



Important Information

October 8-9, 2011 • Del Mar Fairgrounds, Del Mar

Thank you so much for your participation in Sacred Craft! We are looking forward to another successful show at the Del Mar Fairgrounds. The information contained in this packet is meant to provide answers to all your questions. Please feel free to contact us at anytime if there is anything we can do to help. Looking forward to seeing you at the show!

SHOW VENUE:

Del Mar Fairgrounds
Building: Exhibit Hall
2260 Jimmy Durante Blvd.
Del Mar, CA 92014

PARKING:

There is a parking lot located directly next to the Exhibitor Hall building. Entrance is located at the Solana Gate off the Via De Valle exit. An exhibitor parking pass is \$9 and includes both move-in and show days.

MOVE-IN/MOVE-OUT:

Move-In	Friday, October 7 th Saturday, October 8 th	10:00am – 6:00pm 8:00am – 10:00am	Overnight security will be provided on Friday Night
Show Days	Saturday, October 8 th Sunday, October 9 th	10:00am – 6:00pm 10:00am – 4:00pm	SHOW DAYS AND TIMES
Demo	Sunday, October 9 th	7:00am – 10:00am	15 th Street Del Mar
Move-Out	Sunday, October 9 th	4:00pm – 6:00pm	All product must be removed by Sunday, October 9 th . Nothing can be left overnight. The Christian Surfer's Association will be on hand Sunday to assist exhibitors with move out.

SACRED CRAFT CONTACTS/VENDORS

- Sacred Craft Show Director – Scott Bass: phone: (760)445-9770 email: scott@surfboardshow.com
- Sacred Craft Operations – Sarah Haug: phone: (949) 226-5766 email: sarah.haug@nielsen.com
- Booth Décor Rental/ Shipping – American, Karen Anthony: phone: (209) 464-0560
- Hotel Reservations – [Hilton Del Mar](#): 800-833-7904 (be sure to mention you are with Sacred Craft)

BE SURE TO CHECK OUT THE SACRED CRAFT WEBSITE

www.sacredcraftexpo.com



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BOOTH CLEANING

Please make sure to pick up all of your trash and dispose of it in the trash cans located through the exhibit area.

BOOTH OCCUPANCY

Your booth must be staffed and open for business during regular show hours. You may not dismantle your booth prior to show close.

BOOTH LAYOUT

Each 10x10 booth includes 10' black back drape, 3' black side drape and Astroturf ground covering.

BUSINESS CENTER

A Fed-Ex business center offering faxing, copying and light shipping is located approx 3.5 miles away at 3435 Del Mar Heights Rd Ste D1, San Diego, CA 92130

DEMO

The demo will be held at from 7am – 10am on Sunday. It will be located at 15th street in Del Mar. If you are interested, please send an email to Sarah.cook@nielsen.com to confirm your participation and for additional details.

ELECTRICAL

All electrical must be order through Edlen by using the attached order form. Please note that booth space does not include electrical drops. If you require electrical for your booth, it is the exhibitors responsibility to order it.

EXHIBIT SPACE CONTRACTS AND COMPANY LISTINGS

It is the sole responsibility of the exhibitor to submit a completed exhibit space contract and to provide Sacred Craft with current company information (i.e. correct spelling of company name, additional listings, address, contact, etc.).

EXHIBIT SPACE PAYMENT

Exhibitors with outstanding exhibit space payments will not be permitted to move-in and set-up. Exhibitors are responsible for assuring that their exhibit space has been paid in full prior to the show.

FREIGHT SHIPPING/ FURNITURE RENTAL

American is the official freight provider and decorator of Sacred Craft, for information regarding shipping and furniture rental, please visit this site: <http://sacredcraftexpo.com/wp-content/uploads/2011/09/Sacred-Craft-2011.pdf>

INSURANCE

Sacred Craft does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies (see booth space contract item #17). Exhibitors must maintain insurance that meets the requirements outlined in this manual and on your booth space contract, and fax proof to Sacred Craft prior to the show. Please fax to 949/226-5657.

INTERNET

If you require internet access in your booth, you can order through the Del Mar Fairgrounds by calling Paul LoMonaco at 858/792-4204.

LOCATION

Sacred Craft is located at the Exhibit Hall Building at the Del Mar Fairgrounds.

PARKING

There is a parking lot located directly next to the Exhibitor Hall building. Entrance is located at the Solana Gate off the Via De Valle exit. An exhibitor parking pass is \$9 and includes both move-in and show days.

PROMOTIONAL DISTRIBUTION

Distribution of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's own exhibit space. Signs or advertising devices shall not be displayed outside of each exhibitor's own space. If you have any questions relating to this subject or would like information on outside advertising, please contact Show Management.

