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EXHIBITOR CHECK LIST

LONG-TERM PLANNING:

	Completed:
Contact Show Decorator (carpet, cleaning, furniture, signage, labor)	
Travel Reservations (hotel, air, RV spaces *Note: Cut-off dates)	
Obtain current permits for <u>each show</u> city	
Report Permit Numbers to ISE by Dec. 1, 2003 (BT410D-California Sellers Permit and Food Handlers Permits; page 12)	
Shipping Arrangements for booth and inventory	

BEFORE YOU LEAVE:

	Completed:
Test booth set-up: Set it up & check the lighting	
Review Exhibitor Kit for Set-up times and Show Hours	
Check your booth size and location for each show	

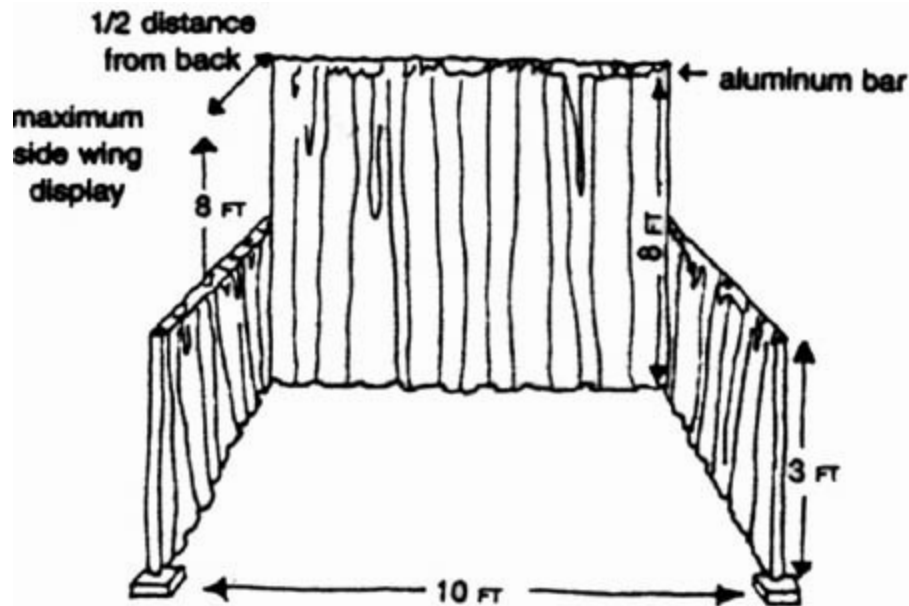
BRING TO THE SHOW:

	Completed:
ISE Exhibitor Kit for your reference!	
Your Seller's Permits and display them at each show (page 10)	
Your Food Handler's Permit (if applicable)	

INTERNATIONAL SPORTSMEN'S EXPOSITIONS

P.O. Box 2569 Vancouver WA 98668-2569
Tel: 360-693-3700/800-545-6100 Fax: 360-693-3352
www.sportsexpos.com

Booth Dimensions



Back Wall = 8ft high drape hanging from an aluminum bar

Side Wall = 3ft high drape hanging from an aluminum bar

Your display is one of many exhibits in the show. The following restrictions ensure the visibility of the displays around you.

Booth Restrictions

1. NO CANOPIES, NO CANOPY FRAMES
2. You will need a solid wall if you are hanging merchandise or displays.

You CANNOT hang items on the drapes.

3. Your display can be **no more** than 8' high at the back and **cannot** exceed 3' in height within 3' of the aisle.

Seller Permit and Business License for:

Pomona - Sacramento - San Mateo - Pleasanton

Seller's Permit - Exhibitors who participate in any of ISE's California shows must inform ISE of their status with the State of California Board of Equalization. The Board will be on-site at each California show to audit and verify your status.

Please read the following:

- A.** Update or obtain your Seller's Permit from the California Board of Equalization. If you are doing retail sales of goods or taking deposits on goods, but you do not have a valid Seller's permit number: please call the Board of Equalization office listed below and start the application process. There is no fee. When you get the number, please send, fax or call ISE with the number (the BOE-410-D form may be used to mail or fax your number to ISE).
- B. If you are EXEMPT from having a number:** You have talked with the Board office and verified that you are exempt. Please COMPLETE FORM BOE-410-D and mail or fax it to ISE. The Board uses the BOE-410-D form to document the reason for your exemption. It must be filled out completely and signed. Please indicate the reason for your exemption.
- C.** ISE is required to give the permit number or BOE-410-D form to the Board of Equalization. This could involve your driving to the Board office before registering and setting-up at the show.

YOU WILL NOT BE ALLOWED TO REGISTER OR SET UP UNTIL ISE RECEIVES A CURRENT SELLER'S PERMIT NUMBER OR COMPLETED BOE-410-D FORM.

WARNINGS!

ISE recommends the application process be started by NOVEMBER 4, 2004. The application process for the Temporary Seller's Permit is easy and straightforward. This permit is valid for all ISE shows in California if you include the dates for all shows in your application. The BOE-410-D is not the application for the permit; it is merely the form ISE submits to the Board explaining why you do not need a number. Please send/fax in a copy of your completed BOE-410-D form or a copy of your California Seller's permit to ISE by December 3, 2005. Please note that a temporary sellers permit is open for 60 days. We suggest that you apply for the dates of January 5, 2005 to March 8, 2005.

Board of Equalization: Can be contacted via their web-site: www.boe.ca.gov and required forms may be downloaded for your use. Call Sabrina at ISE if you have questions.

Pomona Office	Sacramento Office	San Mateo Office	Pleasanton Office
1521 West Cameron Ave. #300 West Covina, CA 91790 Phone: 626-480-7200 Fax: 626-480-7260	3321 Power Inn Rd. #210 Sacramento, CA 95826 Del Bartlett: 916-227-6719 Fax: 916-227-1883	121 Spear St. #460 San Francisco, CA 94105 Phone: 415-356-6600 Fax: 415-356-6117	1515 Clay St. #303 Oakland, CA 94612 Phone: 510-622-4100 Fax: 510-622-4175

FOREIGN EXHIBITORS PLEASE NOTE: The Board of Equalization cannot return International phone calls or mail applications to foreign countries. Please call Sabrina at ISE for the application form or download the form from the Internet; www.boe.ca.gov

Sellers of Travel (air or sea) Registration:

If you are a company Marketing or Selling air or sea travel to public for profit in the state of California, your company must register as a "Seller of Travel". For more detail go to <http://caag.state.ca.us/travel/forms.htm>, or Phone 213-897-8095, or Fax 213-897-8846.

Business License:

City of Pomona, Sacramento, San Mateo and Pleasanton do NOT require a license.

Seller Permit and Business License for:

Denver - Phoenix - Salt Lake City

Denver, Colorado

Exhibitors who plan to sell tangible items (except food for home consumption) at the show must acquire a Sales License and submit tax reports as required. Exhibitors must submit sales tax reports to the State of Colorado (3.7%) and to the City & County of Denver (3.5%). These proper forms can be downloaded at the web sites listed below. ISE is required to provide authorities with a list of all Exhibitors. Exhibitors must have licenses available at the show for inspection. Exhibitors who do not have valid licenses will not be allowed to make sales at the show.

State of Colorado Jennifer Spillane: 303-866-5643 Colorado Dept. of Revenue PO Box 13200, Denver, CO 80201 \$8.00 for single event license www.taxcolorado.com	City & County of Denver Treasury Division: 720-865-7075 Attn: Special Events PO Box 174306, Denver, CO 80217 \$5.00 for single event license www.denvergov.org/treasury
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SELLING TRAILERS? PLEASE NOTE: In Colorado, you must be licensed to offer trailers for sale. Stating the price of a vehicle is considered "offering for sale". A summons could be issued for not complying. Call Sherry Colborg, Compliance Officer at (303) 205-5729 for further assistance.

