



EXHIBITOR HANDBOOK

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2019 Pacific Sail & Power Boat Show®

LOCATION

Main Exhibit Hall

Craneway Pavilion
1414 Harbour Way South
Richmond, CA 94804

In-Water Displays & Marina Tent

Marina Bay Yacht Harbor
1340 Marina Way South
Richmond, CA 94804

CONTACTS

On-Land Sales:	Sara Watson	(401) 289-2540 Ext 4
In-Water Sales:	Jorgen Bateman	(916) 826-0454
Operations Manager:	Jorgen Bateman	(916) 826-0454
Seminar Coordinator:	Michelle Umberger	(401) 247-0313 Ext. 106
Show Office	Stephanie Grove	(401) 289-2540
Finance:	Kayce Florio	(401) 247-0313 Ext. 102
Show Manager:	Katie Kelly	(401) 682-7350 Ext. 109

OFFICIAL SERVICE CONTRACTORS

Decorator Services:

AES – American Exposition Services

Tel: (916) 925-3976

info@american-expo.com

www.american-expo.com

SHOW DATES & TIMES

Thursday	April 4 th	10:00 AM to 6:00 PM
Friday	April 5 th	10:00 AM to 6:00 PM
Saturday	April 6 th	10:00 AM to 6:00 PM
Sunday	April 7 th	10:00 AM to 5:00 PM

DIRECTIONS

Address

Craneway Pavilion
1414 Harbour Way South
Marina District, Richmond CA 94804

Parking

Craneway Pavilion has 1200 private, secure parking spots.

Map: [View PDF](#)

Note: Craneway Pavilion is respectful of its neighbors and as a guest of the Craneway we extend this obligation to you as well. Please do not park in nearby business parks, neighborhoods or residential parking lots in the area. All vehicles parked in unauthorized areas will be towed at owner's expense.

Nearest major airports

OAK 22.5 miles, 20min-30min and SFO 27miles, 30-60min per traffic

Driving Directions

From Oakland, Alameda, San Jose:

Take 880 Northbound to 580 Westbound. Continue on 580 West towards Pt. Richmond. Exit Harbour Way South (Cutting Blvd), make immediate right onto Cutting Blvd (at the light). Make an immediate right onto Harbour Way South (at the light) and follow it to the waterfront.

From San Francisco, Berkeley:

Take 80 Eastbound to 580 Westbound. Continue on 580 West towards Pt. Richmond. Exit Harbour Way South (Cutting Blvd), make immediate right onto Cutting Blvd (at the light). Make an immediate right onto Harbour Way South (at the light) and follow it to the waterfront.

From Walnut Creek:

Take 24 Westbound. Continue on 580 Westbound towards Pt. Richmond. Exit Harbour Way South (Cutting Blvd), make immediate right onto Cutting Blvd (at the light). Make an immediate right onto Harbour Way South (at the light) and follow it to the waterfront.

From Marin:

Take the San Rafael Bridge/ 580 Eastbound. Exit Cutting Blvd. Turn left onto Cutting Blvd. Make a right onto Harbour Way South and follow it to the waterfront.

From Sacramento:

Take 80 Westbound. Exit Cutting Blvd. Turn right onto Cutting Blvd. Turn left onto Harbour Way South and follow it to the waterfront.

MOVE-IN DATES & TIMES

On-Land Exhibits

Tuesday, April 2nd 09:00 AM to 7:00 PM –

Displays that are 200 sq. ft. and up can commence their move-in, as well as any Exhibitor that has shipped using the Advance Warehouse

Wednesday, April 3rd 09:00 AM to 7:00 PM – **ALL EXHIBIT SPACE**

In-Water Displays

Marina Basin move-in can commence on Sunday, March 31st

DETAILED MOVE IN TIMES FOR THE MARINA WILL BE SENT OUT APPROXIMATELY 2 WEEKS PRIOR TO MOVE IN. If you have any questions regarding the move-in schedule, please contact Jorgen Bateman at jorgen@norcalmgt.com or (916) 826-0454.

UNLOADING DURING MOVE-IN

Parking at Craneway Pavilion to unload is extremely limited. All vehicles will be allowed one hour to unload their materials from the unloading areas then must be moved to make room for other vehicles. Vehicles found in unloading areas longer than one hour will be subject to being towed at owner's expense. **If possible, ship all your exhibit materials to the advance warehouse and have AES deliver your materials right to your booth.** Please pay close attention to the freight instructions below.

