



March 7th - 10th, 2024 • Cal Expo

BOAT SHOW HANDBOOK

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PLEASE READ CAREFULLY



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General Information

Facility

Cal Expo
1600 Exposition Blvd.
Sacramento, CA 95815
Website: www.CalExpo.com

Contacts

Show Management:

Jorgen Bateman
Cell: (916) 826-0454
Fax: (916) 850-2732
jorgen@norcalmgmt.com

Decorator:

Sacramento Stage Lighting Ltd.
Troy Patton – Production Manager
Office: (916) 447-3258
Cell: (916) 470-0224
Email: tpatton@sacstagelight.com
www.sacstagelight.com

[Quick Link to Decorator order forms](#)

Show Dates & Times

Thursday	March 7 th	11:00 AM to 6:00 PM
Friday	March 8 th	11:00 AM to 6:00 PM
Saturday	March 9 th	10:00 AM to 8:00 PM
Sunday	March 10 th	10:00 AM to 6:00 PM



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Move-in Dates & Times

Bulk Boat Display Exhibitors (1,000 sq. ft. and up)

Special move-in instruction for bulk displays in the Pavilion, Building C will be provided closer to the show dates.

Booth Exhibitor:

Wednesday March 6 th	08:00 AM to 7:00 PM – ALL EXHIBIT SPACE
Thursday March 7 th	08:00 AM to 10:00 AM – ALL EXHIBIT SPACE

By 10AM on opening day, all vehicles must move to the front public parking lot. Vehicles left in the back around the show buildings will be sited and towed by Cal Expo police.

The show opens at 11am.

Vehicle access during setup and move out is through Cal Expo Gate 12.

Gate 12 address for navigation devices: 1104 Ethan Way, Sacramento CA, 95825

If you have any questions regarding the move-in schedule, please contact Jorgen Bateman at jorgen@norcalmgmt.com or (916) 826-0454.

Move Out Dates & Times

Sunday, March 10 th	6:00 PM to 10:00 PM
Monday, March 11 th	8:00 AM to 01:00 PM*

** All show materials must be removed from the show grounds by 1 pm Monday, March 11th. If you are shipping your materials make sure your carrier checks in before 1pm. After 2pm, all remaining materials will be forced onto other carriers. Please plan accordingly.*

Exhibit Removal

All exhibits must remain staffed and intact until the official show closes at 6pm on Sunday March 10th. Once the public has safely left the show grounds, breakdown of displays can commence. Hand carried items may leave the floor after 5pm Sunday night. You must wear your exhibitor badge to hand carry items out.

Exhibitor Parking

THE PARKING FACILITIES ARE NOT CONTROLLED BY SHOW MANAGEMENT
Normal daily parking is \$10.00; however, the exhibitors can purchase parking from show management at a discounted rate of \$5 per day per car.

Please complete the Parking Pass Order Form to pre-order the Parking Passes.

[Parking Pass Order Form](#)

The Parking Passes can be picked up at the show office during move-in.

Exhibitor parking during show days is in the front parking lot by the East Gate off Exposition Blvd.

The exhibitor walk-in entrance is through the Cal Expo East Gate.



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Registration

Exhibitor Registration will be open daily from 8:00 am to 6:00 pm beginning Tuesday March 5th. Registration will be located in the show office in the Pavilion.

Exhibitor Badge Credentials – Deadline February 1st.

An Exhibitor Badge allows you to enter the Show during opening hours and one hour prior to the opening of the show during show days. Badges must be worn when entering the show. Please submit an [Exhibitor Badge Order Form](#) by February 1st.

Credentials are required for entry on all days the show is open to the public.

Your company is allotted badges based on the total exhibit area occupied:

200 sq. ft. or less	6 badges
201-500 sq. ft.	10 badges
501-2000 sq. ft.	12 badges
2001-3500 sq. ft.	15 badges
Over 3500 sq. ft.	20 badges

Exhibitor badges are only for company employees working in your booth and should not be used for guests, family, or friends. Identification will be required when picking up your exhibitor badges. Guest tickets are available for your guests, family, or friends.

Exhibitor Guest Tickets – Deadline February 1st

Make your guests and prospects feel like VIP’s!

Exhibitor Guest Tickets: Valid Thursday – Sunday of the Show

Distribute all the tickets you want, pay only for those redeemed (\$6.00 per Tickets)

Tickets redeemed will be billed at half the daily ticket price.

Exhibitor Guest Tickets make for great gifts.

Mail them to prospects or give them out in showroom and be billed for only those redeemed at the show

Exhibitor Guest Tickets are available in advance by mail. Tickets can be mailed to you or held at the in the show office. Tickets left at “Will Call” must be left in a #10 Business Envelope with the recipient’s name (last, first) printed or typed in the upper right-hand corner. Your Company’s name should appear below the name. Envelopes will be available at the show office for this use. We recommend that you provide your own envelopes in advance to avoid any delays.

Please use the

[Exhibitor Guest Ticket Order Form](#)

TICKETS MUST BE ORDERED BY February 1st.

You will be billed after the show for only redeemed tickets at \$6.00 per ticket.