REGISTRATION

Exhibitor badges will be handed out to you during move-in on Friday, October 7th. You will receive 6 exhibitor badges per booth. If you require additional passes, wristbands can be purchased at registration for \$10 per person/per day.

SECURITY

Show Management makes every effort to provide protection for exhibitors' merchandise and displays. While Show Management will implement security measures to safeguard your property, neither Show Management, the Del Mar Fairgrounds, security contractor, decorator, nor any of their officers, agents or employees assume any responsibility for such property, loss or theft.

SOUND

Exhibitors must regulate the level of sound in their booths so as not to inhibit the ability of neighboring exhibitors.



Security

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Sacred Craft show Management makes every effort to provide protection for exhibitors' merchandise and displays. Show Management will provide overnight security on Friday and Saturday nights. While Show Management will implement security measures to safeguard your property, neither Show Management, the Del Mar Fairgrounds, security contractor, decorator, nor any of their officers, agents or employees assume any responsibility for such property, loss or theft.

OVERNIGHT SECURITY WILL BE PROVIDED ON FRIDAY AND SATURDAY NIGHT

TIPS TO HELP PROTECT YOUR PRODUCT

- Monitor your booth during set-up
- Do not list the contents on the outside of your shipping crates/boxes. Use a code to indicate contents.
- After show hours LOCK YOUR ITEMS UP AND STORE OUT OF REACH
- Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the show is closed or your booth is unattended.
- Always staff your booth during show hours.
- Staff your booth until your product and the exhibit area are cleared out during move-out.
- Once the show has closed, pack as quickly as possible and do not leave your display unattended.



Insurance

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Sacred Craft does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to show management prior to the show. To protect your property and staff we suggest taking the following steps:

PROPERTY INSURANCE

Contact your insurance broker or carrier to obtain a policy to cover the value of your booth, equipment, product and supplies. If you already have property insurance, confirm that it will extend to your property during shipping and at the show. Many insurance policies only cover property at a listed location or within 1000 feet of that location. If you use an independent contractor for installation or dismantling, review the agreement carefully to determine what insurance may be available if damage occurs as a result of their negligence.

COMPREHENSIVE GENERAL LIABILITY INSURANCE

Confirm that you have adequate coverage to protect your interests from potential claims arising from the injury to a person other than an employee at your booth.

WORKERS COMPENSATION INSURANCE

Exhibiting companies must have a Workers Compensation policy as required by law to insure your employees in the event of a work-related injury.

AUTOMOBILE LIABILITY INSURANCE

Confirm that an automobile liability policy is in place for any company owned vehicles used in connection with the show. Confirm that insurance is provided for any non-owned and/or hired vehicles used in connection with the show, including utility vehicles for loading and unloading.

REPORTING

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

INSURANCE REQUIREMENTS

As stated in your Exhibitor Space Contract, an exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with exhibitor's obligations under this paragraph. The following three types of insurance are required:

- Workers' Compensation insurance.
- Comprehensive General Liability insurance with limits not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);
- Automobile Liability insurance with limits not less than \$500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators.

Comprehensive general liability and automobile liability insurance policies shall name as additional insured Nielsen Expositions and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies satisfactory to Nielsen Expositions, shall be furnished to Nielsen Expositions sixty (60) days before the first day of the Event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days advance written notice to Nielsen Expositions.

NEED INSURANCE?

Email Sarah at sarah.haug@nielsen.com for a form to order insurance through John Buttine Inc

**FAX CERTIFICATE OF INSURANCE PRIOR TO THE EVENT TO:
949/226-5657**

SACRED CRAFT
31910 Del Obispo #200, San Juan Capistrano, CA 92675

ELECTRICAL ORDER FORM
MAIL OR FAX TO

Questions? Visit www.edlen.com



ELECTRICAL EXHIBITION SERVICES
1844 Imperial Ave., San Diego, CA 92102-3822
Ph: (619) 696-6625 Fax (619) 696-7762
sandiego@edlen.com

COMPANY:		BTH #	
EVENT:	SACRED CRAFT CONSUMER SURFBOARD SHOW		
FACILITY:	DEL MAR FAIRGROUNDS		
DATES:	OCTOBER 8 - 9, 2011	EVENT#	101159SD

ELECTRICAL OUTLETS Approximately 120V/208V A.C. 60 Cycle - Prices are for entire event