Phoenix, Arizona

City of Phoenix: The permit/license cost is \$25 and is good for only 30 days. Anyone who sells or offers for sale items at the show (including services) will be required to have a current City of Phoenix Privilege (sales) and Use Tax License. Inspectors will be set up next to or near Registration at the show to take applications and for permit pick up. It is not necessary but they would prefer that you apply for the permit in advance.

***Please note that vendors selling only pre-packaged food for home consumption are not subject to this tax.**

State of Arizona: the application form can be downloaded from their website: www.revenue.state.az.us The license fee of \$12 is a one-time fee unless you close your account after the show. Then you would have to apply and pay the fee again the next year. If you keep your account open, you may call them and request your account be put on hold until the next year.

City of Phoenix – Privilege Sales Tax 251 West Washington St., 3 rd Floor Phoenix, AZ 85009 Contact Don Anderson @ 602-261-8831 More info: www.revenue.state.az.us	State of Arizona License fee is \$12 (permanent license) Arizona Dept. of Revenue – License Compliance Unit PO Box 29032, Phoenix, AZ 85038-9032 Phone: 602-255-2060 Download forms: www.revenue.state.az.us
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Salt Lake City (City of Sandy), Utah

City of Sandy: Exhibitor permit not required. Exhibitors are covered under ISE's license.

State of Utah: A representative from the Utah State Sales Tax Commission will be on-site during registration and opening day of the show to issue Temporary Sales Licenses. Exhibitors who plan to sell tangible items at the show will be required to obtain a Temporary Sales License and Special Return Form from the Tax Commission. Tax reports must be submitted within 5 days after the show closes.

Warning to businesses that already have a Utah State Sales Tax License; you must remit the sales tax you collect with the Temporary Sales License you are issued for this show. Do not remit these taxes with your regular quarterly return.

Selling Vehicles or Trailers? Dealer's who already have a Utah Dealer's License will need to obtain an Off-Site Temporary Lot License. If you are from out of state you will need to obtain a Utah Dealer's License. Contact the Motor Vehicle Enforcement Department at 801-297-2600.

**SWAP MEETS, FLEA MARKETS, OR
SPECIAL EVENTS CERTIFICATION**

BOE-410-D

STATE OF CALIFORNIA
BOARD OF EQUALIZATION

If you do not have a seller's permit and are not an exempt or occasional seller you MAY NOT sell at this event. A temporary seller's permit can be obtained at any local Board of Equalization office, at no cost to you. The business address on your temporary permit should be the address of the temporary selling location. The mailing address is your permanent place of business or residence. Board offices are listed in the phone directory white pages under STATE GOVERNMENT or in the Government Section.

Persons who exclusively sell exempt property such as fresh produce or cold food products for consumption off the premises are not required to have a seller's permit. Occasional sellers are persons who will not be making a series of sales sufficient in number, scope and character to constitute an activity requiring the holding of a seller's permit. Occasional sellers typically include persons who have cleared out their garages of their own used items, and sell only those items.

Verification of a seller's status is required by law. Please complete all four sections of this form. Please print.

COMPANY NAME: _____

1. EVENT INFORMATION

EVENT NAME AND PLACE

EVENT DATE

BOOTH/LOCATION ID#

2. VENDOR/EXHIBITOR INFORMATION

OWNER'S NAME

MAILING ADDRESS (Street Number or P.O. Box)

(City, State and ZIP Code)

TELEPHONE NUMBER (Include Area Code)

DRIVER'S LICENSE NUMBER AND STATE

GENERAL DESCRIPTION OF ITEMS TO BE SOLD/DISPLAYED

3. STATUS - Check appropriate boxes, and provide requested information

I hold a valid Seller's Permit. My number is: **S** _____

No sales are being made or solicited at this event.

The items to be sold are exempt from sales tax for the following reason:

Exempt products Sales are exempt occasional sales

4. CERTIFICATION – Partners/additional sellers, complete a separate copy of this form

The above statements are certified to be correct to the best knowledge and belief of the undersigned.

NAME

TITLE

SIGNATURE

DATE

POMONA

January 14-16, 2005

L.A. County Fairplex, 1101 W. McKinley Ave, Pomona, CA 91768
Phone: 909-623-3111; Fax: 909-623-7072; www.fairplex.com

HOURS

Public Hours

***All exhibits must be staffed during ALL show hours**

Friday: 12pm – 8pm
Saturday: 10am – 7pm
Sunday: 10am – 5pm

Set-Up & Registration Hours

***All vehicles must be off show grounds by 11am Fri.**

***No drive-in**

Bulk Areas:

Wednesday: 1pm – 7pm
Thursday: 9am – 3pm

All Booth Numbers:

Wednesday: 3pm – 7pm
Thursday: 9am – 8pm
Friday: 8am – 11am

Booth Space #'s with an "L" in front

Thursday: 6pm – 8pm
Friday: 8am – 11am

Move-Out Hours

Sunday: 5:15pm – 11pm
Monday: 8am – 12pm

CONTACT INFORMATION

Decorator/Electrical

Modern Exposition Services
(Mail only address.)
424 South 700 East
Salt Lake City, UT 84070
Customer Service: Ph: 801-983-8160
Fax: 801-521-3040 exponet@modernexpo.com

Phone Service

L.A. County Fairplex
Contact Pat Williams
Phone: 909-865-4300; Fax: 909-865-4330;
Williams@fairplex.com

Headquarter Hotel (on show site)

Sheraton Suites – Fairplex
601 W. McKinley Ave.
Pomona, CA 91768
\$80 Room + 10.045% tax; Cut-off: 12/21/04
Phone: 909-622-2220; Fax: 909-598-5654
Shuttle to Ontario Airport
Hotel Restaurant and Lounge.

*See Exhibitor services chart page 20-21, for more information.

Registration & Set-up:

Directions to Registration Desk - Turn right on McKinley Ave., left at Gate #1B, stop at security gate drive through to Building 4. Registration is located inside Bldg. #4 entrance.

Exhibitor Badges - Badges are required before set-up and need to be picked up at registration.

Unloading - Unload at the dock closest to your exhibit space. Booth Exhibitor vehicles are allowed in the building. Carts and Forklift Services can be ordered in advance or at the Decorator Service Counter.

ALL VEHICLES MUST BE OFF THE SHOW GROUNDS by 11:00 a.m. Friday, to open the show.

Late arrival - Exhibitors arriving after the show opens will not be permitted to set up; your space is forfeited.

Exhibitor Parking:

On-site Parking and Trailer Parking – Discounted passes- \$20/space (rate subject to change) event parking passes may be purchased at Exhibitor Registration during set-up hours only. Exhibitors will park in the main lot. Follow White Ave. to Gate #14. Tram services are provided throughout all Exhibitor hours.

Sales Tax: 8.25% (tax rate subject to change)

Permits Required:

Food - Permit and Certificate of Insurance REQUIRED for ALL food distribution; including candy and water. Please call Sabrina @ ISE (360)693-3700 X203 for the application and instructions.

Sellers Permit - ALL exhibitors are required to register for sales tax; fill out a BOE-410-D. See page 3 for details.

Tear Down Instructions: **Early tear down is NOT permitted!**

5:15pm line up in the Lot #1B/NHRA Museum parking lot. Exhibitor vehicles are to enter Lot #1B and line up in the NHRA Museum lot as directed. Exhibitor vehicles may access the grounds as soon as the public is clear from the grounds.