(Ticket Face Value \$15.00)



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Standard Booth Equipment

Each booth space will receive:

- 1 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 4' from the back drape.

SVMA Inc. 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.

Decorator:

Sacramento Stage Lighting Ltd.
Troy Patton – Production Manager
Office: (916) 447-3258
Cell: (916) 470-0224
Email: tpatton@sacstagelight.com
www.sacstagelight.com

Tables, chairs, and carpet are not provided in your booth.
You can bring your own, or order through the decorator.

Carpet is not included,
Exhibitors may bring their own flooring or rent carpet from the Decorator.

[Decorator's Exhibitor Kit.](#)

Electrical Service

Electrical Service will be provided as follows:

Booth: 500 watts of power for each 10' x 10' booth.

Bulk: 1000 watts of electricity for each full 2,000 sq. ft. of space.

Exhibitors requiring additional electrical service must complete the Electrical Order form



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Rules & Regulations

Conduct of Exhibitors

Booths must be manned during all show hours. Buyers are the on 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.

Fire Marshal Rules

All exhibitors are required to follow the Fire Marshal rules.

Exhibitors are required to keep a copy of these rules in their booths for the duration of the show.

[Fire Marshal Energized Equipment Informational Guide.](#)

No open flames are allowed inside buildings.

No tents or canopies are allowed inside buildings.

All materials used indoors for display or decoration should be made of flame-retardant materials and certified as flame retardant. This includes booth display decorations such as vegetation, straw, grass, etc.

Aisles, Exits and Obstructions

Aisles must be kept clear of all displays and equipment.

Entrance and exit doors are required to remain unobstructed at all times.

Fire extinguishers and firehose cabinets are required to always remain visible and accessible.

Amplified Sound

Maintain amplified audio volumes that are not disruptive to other neighboring exhibitors.

Indoor Displayed Boats or Vehicles

Fuel level must not exceed ¼ tank and/or less than 3 gallons.

Once inside the exhibit halls, the negative battery terminal must be disconnected, and fuel tank cap taped/locked.

Cradles, Scaffolding & Stairs

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

Dumpster & Trash Removal

Please dispose of all refuse in trash receptacles or larger items in the dumpster. It is your responsibility to maintain 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.

Insurance Requirements



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All exhibitors at the Sacramento 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 SVMA Inc. 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.

Description: Sacramento Boat Show & Off-Road Exposition, March 7th – 10th 2024
Event Address: Cal Expo 1600 Exposition Blvd. Sacramento, CA 95815
Amount Insured: \$1,000,000 per occurrence and 2,000,000 aggregate
Dates of Coverage: March 7th - 13th, 2023 Includes move-in and move out dates

Additional Insured:

The certificate must name the following as additional insured

- **SVMA Inc.**
- **Cal Expo**
- **State of California**
- **NorCal Management Services LLC.**

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

[Insurance Requirements](#)
[Sample Insurance Certificate](#)

PLEASE EMAIL A COPY OF YOUR INSURANCE CERTIFICATE TO
JORGEN@NORCALMGMT.COM
or mail to: SVMA Inc. P.O. Box 672 West Sacramento, CA 95691

If you do not have insurance coverage in place, exhibitors can buy insurance online by clicking on the below link. Please click the link below and complete a short questionnaire to obtain the required coverage.

You may purchase insurance if you do not have insurance, or it does not comply with the requirements above.

[Click the link to purchase insurance.](#)



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Tax License & Seller's Permits

Exhibitors selling tangible items are required to obtain a California Seller's Permit before the event. Only exhibitors selling products must obtain a permit.

California Department of Tax & Fee Administration.

Tax Rate: 8.75% (subject to change).

For businesses with a current Seller's Permit:

Click Here for the [California Department of Tax & Fee Administration website](#).

Under Registration, click on “Register a New Business Activity.”

Follow the prompts to add a new location.

Add "Cal Expo, 1600 Exposition Blvd, Sacramento, CA, 95815" as an additional location.

Print a copy of your permit number to bring to the show.

For questions contact: California Department of Tax & Fee Administration

Phone: (800) 400-7115

www.cdtfa.ca.gov

For businesses without a current Seller's Permit and out-of-state companies:

Click Here for the [California Department of Tax & Fee Administration website](#).

Under Registration, click on “Register a New Business Activity.”

Follow the prompts to register for a Temporary Seller's Permit.

If this is your only event in California, select a Temporary Seller's Permit.

PLEASE NOTE: Temporary Seller's Permits are only valid for 90 days.

Print a copy of your registration form and permit number at the end of the online application and bring to the show.

Please read the California State requirement carefully and adhere accordingly.

[CA Sellers Permit Requirements](#)

[Permit Form BOE-410-D](#)

[Sales Tax Special Notice – AB1499](#)



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Telephone & Internet Service

AT&T will handle the installation of phone lines and internet lines.
To order service, please contact AT&T directly.

WI-FI Service

Complimentary Wi-Fi service is available through Cal Expo.
Speed and reliability are not guaranteed.
Log-in information will be available on-site.

Water Damage

March can be rainy and damage to outdoor 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. 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.

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 closing. If you need access more than 1 hour prior to opening, please let Show Management know to make arrangements.