

EXHIBITOR MOVE-IN:

Friday, January 10, 2020 8:00 am - 4:30 pm

EXHIBITION DATES:

Saturday, January 11, 2020

Make-Up Artist Pro-Cards & Inside Passes 9:00 am * – 11:30 am
General Admission 11:30 am – 5:00 pm

Sunday, January 12, 2020 10:00 am* – 5pm

*Exhibitors may arrive one hour prior

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

****Note: Items must be removed from the venue Sunday night, so please make appropriate arrangements with Blaine Event Services or your freight company.**

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

Exhibition Hall One/AB has concrete flooring

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. Badges will only have your company name on them, not individual's names. 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.

The deadline for preordering additional exhibitor badges is **December 12th**. If you miss the deadline, you will still be able to purchase additional badges at the show from our Registration desk at \$45 each.

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, Friday, January 10th.

Blaine Event Services is once again our Official Service Contractor. Below is a list of most of the items that they provide.

- Carpet
- Furniture
- Accessories
- Booth Cleaning
- Rigging/Sign Hanging (requires prior show management approval.)
- Custom Graphics and Exhibit Stands
- In-Booth Labor
- Forklift Labor
- Cartload Service
- Advance Warehouse Receiving & Storage
- Direct to Show Freight
- 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

Direct-to-Show Shipments: Will only be accepted by Blaine Event Services on set up day. 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.

****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.

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

You may order electrical and lighting services online at www.edlen.com.

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