MOVE OUT DATES & TIMES

Sunday, April 7th 5:00 PM to 9:00 PM

Monday, April 8th 8:00 AM to 2:00 PM*

* All show materials must be removed from the show grounds by 2pm, Monday, April 8th. If you are shipping your materials make sure your carrier checks in before 1pm. After 1pm, all remaining materials will be forced onto other carriers. Please plan accordingly.

DECORATOR SERVICES

AES (American Exposition Services) is the official Decorator for the show and provides all the below listed services at the show;

- Freight Receiving & Handling
- Carpet Orders
- Electrical Orders
- Booth Furnishings & Accessories
- Printed Signage & Services

AES will be on-site in the Pavilion Building both during the setup and duration of the show.

You can order a limited selection of furniture items on site, but we recommend using the online system to preorder and receive the preorder discount.

AES uses an online ordering system.

This convenient tool will help ease the process of ordering your show services while providing the information you need for your exhibit experience.

After we receive your application and deposit, you will receive an email from AES with instructions, a user name & temporary password.

Please login using the automated information sent directly to your email. If you haven't received an email or need assistance registering a login, please contact one of the Exhibit Gurus at 916.925.3976 or info@american-expo.com.

CARPET INSTALLATION

Carpet will not be provided by the show. Exhibitors may bring their own carpet/flooring or rent carpet from American Exposition Services. Use the AES Order Site to place orders for carpet.

Show management reserves the right to prohibit exhibitors from using sub-standard carpet. Please use exhibit grade quality carpet.

The aisles will not be carpeted.

ELECTRICAL SERVICE

Electrical Service will not be provided by the show.

Exhibitors requiring electrical service must order electrical through AES.

IN-WATER EXHIBITORS

The marina has a variety of 125-volt, 50amp and 30amp power (please bring sufficient cords and adapters, as your boats might not be close to an outlet).

Sail America, its contractors or the marina cannot provide splitters or converters.

STANDARD BOOTH EQUIPMENT

Each booth space will receive:

- (1) 7"x44" one-line identification sign
- 8' High back drape
- 3' High side drape

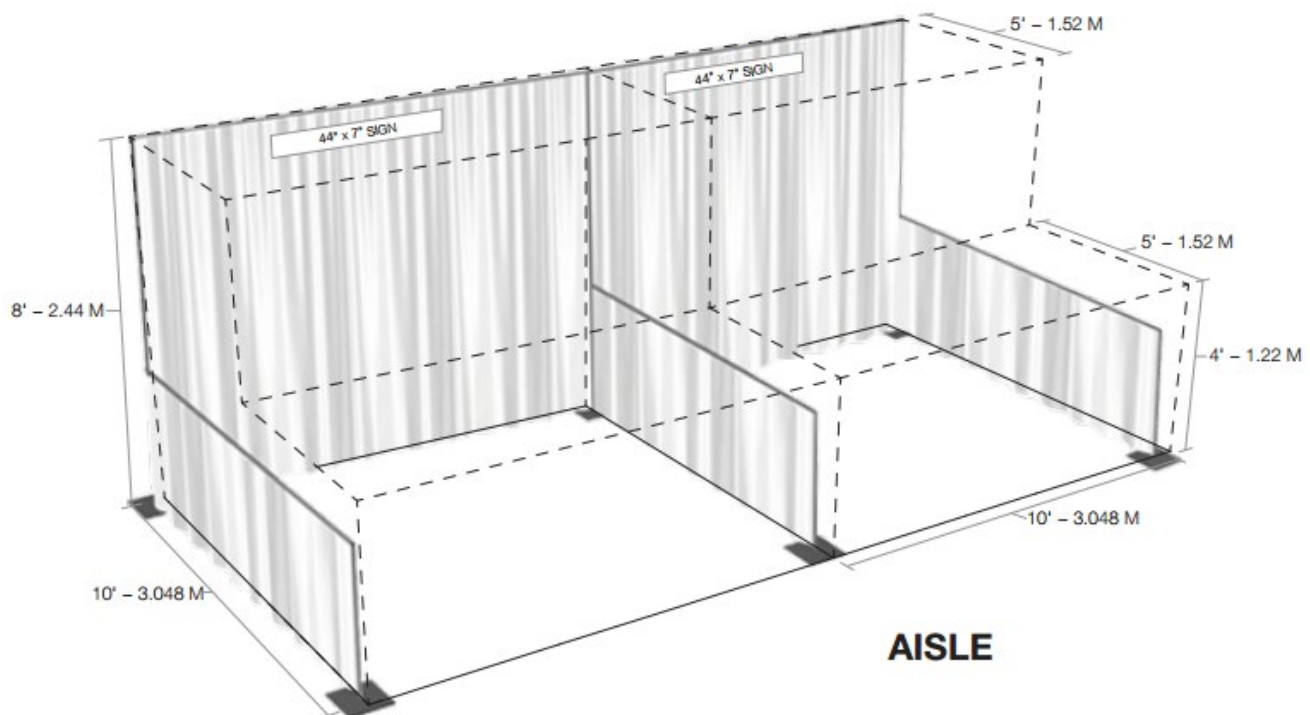
No partitions over 4' in height are permitted between booths that extend more than 5' from the back drape.

