

# SACRAMENTO BOAT SHOW

& off road exposition

## RULES & REGULATIONS

LICENSES: To exhibit, you must have valid documents as required by State and local agencies. In particular, Seller's Permit Numbers must be on file with the Boat Show Office in a timely manner (see Information Packet & Forms) and proof of DMV dealer license available at the show. It is your responsibility to obtain these licenses. The SVMA is required to submit all Reseller's Numbers to the State in advance of show opening. They will audit the show on opening day to make certain vendors have the proper permits.

SCOPE OF EXHIBITS: All exhibits at the SACRAMENTO BOAT SHOW must sell services or products that are in some way related to water sports or boating. Show Management will require that individual exhibitors decorating for the show be in a theme consistent with promotion of water sports and the boating lifestyle.

SPACE ASSIGNMENT: While space should not be a problem, if at the dealer's request, two dealers are trying to occupy the same space, the use of the space shall defer to the SVMA membership seniority within the association. Exhibitor may exhibit only products listed on his contract and may not assign or let another use any part of assigned space without the express consent of the SVMA. SVMA reserves the right to alter space assignments in order to conform to the display requirements of Cal Expo.

SHOW DECORATOR: (furniture, electrical service) SACRAMENTO THEATRICAL & LIGHTING (STL) is the official show decorator. A packet with order forms will be sent to you under separate cover. STL is the official decorator and will be the only company on site to provide services. Exhibitors are welcome to bring their own furniture.

FIRE MARSHALL: Make certain that all of your decorating materials and display products comply with the State Fire Marshall Rules & Codes. If you use materials that are not fireproof or fire retardant, or do not display your boats in accordance with the codes, the Fire Marshall has the right to close down the entire show. So, PLEASE, take the time to read the 'HANDOUT' from CAL EXPO distributed at move-in on what you must do to meet the fire code.

FOOD SERVICE PERMIT REQUIREMENTS: Exhibitors are not permitted to sell or give away any food products or drinks to the public with the exception of wrapped candy unless a permit has been obtained from CAL EXPO. If you plan to distribute food products of any type other than wrapped candy, please contact the Cal Expo at (916) 263-3081.

SPEAKERS & LOUD MUSIC DEMONSTRATIONS: Exhibitors are not permitted to operate or demonstrate speakers or music at excessive levels or duration. If you plan to demonstrate speakers, a sound booth is recommended.

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**ELECTRICAL:** As a part of your BOAT SHOW CONTRACT and included in the cost of your exhibit space is the following:

BOOTH EXHIBITORS are allowed 500 watts of power per 10 x 10 booth at no charge. Additional power is available from Show Decorator, STL, at the exhibitor's expense.

BULK EXHIBITORS are supplied with 1000 watts of electrical service for each 2000 square feet of space purchased. The cost of additional power will be the responsibility of the exhibitor. The power supplied as a part of your boat show space is adequate for items such as calculators, video monitors, illuminated signs and low wattage spotlights. The light trees which many dealers are using in their exhibits often require as much as 1000 watts per standard. Research your power requirements for lighting and other electrical items carefully and be sure to order additional power outlets required on the forms provided. Keep in mind; it is much more cost effective to purchase additional electrical needs in advance instead of at the show. If you plan to run AC/DC converters on cruisers, the larger ones can consume 30 amps or 2000 watts of power. See STL Order Forms for additional electrical needs.

**INSURANCE COVERAGE:** Each exhibitor is responsible for insuring their own products and space with product and public liability insurance. Prior to move-in you must provide a CERTIFICATE OF INSURANCE naming the SVMA, NorCal Management Services LLC., CAL EXPO and the State of California as an additional insured from March 3rd, 2012 through, March 14, 2012 including move-in & move-out. It is your responsibility to contact your insurance carrier and insure that the Certificate contains the correct language. See enclosed SAMPLE CERTIFICATE.

**SECURITY:** Security Officers will be on-site 24 hours a day commencing at 7 PM on Monday prior to the show in the staging lot for those dealers bringing boats to the Fair Grounds staging area. Officers will be on-site in the exhibition halls and on the grounds through the run of the show and will remain on site until sun down on Monday, March 14<sup>th</sup>. Even with these precautions, the SVMA and CAL EXPO will not be responsible for any loss that may occur.