	QUANTITY (For Show Hours Only)	QUANTITY (For 24hrs/day Double price)	ADVANCE PAYMENT PRICE	REGULAR PAYMENT PRICE	TOTAL COST
120 VOLT					
0 - 500 WATTS (5 AMPS)	_____	_____	85.00	128.00	_____
501 - 1000 WATTS (10 AMPS)	_____	_____	145.00	218.00	_____
1001 - 1500 WATTS (15 AMPS)	_____	_____	169.00	254.00	_____
1501 - 2000 WATTS (20 AMPS)	_____	_____	194.00	291.00	_____
208 VOLT SINGLE PHASE					
10 AMPS	_____	_____	256.00	384.00	_____
15 AMPS	_____	_____	292.00	438.00	_____
20 AMPS	_____	_____	364.00	546.00	_____
30 AMPS	_____	_____	437.00	656.00	_____
60 AMPS	_____	_____	573.00	860.00	_____
100 AMPS	_____	_____	754.00	1131.00	_____
208 VOLT THREE PHASE					
10 AMPS	_____	_____	339.00	509.00	_____
15 AMPS	_____	_____	389.00	584.00	_____
20 AMPS	_____	_____	487.00	731.00	_____
30 AMPS	_____	_____	583.00	875.00	_____
60 AMPS	_____	_____	762.00	1143.00	_____
100 AMPS	_____	_____	1004.00	1506.00	_____
TRANSFORMER TO BOOST 208V up to approx. 230V - \$4 per amp with 20 amp min.					
LIGHTING EQUIPMENT (Including current consumed) Include drawing showing light location.					
50 WATT ARM LIGHT ¹	_____	_____	116.00	174.00	_____
90 WATT HALOGEN LIGHT ²	_____	_____	96.00	144.00	_____
90 WATT DBL HALOGEN LIGHT ²	_____	_____	144.00	216.00	_____
250 WATT HALOGEN LIGHT ²	_____	_____	120.00	180.00	_____
1000 WATT QUARTZ LIGHT ³	_____	_____	237.00	356.00	_____
<small>1. Requires hard wall for installation. 2. Cost includes installation at rear or side rail of in-line booths. Other locations require labor & material. 3. Time & material will apply when lift is required to mount overhead. Please see #7 on back.</small>					
MATERIAL (Electricity not included)					
15' EXTENSION CORD	_____	_____	23.00	_____	_____
MULTI OUTLET STRIP	_____	_____	23.00	_____	_____
LABOR					
ST (Mon - Fri 8:00 - 4:30 pm, excluding Holidays)	_____	_____	97.00	_____	_____
OT (Mon - Fri 4:30 pm - 8:00 am, Sat, Sun & Holidays)	_____	_____	194.00	_____	_____

FOR ADVANCE PAYMENT PRICE to apply we must receive your order, payment and floor plan showing main power location and distribution points (see item #1 on reverse) prior to this

DEADLINE DATE: SEPT. 23, 2011

Avoid Duplication !!
If you fax this form with credit card info, do not mail the original form or send another form of payment.

ON LINE ORDERING
This show may be available on line. Visit www.edlen.com. Use the event # above as your password.

ISLAND BOOTHS
There is a minimum labor charge of (1) hour to deliver power to all Island booths. All additional distribution is done by Edlen electricians on a time & material basis.

208V & HIGHER VOLTAGES
There is a minimum labor charge of (1) hour for installation & 1/2 hour for removal of all high voltage services. Material charges may apply. If you require services not listed on this form please call for a quote.

DEDICATED OUTLETS
Dedicated outlets require a 20 amp outlet.

24 HOUR SERVICES
Electricity will be turned on within 30 minutes of show opening and off within 30 minutes of show closing, show days only. If you require power at any other time order 24 hour power at double the outlet rate.

SEE REVERSE SIDE FOR ADDITIONAL TERMS AND CONDITIONS

PLACE YOUR TOTAL PAYMENT HERE	
<small>All foreign checks must be drawn on U.S. Banks Only. Edlen reserves the right to correct orders figured incorrectly.</small>	

DATE RECEIVED	
PAYMENT METHOD	
AMOUNT RECEIVED	
RECEIVED BY:	

COMPANY NAME:		PHONE:		FAX:	
ADDRESS:		CITY:		ST:	ZIP:
SIGNATURE:			PRINT NAME:		Country:
EMAIL ADDRESS:					
PAID BY: CK AMX VISA MC DISC DINER				EXP DATE:	
CARD HOLDER SIGN:			PRINT NAME:		
CREDIT CARD BILLING ADDRESS (if different from address above)					
ADDRESS:		CITY:		ST:	ZIP:

CONSUMER SURFBOARD EXPO • CONSUMER SURFBOARD EXPO • CONSUMER SURFBOARD EXPO • CONSUMER SURFBOARD EXPO



OCTOBER
8 + 9, 2011

DEL MAR FAIRGROUNDS
DEL MAR, CA

\$10 ENTRANCE

12 AND UNDER FREE

FREE SURFER SUBSCRIPTION WITH EVERY ENTRY



TRIBUTE TO THE MASTERS SHAPE-OFF
HONORING
CARL EKSTROM

PRESENTED BY **USBlanks**
MADE IN USA



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