Sail America reserves the right to prohibit the use of certain signs, partitions or display content of which, in the sole judgment is not in keeping with good taste, or with the general marine aspect of the show.

Inline Exhibits: The minimum exhibit space is 10' x 10' and rented in multiples (10' x 20', 10' x 30', etc.). The back 5' of the basic exhibit may be occupied up to a height of 8'. The front 5' of the rented space may be occupied from the floor up to a height of 4'. Equipment/product may exceed the 4' height limit but may not be higher than 8' and must be placed so as to not block the view or impede the sight lines of adjacent exhibits. Live or video demo stations must be confined to the back 5' of the rented space.

- Decorator will set each inline booth with 8' high back drape, 3' high side rail and a 44"x7" one-line identification sign.
- Signs hanging above booth height are not permitted

End Cap Exhibits: Vendors occupying both end cap booths are provided with a full 8' high backdrop across the back of their space.



HANGING BANNER INFORMATION

Exhibitors are prohibited from hanging any signs from the building's rafters or structure. Any hanging signs above the booth must be contracted through AES at their going labor rate.

Each exhibitor may have their banner or sign hung in the exhibit hall in the Craneway Pavilion. The exhibitor will provide either the banner, or the print-ready artwork for American Exposition Services to create the banner for them. A Structural Integrity Statement form must also be reviewed and signed by the exhibitor. Contact info@american-expo.com for more information on printing a new banner and pricing.

Specifications

The banner dimensions and a diagram must be submitted to AES no later than Monday, April 2nd.

Shipping Your Own Banner

All banners are required to be shipped to the Advance Warehouse. Banners will be hung before exhibitor move-in, on Monday, April 1st. Exhibitors will cover the cost of shipping their banner, as well as rigging labor. Material handling will be waived.

Rigging Labor

Lift Crew **\$400.00/hr. (ST)** and **\$600.00/hr. (OT)**

A one (1) hour minimum charge will apply to both install and dismantle.

All suspended signs must be assembled, installed, and removed by AES. Hanging anchor points must be pre-fabricated and ready for use. If any hang points support over 250 lbs., please notify AES immediately.

EXHIBITOR FREIGHT PROCEDURES

- American Exposition Services Inc. is the official material handling contractor for this event and will have jurisdiction on the operation of all material handling equipment, all unloading and reloading, and handling of empty containers.
- American Exposition Services Inc. is responsible for coordination of all incoming and outgoing freight and materials at the show site. Enforcing safety regulations and maintaining clear aisles is our responsibility. Please help us by following all material handling rules and guidelines.
- This event venue has no facility for receiving and handling advance shipments. All advance shipments should be sent to the address indicated for advance shipments. All freight must be shipped PREPAID and labeled with custom AES Labels accordingly.

Carriers

AES Transportation is the preferred carrier for this event. Please call our specialists to arrange all inbound and outbound shipments at (916) 925-EXPO (3976) or email info@american-expo.com.

If you choose to use a carrier other than AES Transportation, you will need to make all inbound and outbound shipping arrangements. Please place on-site material handling orders to notify us of your intention to send freight.

Shipping Charges

Please prepay all shipping charges. American Exposition Services, Inc. will not accept or be responsible for collect shipments.

Material Handling Rates and Charges

Receiving your freight is not included in the cost of your booth.

Labor and equipment required for unloading and loading are included in your drayage charges.