SACRAMENTO

January 20-23, 2005

Cal-Expo, 1600 Exposition Blvd, Sacramento, CA 95815

Phone: 916-263-3000; Fax: 916-263-3304; www.calexpo.com

HOURS

Public Show Hours

***All exhibits must be staffed during ALL show hours**

Thursday, Friday: 12pm – 9pm

Saturday: 10am – 8pm

Sunday: 10am – 5pm

Set-Up & Registration Hours

***All vehicles must be off show grounds by 11am Thur.**

***No drive-in after 5pm Wed.; No drive-in Thur.**

Bulk Areas:

Tuesday: 1pm – 7pm

Wednesday: 9am – 3pm

All Booth Numbers:

Tuesday: 4pm – 7pm

Wednesday: 9am – 8pm

Thursday: 8am – 11am

Booth Space #'s with an "L" in front:

Wednesday: 5pm – 8pm

Thursday: 8am – 11am

Move-Out Hours

Sunday: 5:15pm – 10pm

Monday: 8am – 12pm

CONTACT INFORMATION

Decorator/Electrical

STL, Ltd.

950 Richards Blvd.

Sacramento, CA 95814

Phone: 916-447-5000; Fax: 916-447-1133

Phone Service

Pacific Bell

Phone: 800-339-3204 or 408-339-0124

Fax: 866-512-1384

(Place orders within 30 days of show.)

Headquarter Hotel

Double Tree Hotel

2001 Point West Way

Sacramento, CA 95815

Ph: 916-929-8855; Fax: 916-924-4913

\$75 Room + 12.05% tax; Cut-off: 12/24/04

Airport Shuttle: Super Shuttle 800-258-3826

Show Shuttle Available

Hotel Restaurant and Lounge. Other eating

locations very close by.

*See Exhibitor services chart page 20-21, for more information.

Registration & Set-up:

Directions to Registration Desk - Continue on Exposition Blvd., turn right on Arden Way, right through Gate #12, right at the water tower to Building C. Registration is located in Bldg C.

Exhibitor Badges - Badges are required before set-up and need to be picked up at registration.

Unloading - Exhibitors may drive into the building. Quickly unload, park your vehicle outside the building and then set-up your exhibit.

ALL VEHICLES MUST BE OFF THE SHOW GROUNDS BY 11:00 a.m. Thursday to open the show.

Late Arrival - Exhibitors arriving after the show opens will not be permitted to set-up; your space is forfeited.

Exhibitor Parking:

On-site Parking – Discounted passes - \$3.50 per space per day; Pavilion Exhibitors may park under the blue shelter; Buildings A, B, & C Exhibitors park in Lot – X; (No In-Out Privilege); Purchase parking at Exhibitor Registration during set-up hours only. Empty trailers can park in the Rodeo Arena. \$7 daily passes are available at all public gates during show hours. On-site RV Parking by reservation only: call Cal Expo at (916)263-3187.

Sales Tax: 7.75% (tax rate subject to change)

Permits Required:

Food - Permit and Certificate of Insurance REQUIRED for ALL food distribution; including candy and water. Please call Sabrina @ ISE (360)693-3700 X203 for the application and instructions.

Sellers Permit - ALL exhibitors are required to register for sales tax; fill out a BOE-410-D. See page 3 for details.

Tear Down Instructions: **Early tear down is NOT permitted!**

Keep displays OFF the aisle carpet! **5:15pm Vehicles may line up at drive-in-doors. 6:00pm building drive-in doors will open.** Exhibitor vehicles are to enter the grounds at Gate #12 as soon as the public is clear from the grounds.

DENVER

January 27-30, 2005

Colorado Convention Center: 700 14th Street, Denver, CO 80202
Phone: 303-228-8000; Fax: 303-228-8104; www.denverconvention.com

HOURS

Public Hours

***All exhibits must be staffed during ALL show hours**

Thurs-Fri: 12pm – 9pm
Saturday: 10am – 8pm
Sunday: 10am – 5pm

Set-Up & Registration Hours

***All Exhibitors will receive move-in and move-out schedules by 12/15/04. Schedules must be followed.**

***No vehicle access to the floor after 6pm Wed.**

Bulk Areas:

Tuesday: 11am – 7pm

All Booths larger than 10'X20':

Tuesday: Noon – 7pm

Regular Booths:

Tuesday: noon – 7pm (No reservations.)
Wednesday: 8am – 8pm (Per Schedule only!)
Thursday: 8am – 11am (Limited reservations.)

All Corner booths & Booth Space #'s with

an "L" in front:

Wednesday: 4pm – 8pm (Vehicle access sched.)
Thursday: 8am – 11am

Move-Out Hours

***Designated Move-out times will be provided to all.**

Sunday: 5:15pm – 11pm
Monday: 8am – 10am

CONTACT INFORMATION

Decorator

Brede Exposition Services
5140 Colorado Blvd.
Denver, CO 80216
Phone: 303-399-8600; Fax: 303-321-8694
cscolorado@brede.com

Electrical - Phone - Water Service

Colorado Convention Center, Exhibitor
Services: Ph: 303-228-8027; Fx: 303-228-8101
On-line orders 20% disc. www.denverconvention.com
Discount cut-off date: 1/7/05.

Headquarter Hotel (2 blocks from show)

Holiday Inn Denver – Downtown
1450 Glenarm Place
Denver, CO 80202

Ph: 303-573-1450 Fx: 303-592-7985
\$77 Room + 13.45% tax; Cut-Off: 1/3/05

Airport: Super Shuttle 303-370-1300
Hotel Restaurant and Lounge. Other eating
locations very close by, downtown.

Hotel Parking garage. See front desk for rates.

*See Exhibitor services chart page 20-21, for more information.

Registration & Set-up: (Your patience and compliance to the schedule will be necessary!)

Directions to Registration Desk – Exhibitor Registration is located in Exhibit Hall A.

Exhibitor Badges - Badges are required before setting-up your booth and need to be picked up at registration.

Unloading (Limitations created by construction) – The freight dock access is on 14th Street, just before Welton Street. You will be directed up the ramp to the docks at the second level; Hall access through A & B freight doors.

Wednesday – APPOINTMENT ONLY! - Exhibitors that can hand carry their exhibit to their space from the dock area, are encouraged to do so. Drive-in unloading and loading will be by appointed time only. Exhibitors will receive their schedules by December 15th. Appointed vehicle drive in times will not be negotiable.

Thursday Unloading at the Docks – Dock space is limited and will be provided by appointment only.

Late Arrival - Exhibitors arriving after the show opens will not be permitted to set up; your space will be forfeited.

Exhibitor Parking:

On-site Parking and Trailer Parking – There is limited parking at the Convention Center Garage – Coors Field parking lot at 23rd St. (Shuttle available on show days) See Exhibitor Registration desk for empty trailer parking options. The Staybridge Suites Hotel is recommended for its free parking for vehicles and trailers for its guests.

Sales Tax: 7.2% (3.7% for State – 3.5% for City) (City tax 4% for food product.) Tax rate is subject to change. Please read instructions on page 4.

Permits Required:

Food - Permit required for ALL food sampling and sales. Please contact ISE for information.

Sales License - ALL exhibitors who sell are required to have a license for the State of Colorado and the City & County of Denver. See page 4 for details.

Tear Down Instructions: **Early tear down is NOT permitted!**

Carry out starting at 5:15pm to local parking lots. (OR) For Sunday drive in access, line up at the Dock ramp access road in front of Lobby B **at your designated time**, and not before. Your assigned drive in time and move-out instructions will be mailed to you by December 15th. Your booth must be packed up before you drive in. There is no parking at the Convention Center at anytime.

