



Exhibitor Services Information

Sacramento

January 16-19, 2025

Important Dates

Please note the important dates and deadlines below.

Action Item / Discount Cut-Offs	Due Date	X
Final Payment Due to ISE	Dec. 1, 2024	
Review Exhibitor Display Regulations & Limitations	Dec. 1, 2024	
Obtain Seller Permit & Tax License and email permit number to ISE	Dec. 1, 2024	
Send ISE Food Sampling Insurance Information	Dec. 1, 2024	
Send ISE Food Sale & Sampling Permit Forms if Selling Food	Dec. 20, 2024	
Final Hotel Discount Deadline	Dec. 25, 2024	
Order Hardline Internet and/or phone services	Dec. 31, 2024	
Electrical Discount Deadline Bulk Space & Additional Booth Power	Jan. 10, 2025	
Decorator Discount Deadline Order Carpet, Chairs & Tables	Jan. 10, 2025	
Decorator Advance Freight Deadline	Jan. 10, 2025	
Review Exhibitor Information for Move-In Time	Jan. 12, 2025	
Print Copies of Seller Permit, Tax License & Food Handler s Permit	Jan. 13, 2025	
Start Show Move-In	Jan. 14, 2025	

General Information

Show Management

International Sportsmen s Expositions

Phone: (800) 545-6100

Email: Service@SportsExpos.com

Web: www.SportsExpos.com

Facility

Cal Expo - California Exposition & State Fair

1600 Exposition Blvd

Sacramento, CA 95815

([Click here](#) to view on Google Maps)

Phone: (916) 263-3000

Email: info@calexpo.com

Website: www.CalExpo.com

Public Show Hours

Thursday	11:00am - 8:00pm
Friday	11:00am - 8:00pm
Saturday	10:00am - 7:00pm
Sunday	10:00am - 4:00pm

Exhibitor parking entrances during show days are at Gate 12 (off Ethan Way) or Gate 3/Admin Gate (off Gate D from Exposition Blvd).

Exhibitor walk-in entrance is through the Cal Expo Main Gate or East Gate.

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

Exhibitor credentials allow for show floor access at 8:00am on Thursday and 90 minutes prior to show open on Friday, Saturday, and Sunday.

Exhibitor Requirements

Payment

Payment in full for all exhibit space is required by December 1st. No exhibitor credentials will be issued at registration unless full payment has been made.

Terms & Conditions of Exhibiting in ISE Shows

The [Terms and Conditions](#) on the Application/Contract for Exhibit Space will be enforced at ISE Shows. Please review and contact ISE if you have any questions.

Local Laws and Regulations

To ensure public safety, exhibitors must follow local and facility regulations. We are required to comply with all federal, state, and municipal laws and administrative rules, including but not limited to those relating to licenses and permits, property protected by copyright, work hours, work conditions, safety standards and payment of wages and taxes.

Booth Staffing

- Staffing your exhibit during all public show hours is a requirement in the Terms and Conditions of your exhibit space contract.
- Exhibits must remain in place until 4pm on Sunday.
- Any unstaffed exhibits or removal of exhibits before 4pm on Sunday may result in the loss of exhibit space at future shows.

Animal Policy

Animals that are necessary to exhibit space must be confined to the exhibit space or kept in a portable kennel. During transit, animals must be on a leash or rein. No pets are allowed.

Child Safety

For safety purposes, ISE requests children under the age of 15 not participate with show move-in and move-out.

Alcohol Consumption

Alcohol distribution to the public is state-license-controlled and not permitted by exhibitors. Consumption of alcohol in exhibit space is prohibited. In the event an exhibitor would like to provide food or beverages, please contact show management and arrangements will be made for these services.

Security

24-hour show security is provided for the duration of the event. ISE and Facility Management are not responsible for losses of any kind. Exhibitors are responsible for carrying general liability insurance for their exhibit and business.

Potential theft can be greatly reduced by:

- Avoid leaving small items of value in booths.
- Cover display with a flameproof drop cloth overnight.
- Run wire or cable through exhibit and lock at night.
- Report any theft immediately to ISE Registration/Information staff.