You are still required to follow all the requirements for completing "Bill of lading" and other required documentation

Special Material Handling

If you require any special material handling other than the standard delivery of your freight to your booth, please contact AES for a quote or check the AES Labor rates

Consignment

All shipments must be consigned c/o American Exposition Services to enable us to accept them for handling. The Craneway Event facility will not accept direct shipments consigned to them, as they have no facilities for receiving or storing freight.

Inbound Bill of Lading / Delivery Slip

All shipments must have a bill of lading or delivery slip indicating the piece count, weight and description of your merchandise. Upon shipping, immediately send copies of bill of lading to AES as well as your on-site representative.

Services Within Booth

All deliveries are made to the booth. Any further handling or placement within the booth will incur additional labor charges.

ADVANCE FREIGHT & ADVANCE WAREHOUSE

As the "Official Service Contractor" AES are responsible for all freight-related services. They will provide advanced dock to dock material handling, including, receiving shipments at our warehouse, storage (up to 30 days prior to install date), and transportation of shipments to show site, delivery to exhibitor's booth, pick-up and outbound freight handling. (Exhibitors are responsible for inbound and outbound shipping charges). All orders are governed by AES Payment Policy and the Limits of Liability and Responsibility.

All shipping logistics are the responsibility of the exhibitor. Please contact your preferred carrier to schedule delivery to either the advance warehouse or venue show site and the return pick-up of your freight from the venue show site accordingly. Please contact AES for assistance at (916) 925-3976.

Advance Warehouse:

There is a flat fee rate of \$210/shipment, per exhibitor for Advance Freight orders. Exhibitors are responsible for ordering this service and arranging shipments directly with your carrier in advance. Freight will be delivered to booths by end of day Monday, April 1st.

Advantages of the Advance warehouse:

- Advanced dock to dock material handling
- Storage up to 30 days prior to the show
- Transportation of shipments from advance warehouse to show site
- Delivery to exhibitor's booth
- Show materials delivered first at move in and picked up first at move out
- Storage of crates on site during the show

All Advance Freight Shipments must be consigned and prepaid and can be received at the AES Advance Warehouse between February 4th and March 15th, 2019. Shipments will be accepted after the March 15th Advance Freight deadline, however a 30% surcharge for "late delivery" will apply. Freight will not be accepted on weekends.

Each piece of freight should be addressed with the AES Advance Freight Label provided in your online kit:

C/O
YRC FREIGHT
AMERICAN EXPO
499 VALLEY DRIVE
BRISBANE, CA 94005
Event: Pacific Sail & Power Boat Show

Exhibitor: _____

Booth #: _____

2019 Pacific Sail & Power Boat Show®

FREIGHT DIRECT TO SHOW SITE

Exhibitors can ship direct to the show site starting on Tuesday, April 2nd from 9am – 7:00pm.

Direct Freight to show fee:

There is a \$105.00 per direct shipment to show site fee for material handling.

AES Discount Package

Exhibitors who choose to ship inbound or outbound with AES as their primary shipper will receive a 50% discount on all material handling charges.

Interested? **Contact the ESR representatives at info@american-expo.com and they can send you a quote!**

Each piece of freight should be addressed with the AES Direct Freight Label provided in your online kit:

**Craneway Pavilion
 C/O: AES – American Exposition Services
 1414 Harbour Way South
 Richmond, CA 94804
 Pacific Sail & Power Boat Show**

Exhibitor: _____

Booth #: _____

Advance Warehouse Arrive between February 4 th & March 15 th 2019		Direct Shipments Can start arriving April 2 nd , 2019 at 9am
C/O YRC FREIGHT AMERICAN EXPO 499 VALLEY DRIVE BRISBANE, CA 94005 Event: Pacific Sail & Power Boat Show Exhibitor Name & Booth Numbers		Craneway Pavilion AES – American Exposition Services 1414 Harbour Way South Richmond, CA 94804 Phone 510-215-6000 Pacific Boat Show 2018 Exhibitor Name & Booth Numbers

Note.
Direct shipments to show site received prior to exhibitor move in will be charged an additional “Off-Target” fee.