SAN MATEO

February 3-6, 2005

San Mateo County Expo Center, 2495 S. Delaware, San Mateo, CA 94403
Phone: 650-574-3247; Fax: 650-574-3985; www.sanmateoexpo.org

HOURS

Public Hours

***All exhibits must be staffed during ALL show hours**

Thursday-Fri: 12pm – 8pm
Saturday: 10am – 7pm
Sunday: 10am – 4pm

Set-Up & Registration Hours

***All vehicles must be off show grounds by 11am Thur.**

***No Drive-in after 5pm Wed.; No drive-in on Thur.**

Bulk Areas:

Tuesday: 1pm – 7pm
Wednesday: 9am – 3pm

All Booth Numbers:

Tuesday: 3pm – 7pm
Wednesday: 9am – 9pm
Thursday: 8am – 11am

Booths in Drive Aisles

Wednesday: 4pm – 9pm
Thursday: 8am – 11am

Booths Blocking Freight Doors

Wednesday: 6pm – 9pm
Thursday: 8am – 11am

Move-Out Hours

Sunday: 4:15pm – 9pm
Monday: 8am – 12pm

CONTACT INFORMATION

Decorator/Electrical

Modern Exposition Services
(Mail only address.)
424 South 700 East
Salt Lake City, UT 84070
Customer Service: Ph: 801-983-8160
Fax: 801-521-3040 exponet@modernexpo.com

Phone Service

Pacific Bell
Phone: 800-339-3204 or 408-339-0124
Fax: 866-512-1384
(Orders must be placed within 30 days of show.)

Headquarter Hotel

Marriott - San Mateo
1770 South Amphlett Blvd.
San Mateo, CA 94402
\$83 Room + 10% + \$1.30 tax; Cut-off: 1/9/05
Phone: 650-653-6000; Fax: 650-653-6077
Airport and show shuttle available
Hotel Restaurant and Lounge.
*See Exhibitor services chart page 20-21, for more information.

Registration & Set-up:

Directions to Registration Desk - Exhibitor Registration is located in the Fiesta Hall, (Fly Fishing Hall). For Hunting Halls, access through the west lot (PSC Gate) and (F Gates) for the north Grounds. For Fly Fishing access through the east lot, (Gate D). For Sportfishing Hall access through the east lot, (Gate CC).

Exhibitor Badges - Badges are required before set-up and need to be picked up at registration.

Unloading - Exhibitors may drive into the building. Quickly unload, park your vehicle in the lot, and then set-up your exhibit.

ALL VEHICLES MUST BE OFF THE SHOW GROUNDS BY 11:00 am Thursday, to open the show.

Late Arrival - Exhibitors arriving after the show opens will not be permitted to set-up; your space is forfeited.

Exhibitor Parking: On-site parking - \$24 event pass per space or \$7 per day w/o permit; Purchase parking at Exhibitor Registration Tuesday and Wednesday Set-up hours only. *Parking rates are subject to change.* **All Empty trailers and large trucks MUST** be parked at the **far south-end of the race track.** (See Exhibitor Registration at show for directions.)

Sales Tax: 8.75% (tax rate subject to change)

Permits Required:

Food - Permit and Certificate of Insurance REQUIRED for ALL food distribution; including candy and water. Please call Sabrina @ ISE (360)693-3700 X203 for the application and instructions.

Sellers Permit - ALL exhibitors are required to register for sales tax; fill out a BOE-410-D. See page 3 for details.

Tear Down Instructions: **Early tear down is NOT permitted!**

Keep displays OFF the aisle carpet! - **4:15pm Vehicle may line-up at drive-in gates. 5:00pm building drive-in doors will open.** Exhibitor vehicles are to enter the grounds at gates per set-up procedure as soon as the public is clear from the grounds.

PHOENIX

February 18-20, 2005

Arizona State Fairgrounds, 1826 West McDowell Road Phoenix, AZ 85007
Phone: 602-252-6771; Fax: 602-495-1302

HOURS

Public Hours

***All exhibits must be staffed during ALL show hours**

Friday: 12pm – 7pm
Saturday: 10am – 7pm
Sunday: 10am – 5pm

Set-Up & Registration Hours

***All vehicles must be off show grounds by 11am Fri.**

***No drive-in after 5pm Thurs.; No drive-in Fri.**

Bulk Areas:

Wednesday: 1pm – 7pm
Thursday: 9am – 3pm

All Booth Numbers:

Wednesday: 3pm – 7pm
Thursday: 9am – 7pm
Friday: 8am – 11am
Booth Space #'s with an "L" in front
Thursday: 6pm – 7pm
Friday: 8am – 11am

Move-Out Hours

Sunday: 5:15pm – 10pm
Monday: 8am – 12pm

CONTACT INFORMATION

Decorator

Modern Exposition Services
(Mail only)
424 South 700 East
Salt Lake City, UT 84102
Customer Service: Phone: 801-983-8160
Fax: 801-521-3040 exponet@modernexpo.com

Electrical & Phone Service

Arizona State Fairgrounds
Contact the Accounting Department
Phone: 602-257-7133

Headquarter Hotel

Courtyard by Marriott
9631 N. Black Canyon Highway
Phoenix, AZ 85021
\$82 Room + 12.07% tax; Cut-off: 1/14/05
Phone: 602-944-7373; Fax: 602-944-0079
Show shuttle available
Eating locations are very close by.

*See Exhibitor services chart page 20-21, for more information.

Registration & Set-up:

Directions to Registration Desk - Registration is located in the Fishing/Agriculture Building.

Exhibitor Badges - Badges are required before set-up and need to be picked up at registration.

Unloading - Exhibitors may drive into the building, quickly unload, park your vehicle in the lot, and then set-up your exhibit.

ALL VEHICLES MUST BE OFF THE SHOW GROUNDS BY 11:00 am Friday to open the show.

Late Arrival - Exhibitors arriving after the show opens will not be permitted to set-up; your space is forfeited.

Exhibitor Parking:

On-site parking is \$9 for an all show pass, per parking space. Empty trailers parking will be located in the north parking lot behind the Coliseum. Purchase parking at Exhibitor Registration desk during set-up only. (Daily parking \$6 per space.)

Sales Tax: 8.1% (6.3% for state & county; 1.8% for city). Tax rate is subject to change - see instructions on page 4.

Permits Required:

Food - Certificate of Insurance required. No health permit is required.

City Permit/license - REQUIRED. See page 4 for details.

State License - REQUIRED. See page 4 for details.

Tear Down instruction: **Early tear down is NOT permitted!**

5:15 p.m. Start vehicle line-up at the gate closest to your exhibit space. Exhibitor vehicles may access the grounds as soon as the public is clear from the grounds. 5:30pm building drive-in doors will open.

PLEASANTON

February 25-27, 2005

Alameda County Fairgrounds, 4501 Pleasanton Ave, Pleasanton, CA 94566
Phone: 925-426-7600; Fax: 925-426-7599; www.alcofairgrounds.com

HOURS

Public Hours

***All exhibits must be staffed during ALL show hours**

Friday: 12pm – 7pm
Saturday: 10am – 7pm
Sunday: 10am – 5pm

Set-Up & Registration Hours

***All vehicles must be off show grounds by 11am Fri.**

***No drive-in after 5pm Thur.; No drive-in Fri.**

Bulk Areas:

Wednesday: 1pm – 7pm
Thursday: 9am – 3pm

All Booth Numbers:

Wednesday: 4pm – 7pm
Thursday: 9am – 7pm
Friday: 8am – 11am

Booth Space #'s with an "L" in front:

Thursday: 5pm – 7pm
Friday: 8am – 11am

Move-Out Hours

Sunday: 5:15pm – 10pm
Monday: 8am – 12pm

CONTACT INFORMATION

Decorator/Electrical

American Convention & Exposition Services
Freight: 1426 Bourbon St. **Mail:** P.O. Box 31422
Stockton, CA 95204 Stockton, CA 95213
Phone: 209-464-0560; Fax: 209-465-7790
Convention@aol.com

Phone Service

Pacific Bell
Phone: 800-339-3204 or 408-339-0124
Fax: 866-512-1384
(Order within 30 days of show.)

