



## Exhibitor Prospectus

- Be sure to carefully read the prospectus with focus on the schedule & critical dates.
- Promptly make your exhibit space balance payment before the **October 14, 2011** deadline.

## Innovative Expo Exhibitor Service Kit

When you receive your link to the online Innovative Expo Exhibitor Service Kit in **late September/early October...**

- Pay particular attention to materials handling & storage and installation & dismantling dates and times (standard time or double time labor rates). Highlight or circle important items that will instantly draw your attention or that of the person in charge of the booth.
- Complete and mail the Innovative Expo order forms **before the discounted price deadline**. Costs of renting items on-site increase substantially. Telephone orders should be confirmed in writing. Any service or rental cancellations should also be confirmed in writing. Confirm that all orders/payments have been received.
- Booth carpet, if ordered, is delivered clean (if not, please ask Innovative Expo to clean it prior to any set-up). Be sure to pre-order a pre-show or daily cleaning service. Better yet, **bring a small compact vacuum cleaner** that has a fold

down handle. If it's compact & light enough, you can send it along with the rest of your display and **save bundles** on pre-show or daily cleaning.

- Keep in mind that chairs & wastebaskets, if ordered, are delivered right before show opening for 2 reasons:

1) other exhibitors may "borrow" such items for their own booth and...

2) there's liability issues involved when exhibitors use chairs as ladders for erecting their displays. If you do order a wastebasket, be sure to leave it in the aisle each evening so that it can be emptied.

- If you feel an item that you ordered is missing, please check with Innovative Expo.
- Allow adequate delivery time for your booth display to reach its destination. Note the specified dates, address and deadline that Innovative Expo is to receive shipments prior to move-in day. Note the shipping address to be used before & after the deadline date. Be sure to monitor the movement of your booth display...you don't want it to end up at the wrong show!
- If all possible, ship to Innovative Expo's warehouse prior to their deadline. **The rate will be significantly lower** than if shipped directly to the Palm Springs Convention Center on move-in day.



# Helpful Guidelines

- Remember, freight can sometimes get lost in the exhibit hall. Try painting your crate a distinctive color for quickly locating if misplaced.

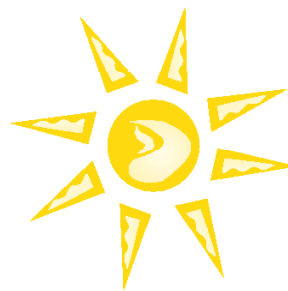
in mind...the expo cannot open until all debris is cleared from the aisles. Once the aisles are clear, the plastic covering on the carpet can then be removed and the expo may open.

## Show Labor

- Provide your booth personnel with a copy of the Rules & Regulations (found in the Exhibitor Prospectus) and emphasize the importance of adhering to them - especially the local unions' division of responsibilities.
- Please do not criticize or engage in arguments with labor personnel. Discuss the problem with CAHF show management. CAHF show management will then discuss the problem with an Innovative Expo representative if necessary.
- If you plan to set-up a small exhibit by yourself without union labor, refer to the Rules & Regulations (found in the Exhibitor Prospectus).
- Remember, don't just grab any 'ol cart lying around and start moving items to your booth. There's liability issues involved -- don't do it.

## Show Time

- Advise booth personnel to arrive early, obtain their badges and be in the exhibit hall before the exhibits open.



## Setting Up Your Booth

- Unpack literature and other materials well in advance of the expo opening so the aisles can be cleared of debris before convention attendees enter. Keep