

**The Fred Hall Show, Del Mar  
Exhibitor Information and Instructions**

**Del Mar • March 24-28, 2010**

Del Mar Fairgrounds  
2260 Jimmy Durante Blvd.  
Del Mar, CA

*Welcome to the 2010 Fred Hall Show season. By exhibiting in the Fred Hall shows, you are already supporting the fishing tackle and boating industries. The Fred Hall Shows are a partnership between the American Sportfishing Association and Fred Hall & Associates. When you choose to participate, you are helping to perpetuate America's sportfishing heritage. Thank you!*

The following information will help you prepare for the upcoming Fred Hall show in Del Mar, California. It is important that you read this information completely and return any required order forms immediately.

The show decorator is Raphael's Convention Services. The electrical contractor is Edlen. They are responsible for all move-in, freight shipments, booth furniture rentals, electrical usage, etc. Included in this packet are their printed material and order forms.

This checklist will help you determine if you completed the necessary order forms for the services you require. The exhibitor badge/pass list is the only form that you will return to Fred Hall & Associates. All of the other order forms need to go directly to Raphael's or Edlen as noted on their information.

**Return to Fred Hall & Associates**

\_\_\_\_ Exhibitor Badge/Pass List

**Return to Raphael's Convention Services**

\_\_\_\_ Furniture, Carpet Order Form

\_\_\_\_ Shipping/Dryage Order Form

\_\_\_\_ Labor Order Form

**Return to Edlen Electrical Services**

\_\_\_\_ Electrical Order Form (Only for bulk space exhibits or booth exhibits needing more than the 500 watts provided)

**Telephone Service**

\_\_\_\_ The Del Mar Fair Grounds has its own telephone service. You will need to send the order form directly to them.

**IMPORTANT NOTICE**

When ordering services from Raphael's or Edlen, please use your **company name** as it appears on your Fred Hall & Associates contract. Booth numbers will not be available until you check in at the show office. All service orders will be processed using you company name.

**Show Hours:** Wed–Friday      1:00 PM to 8:30 PM  
                         Saturday      10:00 AM to 8:30 PM  
                         Sunday      10:00 AM to 6:00 PM

It is required that you staff your exhibit during all show hours. Leaving your booth un-manned is in violation of your show contract.

**Move-in and Set-up:** Please check-in at the show office located in the Bing Crosby Hall before you begin setting up. Move in begins Monday, March 22nd at 12:00 Noon and continues until 9:00 PM. Tuesday, March 23rd, move-in will continue from 8:00 AM until 9:00 PM. Wed, March 24th from 8:00AM until 12:00 Noon. **All exhibits** should be ready one hour before show time. The show will open at 1:00 PM.

**Move-out:** All exhibits **MUST** remain intact until the final show closing at 6:00 PM. Sunday, March 28th. Immediately after closing, exhibitor's crates will be delivered to the booths as quickly as possible. The hall will remain open until midnight Sunday night for moving out your exhibit. The halls will reopen on Monday, March 29th at 8:00 AM. All exhibits **MUST** be removed **NOT LATER THAN 12:00 NOON**, Monday, March 29th.

**Drayage:** Drayage service is provided by Raphael's Convention Services. 8606 Miramar Road, San Diego, CA 92126. (858) 689-7368, Fax (858) 689-8040. Information for Drayage and show equipment rental services is provided in this package.

**Parking:** We have arranged a discounted price for a week-long parking pass for our exhibitors. This pass will be available for sale at the Solana Beach gate Tuesday and Wednesday with proper exhibitor credentials. Price has yet to be determined.

**Fire Department Rules:** To comply with the fire department regulations, all motors may not contain gasoline. All gas caps must be locked or taped closed.

**Health Department:** If your exhibit involves food preparation or handling, you will be required to meet specific standards and acquire a permit from the County Health Department. Contact Fred Hall & Associates for details.

**Security:** We believe we have sufficient guard service. However, if you display small items, we suggest they be wired or otherwise fastened to your display. Further, if you have larger loose items, bring a footlocker or other box with a clasp and lock to store them after show hours. We advise that your exhibit materials be covered by your insurance since show management is not responsible for loss and or theft.

**Sublet of Space:** No exhibitor may sublet space in their booth to anyone. Subletting will result in forfeiture of your booth space for the balance of the show along with all fees.

**Removing Merchandise, Equipment:** You will be required to provide a receipt or carry-out pass when removing any merchandise or equipment from the show. If needed, the show management will provide you a written pass. (See show office for details).

**Payment:** Final payment for all exhibit space is due at this time. **All contracts must be paid in full before an exhibitor can move in.**

**Exhibitor Passes: VERY IMPORTANT, PLEASE READ CAREFULLY.** The Fred Hall Show name badge will be your exhibitor pass. These passes are issued for the exclusive use of your company. **Do not distribute these passes to anyone outside of your company. Any guest apprehended with these passes in their possession will be escorted from the show! The exhibitor to whom these passes belong will be asked to leave the show! No refunds will be given!**

(Please read the enclosed badge/pass form for additional details).

**VIP Guest Passes:** We have a one-time use VIP Guest Pass. This is the appropriate pass for distributing to your customers, friends, etc. (Please read the enclosed badge/pass form for additional details).

**Exhibitor Admission:** Exhibitors with proper credentials will be permitted into the building one and a half (1 1/2) hours before the show opens with specific guidelines. Exhibitors must have and wear their badge/pass. Exhibitors must remain in their respective exhibit areas during this time. For security reasons, browsing and walking the aisles during this time is not permitted. This time is provided solely for the purpose of preparing exhibits for the show opening. Security guards and show management will enforce this rule for your own protection.

**Additional Questions:** If you have any questions or special needs, please contact our office. Our office number is (805) 389-3339. Our office fax is (805) 389-1219. You can also email us at [email@fredhall.com](mailto:email@fredhall.com). Once the show office is set-up, you will be able to access us by calling our regular office phone number.

Fred Hall & Associates  
PO Box 2925  
Camarillo, CA 93011

**Thank You**  
**We are looking forward to seeing you at the shows**