Headquarter Hotel (alternate available)

Crowne Plaza Hotel
11950 Dublin Canyon Road
Pleasanton, CA 94588
Phone: 925-847-6000; Fax: 925-463-2585
\$57 Room + 8% tax; Cut-off: 2/9/05
Show Shuttle Available
Hotel Restaurant and Lounge

*See Exhibitor services chart page 20-21, for more information.

Registration & Set-Up:

Directions to Registration Desk - Exhibitor registration is located in the Young California Building. Go through the Gate 12; venter entrance to the facility grounds.

Exhibitor Badges – Badges are required before set-up. Picked up your badges at registration.

Unloading - Exhibitors may drive into the building. Quickly unload, park your vehicle in the lot and then set-up your exhibit.

All Vehicles must be OFF the Show Grounds by 11:00am Friday, to open the show.

Late Arrival - Exhibitors arriving after the show opens will not be permitted to set-up; your space is forfeited.

Exhibitor Parking:

On-site Parking - Cost \$15 all show pass per parking space at the Young California Building. Purchase parking pass at Exhibitor Registration during set-up hours only. Empty trailers and large trucks are to be parked in the VIP lot. (See Exhibitor Registration desk at show.) No empty trailers or large empty trucks allowed in the exhibitor parking lot.

Sales Tax: 8.75% (tax rate subject to change)

Permits Required:

Food - Permit and Certificate of Insurance REQUIRED for ALL food distribution; including candy and water. Please call Sabrina @ ISE (360)693-3700 X203 for the application and instructions.

Sellers Permit - ALL exhibitors are required to register for sales tax; fill out a BOE-410-D. See page 3 for details.

Tear Down Instructions: Early tear down is NOT permitted!

5:15 p.m. – Start vehicle line-up at buildings. 5:30pm – The building drive-in doors will open. Exhibitor vehicles may access the grounds as soon as the public is clear from the grounds.

SALT LAKE CITY

March 17 - 20, 2005

South Towne Exhibition Center, 9575 S. State St., Sandy, UT 84070
Phone; 801-565-4490; Fax: 801-565-4457; www.southtowneexpo.com

HOURS

Public Hours

***All exhibits must be staffed during ALL show hours**

Thursday-Friday: 12pm – 9pm
Saturday: 10am – 9pm
Sunday: 10am – 5pm

Set-Up & Registration Hours

***No drive-in after 5pm Wed.; No drive-in Thurs.**

Bulk Areas:

Tuesday: 1pm – 7pm
Wednesday: 9am – 3pm

All Booth Numbers:

Tuesday: 4pm – 7pm
Wednesday: 9am – 8pm
Thursday: 8am – 11am
Booth Space #'s with an "L" in front
Wednesday: 5pm – 7pm
Thursday: 8am – 11am

Move-Out Hours

Sunday: 5:15pm – 10pm
Monday: 8am – 12pm

CONTACT INFORMATION

Decorator/Electrical Services

Modern Exposition Services
(Mail only)
424 South 700 East
Salt Lake City, UT 84102
Customer Service: Ph: 801-983-8160
Fax: 801-521-3040 exponet@modernexpo.com

Phone Service

South Towne Expo Center
Phone: 801-565-4490; Fax: 801-565-4457

Headquarter Hotel

Comfort Inn
8955 South 255 West, Sandy, UT 84070
Phone: 801-255-4919; Fax: 801-255-4998
\$47 Single, \$52 Double + tax; Cut-off: 2/21/05
Show shuttle, Complementary Breakfast
Many places to eat close by
Close to Southtowne Mall

*See Exhibitor services chart page 20-21, for more information.

Registration & Set-up:

Directions to Registration Desk - Registration is located on the exhibit floor in Hall 3.

Exhibitor Badges - Exhibitor badges are required before set-up and need to be picked up at registration.

Unloading - The freight dock unloading entrances are at the back of the Exposition Hall. You will be directed to the ramp or dock space closest to your exhibit space. Exhibitors may drive into the Exhibit Hall, quickly unload, park your vehicle in the parking lot, and then set-up your exhibit.

Late Arrival - Exhibitors arriving after the show opens will not be permitted to set-up; your space is forfeited.

Exhibitor Parking:

On-site parking – FREE! Exhibitors are required to park behind the Exhibition Building. Empty trailers are also to park behind the Exhibition Building. Entrance is on the south side of the Exhibition Building.

Sales Tax: 6.6% (tax rate is subject to change – see Instruction page 4.)

Permits Required:

Food – Health permit and Certificate of Insurance required. Please contact ISE.

City Permit/license – NOT REQUIRED. See page 4 for details.

State License - REQUIRED. See page 4 for details.

Tear Down Instructions: **Early Tear down is NOT permitted!**

Keep displays **OFF the aisle carpet!** For safety, please wait for the public to clear before tearing down your exhibit. **5:15pm** Exhibitors may carry out to their vehicle. At 6:00pm, the Exhibit Hall drive-in ramp doors will open.



- THE WORLD'S FINEST SPORTSMEN'S SHOWS -
Est. 1975

ON CAMERA!

Let ISE help you get more attention at the shows! Fill out the form below and we'll do the rest.

Company _____

Your Name _____

Shipping Address _____

City _____

State _____

Zip _____

Phone _____

E-mail _____

Website _____

Yes, I have information on the following (check all that apply)

- Story involving a celebrity in an ISE show market
- Story about my company doing something good for my community
- Recent record experience
- Recent story about youth activity and your business
- Strange or unique story

NOTE: the media are primarily interested in what has JUST HAPPENED, OR WHAT WILL HAPPEN SOON.

If you have other PR leads, comments on one of the topics above, or information about new products or services that you believe are newsworthy (high-tech items seem to work best), please briefly describe them below. ISE will follow up.

Complete this form and FAX to: **360-693-3352**; or
MAIL to: **ISE/PR, P.O. Box 2569, Vancouver, WA 98668-2569**

P.O. Box 2569, Vancouver, WA 98668-2569
Tel: 360-693-3700 ~ Fax: 693-3352 ~ Web: www.sportsexpos.com

SHIPPING & DRAYAGE

DRAYAGE HANDLING services are provided through the Decorator. Please follow the Decorator's instructions and use forms provided in the Service Contractor's Packet. The Show Facility and ISE will NOT accept shipments at any time. ISE is not responsible for drayage fees or Exhibitor shipments.

YELLOW TRANSPORTATION, INC. is set up to manage the complete ISE 2004 tour. For larger shipments ask for the "YES" Discount (40% discount)

For small shipments:

- 100lbs or less \$90.00
- 100lbs to 200lbs \$175.00
(Plus Fuel Surcharge.)