Emergency Procedures

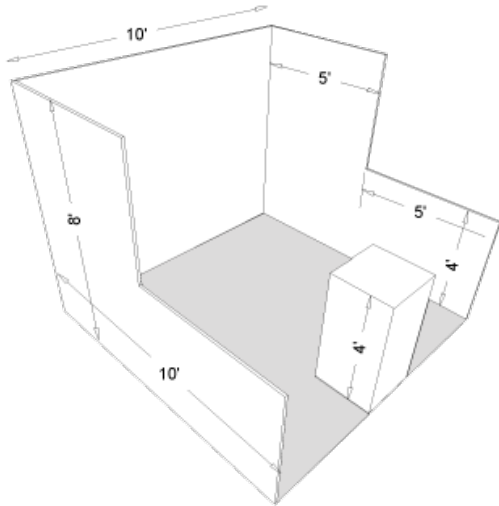
- Please do not call 911. Emergencies are responded to by Facility Emergency Services Staff.
- In the event of an emergency please contact ISE staff on the floor or at the ISE Registration/Information desk. We will direct services to the location of the emergency.

Display Regulations & Limitations

In-line Exhibit Space Amenities

- Assigned booth location
- Drive-in and drive-out setup and teardown
- Scheduled move-in and move-out
- 8-foot-high backdrop and 3-foot side-rail drape
- 500 watts of electricity (standard booths only)
- Exhibitor credentials
- Discounted guest passes
- Online exhibitor listing (with web link)

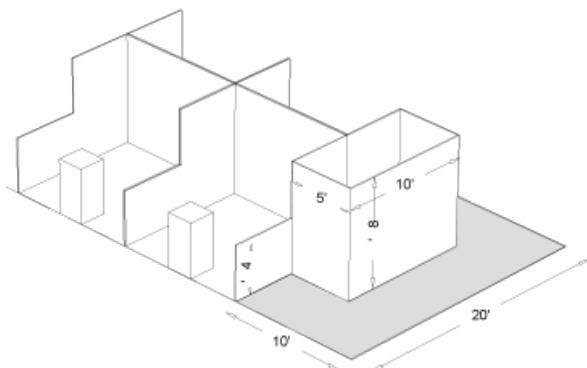
In-line Booths



Exposed to aisle on the front side with neighboring booths to left, right and typically behind.

- Maximum height of 10 feet in back of booth.
- Maximum height of 4 feet for front of booth.
- No rear-facing signage. Signs should only be viewable from the aisle in front of booth.
- No canopies or canopy frames allowed.
- Do not hang items on or damage drape fabric.
- Merchandise must be hung on a solid back wall or stand.
- All displays are subject to management approval.

Endcap Booths



Exposed to aisles on three sides, composed of two standard in-line booths or bulk space.

- Maximum height of 10 feet in back center of booth and within 5 feet of the two side aisles. (See End Cap diagram.)
- Maximum height of 4 feet for front of booth.

- No rear-facing signage.
- No canopies or canopy frames are allowed.
- All displays are subject to management approval.

Bulk Space

Indoor/outdoor space with no drapes, dividers or electricity provided - exhibitor must order.

- Within 3 feet of the aisle, displays cannot exceed 4 feet high.
- No canopies or canopy frames.
- All signage must be hung securely. When secured to building, signs must be approved by ISE and hung by Decorator.

Fire Marshal Summary of Rules

- ISE and all exhibitors are required to follow the event facility [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.

Electrical Cord Requirements

- All electrical devices with three-wire supply cords shall utilize "UL" ground receptacles.
- All extension cords must be of heavy-duty three-wire construction.
- All power cords must be kept behind display with nothing placed on top of cords.

Indoor Display Vehicles or Motorized Display Items

- Before you drive in the building ISE must verify that the following tasks have been completed:
 - Fuel level must not exceed tank and/or less than 3 gallons.
 - Once inside exhibit area, negative battery terminal must be disconnected and fuel tank cap taped/locked.
- Upon inspection of these items, ISE will provide the vehicle/display with an inspection tag.

Propane and Helium

- Used propane tanks are not allowed indoors.

- New propane tanks must have original factory seal.
- Helium is not allowed indoors.

Flammable and Combustible Materials

- No open flames.
- All materials used indoors for display or decoration should be made of flame-retardant materials and certified as flame retardant. This includes booth decorations such as vegetation, straw, grass, etc.
- Fire regulations prohibit excess literature and product or empty packing containers from being stored behind back drapes or display wall.