SHIPPING TIPS

- Before leaving your office obtain a copy of the Original Bill of Lading, which indicates piece count, weight, origin and consignee.
- Be sure to get tracking numbers, which enable your carrier to trace your shipment(s).
- Upon arrival at your exhibit, compare your shipping information with the freight in your space.
- Report any missing freight or damage to the AES Freight Desk immediately.
- A report will be written, and we will notify the carrier.
- Review the “Material handling services limits of liability & responsibility.”
- Empty labels must be affixed to all empty crates/cartons for storage during the show to assure correct delivery at the close of the event.

Empty Containers/Labels

When finished unpacking, empty shipping containers (cartons, fiber cases, etc.) that have empty labels affixed to them will be picked up, stored and returned at the close of the show. Empty labels are available at the American Exposition Service Desk and are to be used for empty storage only. American Exposition Services, Inc. is not responsible for any contents of a container marked empty. It will not be possible to access empty containers during the show as they will be stored off-site.

Outbound Shipments

At the close of the show, it is the exhibitors' responsibility to:

- Obtain a Material Handling Agreement (MHA) from American Exposition Services, Inc.
- Arrange with carrier of your choice to pick-up your freight from show site by the designated time
- Re-pack and label each container being shipped (old shipping labels should be removed)
- Complete and return the Material Handling Agreement (MHA) to American Exposition Services, Inc.

A Material Handling Agreement must be completed for each shipment. Therefore, if you are shipping out freight to (2) different locations, AES must have an MHA for both locations. If freight is found on the show floor and AES does not have a completed Material Handling Agreement, American Exposition Services, Inc. will declare it FORCED FREIGHT and it will be returned C.O.D. to the address present on the outside of the packages. American Exposition Services, Inc. assumes no responsibility for misdirected shipments or liability for such handling. Additional charges will be assessed for shipments returning to our warehouse at listed rates per 100 pounds/CWT.

FREIGHT DESK

AES will be handling all freight shipments once they arrive at the show. All freight inquiries should be directed to the Freight Desk, which will be located near the Assemble Restaurant entrance of the show.

MOVE OUT & EXHIBIT REMOVAL

All exhibits must remain staffed and intact until the official show closing at 5pm on Sunday, April 7th. Once the public has safely left the show grounds, empty crates will be returned to your space. Hand carried items may leave the floor after 5pm Sunday night. You must wear your exhibitor badge to hand carry items out.

All Exhibit Materials must be off show grounds by Monday, April 8th at 2pm. Please plan accordingly. Any Exhibit Materials left after that time will be shipped via other carriers at your expense.

OUTBOUND SHIPPING

Be sure to properly label all materials for shipping, prepare bill of lading, contact your carrier and leave a copy of the bill of lading at the freight desk. AES will have a representative available at the close of the show to assist you with shipping. Make sure your driver reports to the freight desk to coordinate the loading of your freight NO LATER THAN MONDAY, APRIL 8th AT 1PM.

IMPORTANT SHIPPING NOTES:

Any exhibitor shipping via UPS, Fed/Ex or other carrier must make their own arrangements for pickup. **Neither the show management nor the decorator can make these arrangements for you.** Make sure you contact your carrier to make sure your shipment(s) are picked up by the specified times listed in the Exhibit Removal section below. Any freight not picked up during these times will be force-shipped, and additional shipping fees will apply.

Limits of Liability

1. We are not responsible for damages to uncrated materials; materials improperly packed or concealed damages.
2. We are not responsible for loss, theft, or disappearance of any materials improperly packed or concealed damages.
3. We are not responsible for loss, theft, or disappearance of any materials before they are picked up from the exhibitors' booth for reloading after the show. Bills of lading covering outbound shipments will be checked at the time of actual pickup from the booth and discrepancies will be corrected.
4. We are not responsible for any loss, damage or delay due to fire, Acts of God, strikes, lockout, or work stoppages of any kind or to causes beyond our control.
5. Maximum recovery. If found liable for any loss, American Exposition Services' sole and exclusive maximum liability for loss or damage to exhibitor's materials and exhibitor's sole and exclusive remedy is limited to \$.30 (USD) per pound/article with a maximum liability of \$50.00 (USD) per item, or \$1000.00 (USD) per shipment, whichever is less.
6. We are not liable to any extent whatsoever for any actual, potential or assumed loss of profits or revenues or for collateral costs, which may result from any loss or damage to an exhibitor's materials which may make it impossible or impractical to exhibit it.
7. The consignment or delivery of a shipment to American Exposition Services Inc. by an exhibitor (and/or other shipper) on behalf of the exhibitor shall be construed as acceptance by the exhibitor of the terms and conditions set forth.