TO PLACE ORDERS:

Call Customer Service at (800) 610-6500 option 0

FOR ANSWERS TO QUESTIONS:

Call Frank Craig; Exhibit Service Executive @ (909) 830-0134

SHIPPING NOTES

General Information and Regulations:

Exhibitor Badges: Exhibitor badges are required to enter the show floor. During Show hours, each badge allows only 1 person to enter the show each day. Please pick up your badge(s) at the Registration Desk before you set-up. Exhibitors will receive the following with their contracted exhibit space:

* Booth exhibitors: 4 badges

* Bulk exhibitors: 4 badges up to 500sq. Ft. If contracted space is over 500sq. Ft.: 6 badges

Additional Badges: Additional badges may be purchased at Registration. Cost is \$15 each.

Event Passes: Event Passes are valid during PUBLIC HOURS ONLY. Cost is \$5 each.

Will Call: Will Call will be open a half hour prior to public show hours and remain open until one hour before the show closes each day. During move-in, the Registration Desk will assist you in obtaining Event Passes for Will Call. Please place badges or Event Passes in a sealed envelope with the GUEST'S NAME written legibly on the outside.

Animal Policy: For public safety **Pets WILL NOT be allowed at any show!** Dogs necessary to assist disabled persons are permitted. Dog Kennel Exhibitors- All animals must be confined to the exhibit space, and when possible, kept in portable kennels and pens. During transit, animals must be on a leash, tether or rein. As the exhibitor, you assume full responsibility for the animals and must carry adequate liability insurance.

Alcohol Policy: Alcohol distribution to the public and consumption of alcohol by exhibitors is prohibited. Anyone that shows signs of intoxication will be removed from the grounds.

Early Teardown Prohibited: DO NOT REMOVE OR DISMANTLE YOUR DISPLAY UNDER ANY CIRCUMSTANCES until the doors are closed to the public. All Exhibitors have committed to all show hours in writing and these hours have been advertised to the public. Exhibitors who do not staff exhibit space during all show hours jeopardize participation in future ISE shows.

Laws and Regulations: As an Exhibitor, you shall comply with all federal, state, municipal laws and administrative rules. Including, but not limited to, those relating to license and permits, property protected by copyright, work hours, work conditions, safety standards, payment of wages, income taxes, unemployment, FICA withholdings, and worker's compensation coverage. Furthermore, the specific terms, conditions and regulation for participation in ISE's shows are printed on the 2004 Application/Contract, which you have signed.

Electrical Service: ISE will provide one 500-watt outlet for each numbered booth space or Special Booth (SB). Electrical services are NOT provided for lettered Bulk Areas. Exhibitors requiring additional power or special hook-up services can place orders using the electrical service forms included in the Service Contractor's Packet.

No voice-amplification devices are permitted.

Fire Safety Requirements:

VEHICLE INSPECTION SITE

There will be a check site located outside the freight doors during move-in where all boats, SUV's, RV's, and any other motorized vehicles must be inspected for fuel levels. This procedure is required in order to ensure public safety and meet Fire Marshall regulations. Upon inspection, you will be given a "pass" to enter the facility.

FUEL TANKS (3 Gallons or less)

When vehicles or boats with fuel tanks are part of the display, fuel-tank caps must be equipped with a locking gas cap or taped closed and batteries disconnected. Fuel tanks should be empty. For vehicles that must be driven onto the show floor, Fire Marshal standards are the lesser of 3 gallons or less than a ¼ tank of fuel (sufficient to drive in/ out). Portable auxiliary fuel tanks are prohibited and must be removed.

FUEL CAP MUST BE TAPED

All caps on fuel tanks must be taped down to discourage removing cap in the building.

DISCONNECT ALL BATTERIES

The GND Terminal must be disconnected on all vehicles or power products.

USED PROPANE TANKS ARE PROHIBITED

Any propane tanks in the building must have the original factory seal or they must be removed.

FIRE SAFETY REQUIREMENTS

Everyone must comply with applicable rules, regulations and policies, including (without limitation) all fire rules, regulations, and policies.

FLAME-RETARDANT TREATMENT

All decorations, drapes, signs, banners, cloth and decorative materials shall be rendered flame-retardant and labeled that treatment has been made. Combustible wood materials one-quarter inch or more in thickness may be used without flame-retardant treatment.

EXITS AND AISLES

Aisles shall be kept clear of all display and equipment. Entrance and exit doors shall remain unobstructed at all times. Fire extinguishers and fire-hose cabinets shall remain visible and accessible at all times.

COMBUSTIBLES

Literature on display shall be limited to reasonable quantities. Reserve suppliers shall be kept in closed containers and stored in a neat and compact manner. Exhibit storage cartons and crates, combustible waste materials, empty cardboard boxes, etc... must be removed from the building and can not be stored behind the back drapes or display wall. Show Management shall assume responsibility for adequate janitorial and rubbish pickup service outside your booth performed daily.

ELECTRICAL DEVICES

All electrical devices with three-wire supply cords shall utilize "UL" ground receptacles. All electrical extension cords must be of heavy-duty three-wire construction. Fire Marshals reserve the right to **CLOSE THE SHOW** if proper extension cords are not used. Do not use two-wire extension cords.

NOTIFICATION & SPECIAL PERMITS

As an exhibitor, you must obtain prior written approval from ISE and apply for a special permit (submitted at least 15 days in advance of the show) if you intend to display, operate, or use any of the below items:

- Heater, barbecue, heat producing or open-flame device, candles, lamps, lanterns, etc...
- Electrical, mechanical or chemical device deemed hazardous by the Fire Department.
- Internal-combustion engines.
- Flammable liquids compressed gasses or dangerous chemicals.

PROPANE AND HELIUM ARE PROHIBITED

Safety & Security:

Despite arrangements made by ISE to provide excellent security protection for exhibition properties, neither ISE nor the Facility Management is financially liable for losses or “mysterious disappearances” of any kind.

We recommend you contact your insurance agent to confirm proper coverage of exhibit materials. This includes coverage while shipping exhibit materials. Please obtain and read carefully the literature from the Decorators and shipping companies stating the coverage provided by them to determine if additional coverage is necessary.

The potential of theft and disappearance can be greatly reduced if a few simple precautions are taken:

- Try to avoid leaving any small items of significant value in booths overnight.
- If possible, cover your display with a flameproof drop cloth.
- Remove pertinent component parts from display models not being used for demonstrations. Never leave a prototype unprotected.
- Run wire or cable through as many items as possible and lock. A solidly constructed, lockable trunk provides security and storage for small articles.
- Make sure all labels are properly completed for items left to be shipped or stored.
- Report any suspicious person or theft in the building or on the grounds immediately to the Show Office and we will notify Security Officers and file an incident report.
- Lock valuables in the trunk of your car where they are not visible.
- Convert cash to traveler’s checks.
- Do not display excessive jewelry.
- Travel in pairs at night.
- Ask your hotel for a safe deposit box to store valuables. (Ex. extra cash, checks, credit card receipts)

Facility Driving Directions:

Fairplex in Pomona: Coming from...

- **San Diego:** Go north on I-5 to 57 north to the San Bernardino 10 going east - exit at Fairplex Dr. turn left on Fairplex Dr., turn right on McKinely, turn left at Gate 1B.
- **Long Beach:** Go north on 710 or 605 to the San Bernardino 10 going east - exit at Fairplex Dr. turn left on Fairplex Dr., turn right on McKinely, turn left at Gate 1B.
- **Orange County:** Go north on 57 to the San Bernardino 10 east - exit at Fairplex Dr. turn left on Fairplex Dr., turn right on McKinely, turn left at Gate 1B.
- **Santa Monica:** Go east on Santa Monica 10 into L.A. Interchange, then take San Bernardino 10 east to the city of Pomona (approx. 40 mi. from L. A.) - exit on Fairplex Dr. (formerly Ganesha Blvd.) turn left on Fairplex Dr., turn right on McKinely, turn left at Gate 1B.

Cal Expo: Coming from...

- **I-5 (Stockton Redding or Metro Airport):** Take I-5 to Sacramento. Take the Capital City Freeway East. Exit Exposition Blvd.(Cal-Expo). Turn right onto Exposition Blvd. Turn right at Ethan Way. Turn right at Gate 12. (You are now on the Cal Expo grounds.) Proceed past the horse race track, turn right at the Water Tower. Go to Registration in Building C.
- **I-80 (Eastbound – San Francisco):** Take I-80 east to Sacramento. Take the Capital City Freeway East. Exit Exposition Blvd. (Cal-Expo). Turn right onto Exposition. Turn right at Ethan Way. Turn right at Gate 12. (You are now on the Cal Expo grounds.) Proceed past the horse race track, turn right at the Water Tower. Go to Registration in Building C.
- **I-80 (Westbound – from Reno):** Take I-80 West into Sacramento. Once you pass the Madison Avenue Exit, I-80 splits. Keep to the right side of the freeway and take the Capital City Freeway toward downtown Sacramento. Exit Exposition Blvd. (Cal-Expo). Turn left onto Exposition Blvd. Turn right at Ethan Way. Turn right at Gate 12. (You are now on the Cal Expo grounds.) Proceed past the horse race track, turn right at the Water Tower. Go to Registration in Building C.
- **Highway 50 (Westbound – from South Lake Tahoe):** Take Highway 50 West into Sacramento. Take the Capital City Freeway East. Exit Exposition Blvd. Turn right onto Exposition Blvd. Turn right at Ethan Way. Turn right at Gate 12. (You are now on the Cal Expo grounds.) Proceed past the horse race track, turn right at the Water Tower. Go to Registration in Building C.

Colorado Convention Center: Coming from...

- **East – Aurora, Denver International Airport:**
From the airport, take Pena Blvd West to I-70; go west to I-25, South. Continue South on I-25 to Exit 212B, Speer Blvd South. Go South on Speer to Stout Street. Turn left on Stout Street. Drive 1 block. Turn right on 14th Street. Drive 2 blocks. Turn right on Glenarm Place. Turn right at the first intersection. Drive 1 block. Enter building at the Welton Street Convention Center Entrance.
- **West – Arvada, Golden, Wheat Ridge:**
Take I-70, East to I-25, South. Continue South on I-25 to Exit 212B, Speer Blvd South. Go South on Speer to Stout Street. Turn left on Stout Street. Drive 1 block. Turn right on 14th Street. Drive 2 blocks. Turn right on Glenarm Place. Turn right at the first intersection. Drive 1 block. Enter building at the Welton Street Convention Center Entrance.
- **North – Boulder, Northglenn, Thornton, Westminster:**
Take I-25 south to Exit 212B, Speer Blvd. South. Go South on Speer to Stout Street. Turn left on Stout Street. Drive 1 block. Turn right on 14th Street. Drive 2 blocks. Turn right on Glenarm Place. Turn right at the first intersection. Drive 1 block. Enter building at the Welton Street Convention Center Entrance.

➤ **South – Denver Tech Center, Englewood, Littleton, Colorado Springs:**

Take I-25 North to Colfax Avenue – East exit. Continue East on Colfax Avenue to Kalamath. Turn left on Welton St., (promptly after Speer Blvd.) Go to the Welton Street Convention Center Entrance.

San Mateo County Expo Center: Coming from:

➤ **Highway 101:**

Take 92 West.
Take the Delaware Street Exit.
Turn right on Delaware.
Follow signs to **EXPO CENTER.**

➤ **Highway 280:**

Take 92 East.
Take the Delaware Street Exit.
Turn right on Delaware.
Follow signs to **EXPO CENTER.**

Alameda County Fairgrounds: Coming from:

➤ **San Francisco:**

Cross the Bay Bridge. Follow the sign to stay on I-580 East. When you come to I-680 go south (right), take the Bernal Exit and go East (to the right when you come off the ramp), turn left on Valley Avenue, for exhibitor entrance turn right at Gate 12.

➤ **San Jose:**

Take I-680 North. Take the Bernal Exit and go East (to the right when you come off the ramp);
To the Fairgrounds, turn left on Valley Avenue, for exhibitor entrance turn left at gate 12.
To the Administration office, stay on Bernal (Fairgrounds will be on your left), turn left at Pleasanton Avenue, the admin office will be on your left.

➤ **Walnut Creek:**

Take I-680 South. Take the Bernal Exit and go East (to the right when you come off the ramp), turn left on Valley Avenue, for exhibitor entrance turn right at gate 12.

Arizona State Fairgrounds: Coming from:

➤ **I-17:**

From I-17 (Black Canyon Hwy). Take Thomas Rd Exit. Turn east onto W Thomas Rd. Turn right onto N 24th Dr. Turn left onto Grand Ave. Turn slight left onto W McDowell Rd. The Fairgrounds entrance is ½ block on the left. Exhibitor Registration is in the Agriculture Building.

➤ **I-10 East:**

From I-10. Take North 19th Ave. exit. (If you are on I-10 West and miss the 19th Ave. Exit, continue on to I-17 north and follow the above directions.) Turn north on 19th Ave. Turn right on McDowell Rd. to the Fairgrounds entrance, or continue on 19th Ave. to the other Fairgrounds Entrance. Exhibitor Registration is in the Agriculture Building.

South Towne Exhibition Center: Coming from:

➤ **I-15:**

Take I-15 to the “10600 South” Exit. Go left through light. Turn left at 2nd light, “State Street”. Go north approximately 2 miles until you come to “9400 South”. Turn right. Once on 9400 south, take the 1st driveway on the right. That is the entrance to the Expo Center parking lot.