OFFICIAL HOST HOTEL

We are excited to announce the Marriott Hotel in Emeryville as official Host Hotel for the 2019 Pacific Sail & Power Boat Show.

To make a reservation at discounted show prices, click on the online reservation link below.

[Book your group rate for Pacific Boat Show 2019](#)

or call 800-828-4720 and use booking code Pacific Sail & Power 2019

[Click for more Host Hotel Information](#) or [Quick Link to Reservation Site](#)

EXHIBITOR PARKING

Parking will be FREE for exhibitors in designated areas.

Exhibitors must be able to show a valid Exhibitor Badge to the parking attendance.

General parking is \$10.00 per day,

THE PARKING FACILITIES ARE NOT CONTROLLED BY SHOW MANAGEMENT

EXHIBITOR REGISTRATION

Exhibitor Registration will be open daily from 9:00 am to 6:00 pm beginning Tuesday April 2nd. Registration is located in front of the show office near the main entrance to the show.

EXHIBITOR CONDUCT

Booths must be manned during all show hours. Buyers are on the floor until the last minute of the show and expect exhibitors to be present. Only companies that have contracted for space are allowed to demonstrate products, solicit orders, or distribute advertising. Confine distribution of literature, signage, models and sales materials to your exhibit space. **ONLY PRODUCTS DECLARED ON YOUR SHOW APPLICATION AND CONTRACT MAY BE EXHIBITED.**

SECURITY

There is 24-hour security starting from the first day of move in to the last day of move out. All exhibitors will have access to the show areas 1 hour before opening and 1 hour after close. If you need access more than 1 hour, please let Show Management know, so arrangements can be made.

OVERNIGHT PRIVILEGES

Can be arranged through the Show Office for Exhibitors and Boat Owners only. Please submit with the Exhibitor Credential Request Form which of your staff will be staying overnight. Only those with an overnight pass will be allowed access. The Marina Management will issue marina keys to those individuals for a \$50.00 deposit, which will be returned to you after the key is returned.

WI-FI SERVICE

Wi-Fi access is available at Craneway Pavilion and can be pre-ordered or purchased onsite.

[Click Here](#) to Pre-Order your Wi-Fi.

Wi-Fi can be ordered on-site, but to avoid a delay in service, please pre-order.

PLEASE NOTE: Marina Bay Yacht Harbor is working on having WIFI available at the In-Water Display and the Marina Exhibition Tent.

SIGNAGE ON TENTS, FENCING & MARINA

Signs are not permitted on any part of the tents or the marina property. You may place banners on the temporary fence at no charge. SA reserves the right to remove any banners it deems to be inappropriate, and banners will be returned?

WATER DAMAGE

April is known to be rainy in the bay area and damage to your display can occur. Make sure that you protect your display by keeping boxes, brochures and merchandise off the floor. Use of pallets or plastic sheeting to help is permitted. When heavy rain occurs, the outside tent areas may flood. Show Management will assist as much as possible. Make sure that your insurance is in effect during all periods of the show including move in and move out. Show management cannot be held responsible for any damage caused due to nature.

INSURANCE REQUIREMENTS

All exhibitors at Pacific Sail & Power Boat Show are required to provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 in all.

Please forward this information to your insurance agent, broker or company in order that they can issue the proper policy to Sail America. Your normal business insurance should meet the requirements without any need for a special policy. Make sure that the policy covers all days of the show plus move in and move out days. Your Insurance Company should be able to issue the proper certificate at no charge or a nominal fee.

Sail America must be named as additional insured.

EXHIBITORS MAY NOT MOVE INTO THE SHOW UNTIL THESE REQUIREMENTS ARE MET.

Please email a copy of your insurance certificate to [Stephanie Grove](#) or fax a copy to (401) 247-0074

CRADLES, SCAFFOLDING & STAIRS

All the above must be approved by Show Management and comply with OSHA standards including dual upper and lower hand rails if steps are over 2 feet. On docks, stairs must be wider than 24".

DUMPSTER & TRASH

Please dispose of all refuse in trash receptacles or larger items in the dumpster. It is your responsibility for maintaining neat, clean orderly displays. Please cooperate as best as you can.

ANIMALS PROHIBITED

Pets are not permitted within the show areas. Guide dogs for the blind or hearing impaired are exempt.