**For Exhibitor Services Forms and information, please contact the Service Provider.*

SERVICE CHART

HEADQUARTER HOTEL	ALTERNATE HOTEL	RV PARK	PARKING
Sheraton Suites – Fairplex (Show site) 601 W. McKinley Ave. Pomona, CA 91768 Phone: 909-622-2220 \$80 + Tax Cut-off: 12-21-04	Holiday Inn Select 21725 E. Gateway Ctr. Drive Diamond Bar, CA 91765 Phone: 909-860-5440 \$75+Tax; Cut-off: 12-29-04 Complementary Breakfast Show Shuttle No Airport Shuttle	Fairplex RV Park 2200 North White Avenue Pomona, CA 91768 For Reservations: Phone: 909-593-8915 Fax: 909-593-2685	On-site Parking: \$20 all show pass Purchase parking @ ISE Registration Desk (rate subject to change)
Double Tree Hotel 2001 Point West Way Sacramento, CA 95815 Phone: 916-929-8855 Fax: 916-924-4913 \$75 + Tax Cut-off: 12-24-04 Show Shuttle Available	Radisson Hotel Sac – 500 Leisure Lane Sacramento, CA 95815 Ph: 916-922-2020 \$64 + Tax Cut-off: 12-17-04 www.radissonsac.com Best Western Expo Inn - 1413 Howe Ave. Sacramento, CA 95825 Ph: 916-922-9833 \$65 + Tax Cut-off: 12-29-04 Show Shuttle (Both Hotels)	Cal Expo RV Park: On-site Phone: 916-263-3187 \$25 per night Reservations Required Check-in at Gate 12 Registration	On-site Parking: \$3.50 per day (no in-out privilege) Purchase parking @ ISE Registration Desk
Holiday Inn Denver Downtown 1450 Glenarm Place Denver, CO 80202 Phone: 303-573-1450 Fax: 303-572-1113 \$75 + Tax Cut-off: 1-3-05 Super Shuttle: 303-370-1300 2 Blocks to the Show	Executive Tower Hotel 1405 Curtis Street Denver, CO 80202 Phone: 303-571-0300; \$69 Rm + T x Cut-off: 12-22-03; 2 Blocks to show Staybridge Suites Hotel , Glendale Ph:303-321-5757 \$109/1Br \$139/2Br Cut-off:12/15/04,Free Guest trailer parking. Show Shuttle. Breakfast complementary.	Golden’s Dakota Ridge RV Park Phone: 303-279-1625 17700 West Colfax Av. Golden, CO 80220 \$32 & up www.dakotaridgerv.com	Parking: - Limited Convention Center Garage space - Coors Field - Parking at public downtown lots. - Staybridge Suites Hotel, Show Shuttle.
Marriott – San Mateo 1770 South Amphlett Blvd San Mateo, CA 94402 Phone: 650-653-6000 Fax: 650-653-6077 \$83 + Tax Cut-off:1-9-05 Airport/ Show Shuttle Available	Radisson Villa Hotel 4000 S. El Camino Real San Mateo, CA 94403 Ph: 650-341-0966 Fx: 650-573-0164 \$75 +Tax Cut-off: 1-5-05 Airport & Show Shuttle Available	San Mateo Expo Center: On-site Phone: 650-574-3247 \$25 per night Reservations Required	On-site Parking: \$24 all show pass Purchase parking @ ISE Registration Desk.
Courtyard by Marriott 9631 N. Black Canyon Highway Phoenix, AZ 85021, Ph:602-944-7373 Fx:602-944-0079 \$82 + Tax Cut-off: 1-26-04 Show Shuttle No Airport Shuttle		Arizona State Fairgrounds -Grand Stand Trailer Park \$20/night, On Site. Contract the Security Dept. to Register upon arrival.	On-site Parking: \$9 all Show pass Purchase parking @ ISE Registration Desk.
Crowne Plaza Hotel 11950 Dublin Canyon Road Pleasanton, CA 94588 Phone: 925-847-6000 Fax: 925-463-2585 \$57 + Tax Cut-off: 2-9-05 Show Shuttle; No Airport Shuttle	Wyndham Garden Hotel 5990 Stoneridge Mall Rd. Pleasanton, CA 94588 Ph: 925-463-3330 Fx: 925-463-0713 \$62 + Tax Cut-off: 2-8-05 Complementary Breakfast Show Shuttle; No Airport Shuttle	Alameda County Fairgrounds: On-site \$25 per night Call for Reservations Ph: 925-426-7503	On-site Parking: \$15 all show pass Purchase parking @ ISE Registration Desk.
Comfort Inn – Sandy, UT 8955 South 255 West Sandy, UT 84070 Phone: 801-255-4919 Fax: 801-255-4998 \$47 Single, \$52 Double + Tax Complementary Breakfast Cut-off: 2-21-05 Show Shuttle Available	Extended Stay America 10715 Auto Mall Drive Sandy, UT 84070 Ph: 801-523-1331 Fx: 801-523-8197 \$48 + Tax, cut-off: 2/21/05 first come/first served, No Shuttle	Quail-Run RV Park 9230 S. State Street Sandy, UT 84070 Ph: 801-255-9300 www.quailrunrvpark.com	On-site Parking: Behind Bldg: FREE (Front of Building is for attendees only.)

**For Exhibitor Services Forms and information, please contact the Service Provider.*

EXHIBITOR

SHOW	HOURS	SHOW VENUE	EXHIBITOR SERVICES
POMONA January 14-16, 2005	Fri- 12-8 Sat- 10-7 Sun- 10-5	L.A. County Fairplex (Pomona) 1101 W. McKinley Ave. Pomona, CA 91768 Questions: Curtis Noffsinger Ph: 909-623-3111 www.fairplex.com	Decorator/Electrical Services: Modern Exposition Services (Mailing address) 424 South 700 East, Salt Lake City, UT 84102 Customer Service: Ph: 801-983-8160, Fx: 801-521-3040 Phone Service: L.A. County Fairplex Contact Pat Williams: Ph: 909-865-4300
SACRAMENTO January 20-23, 2005	Th- 12-9 Fri- 12-9 Sat- 10-8 Sun- 10-5	Cal Expo; California Exposition & State Fairgrounds 1600 Exposition Blvd. Sacramento, CA 95815 Ph: 916-263-3000 Fax: 916-263-3304 www.calexpo.org	Decorator/Electrical Services: STL, Ltd.; 950 Richards Blvd. Sacramento, CA 95814 Phone: 916-447-5000 Fax: 916-447-1133 Phone Service: Pacific Bell Ph: 800-339-3204 or 408-339-0124 Fx: 866-512-1384 (Order within 30 days of show.)
DENVER January 27-30, 2005	Th- 12-9 Fri- 12-9 Sat- 10-8 Sun- 10-5	Colorado Convention Center 700 14th Street Denver, CO 80202 Ph: 303-228-8000 www.denverconvention.com	Decorator: Brede Exposition Services 5140 Colorado Blvd. Denver, CO 80216 Ph:303-399-8600 Electric - Phone - Water Services: Colorado Convention Center; Phone: 303-228-8027 (20% discount www.denverconvention.com)
SAN MATEO February 3-6, 2005	Th- 12-8 Fri- 12-8 Sat- 10-7 Sun- 10-4	San Mateo County Exp. Center 2495 S. Delaware - PO Box 1027 San Mateo, CA 94403 Ph: 650-574-3247 Fx: 650-574-3985 www.sanmateoexpo.org	Decorator/Electrical Services: Modern Exposition Services (Mailing address) 424 South 700 East, Salt Lake City, UT 84102 Customer Service: Ph: 801-983-8160, Fx: 801-521-3040 Phone Service: Pacific Bell Ph: 800-339-3204 or 408-339-0124 Fx: 866-512-1384 (Order within 30 days of show.)
PHOENIX February 18-20, 2005	Fri- 12-7 Sat- 10-7 Sun- 10-5	Arizona State Fairgrounds 1826 West McDowell Road Phoenix, AZ 85007 Ph: 602-252-6771 www.azstatefair.com	Decorator: Modern Exposition Services (Mailing address) 424 South 700 East, Salt Lake City, UT 84102 Customer Service: Ph: 801-983-8160, Fx: 801-521-3040 Electrical & Phone Services: Fairgrounds: Accounting Dept; Ph: 602-257-7133
PLEASANTON February 25-27, 2005	Fri- 12-7 Sat- 10-7 Sun- 10-5	Alameda County Fairgrounds 4501 Pleasanton Ave. Pleasanton, CA 94566 Ph: 925-426-7600 Fax: 925-426-7599 www.alcofairgrounds.com	Decorator/Electrical Services: American Convention & Exposition Services (Mail only) P.O. Box 31422, Stockton, CA 95213 Ph: 209-464-0560; Fx: 209-465-7790 Phone Service: Pacific Bell Ph: 800-339-3204 or 408-339-0124 Fx: 866-512-1384 (Order within 30 days of show.)
SALT LAKE CITY March 17-20, 2005	Th- 12-9 Fri- 12-9 Sat- 10-9 Sun- 10-5	South Towne Exhibition Center 9575 So. State Street Sandy, UT 84070 Ph: 801-565-4490 Fax: 801-565-4457 www.southtowneexpo.com	Decorator/Electrical Services: Modern Exposition Services (Mailing address) 424 South 700 East, Salt Lake City, UT 84102 Phone: 801-983-8160 Fax: 801-521-3040 Phone Service: South Towne Expo Center Phone: 801-565-4490