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.
- Facility fire extinguishers and firehose cabinets are required to remain visible and accessible at all times.

Tent Demos

Tents are not allowed indoors at Cal Expo per California State Fire Marshal Rules.

African Wildlife Displays

Please note [California Fish & Game code section 2022**](#) regarding the sale of ivory or rhinoceros horn. Please note that the information contained in the link is not exhaustive, and there are additional regulations regarding the display of animal products.

**This information is subject to change, please check back for updates.

Sound

- Maintain audio volumes that are not disruptive to other exhibits.
- Game-calling exhibitors must follow *ISE's game-calling policy*, provided to exhibitor prior to show and available at Registration/Information.
- Exhibitors should be aware that pre-recorded music is subject to copyright laws and fees as per ASCAP, BMI and SESAC.

Firearm Display Requirements

- All gun displays of any type must have prior written approval from ISE.
- No firearms sales and ammunition, powder or primer are allowed on site.
- All firearms must be deactivated by removal of the firing pin or other alteration, so they are rendered incapable of firing. Firearms must be secured with a lock or removed each night after show close. Locks must remain installed for the duration of the show.

Move-in, Registration, Move-out Procedures

Move-In Procedures

Move-in will begin Tuesday, the week of the show at 1:00pm with drive-in and carry-in access. To avoid congestion, move-in is encouraged for Tuesday afternoon if possible. Please read the following information and contact your Account Representative with any questions.

NOTE: ISE does not provide forklifts, hand trucks, dollies, brooms, or vacuums during move-in. Please contact the decorator before or during set-up to arrange scheduling and payment.

Bulk & Outdoor Exhibits

- Bulk spaces are designated by a B in your exhibit space number, such as B3550.
- Outdoor spaces are designated by a "W" in your exhibit space number, such as W4232
- Bulk and Outdoor drive-in set-up are on the schedule below.

LIFO (Last-in, First-out) Exhibits

- LIFO spaces are designated by an L in your exhibit space number, such as L2424.
- These spaces block the roll-up doors and must be the last to set-up and first to move-out.
- LIFO spaces can set-up on Wednesday after 5:00pm and Thursday prior to show open.

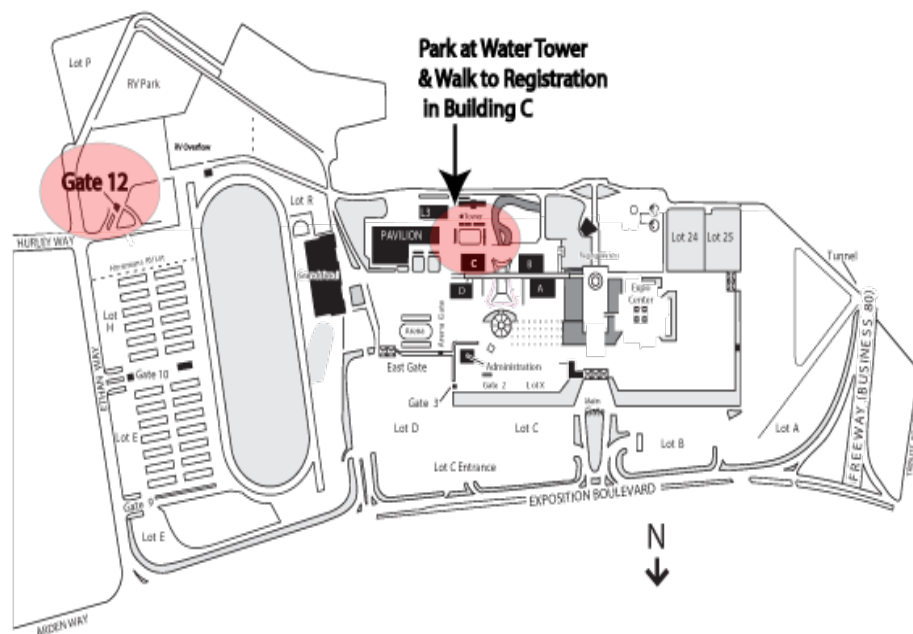
Carry-in Access

- Carry-in access is available Tuesday and Wednesday via Gate 12. Please see schedule below.
- Carry-in access on Thursday morning is through Gate 3. Enter Parking Lot D and head to Gate 3/Administration Building.

Type of Display	Bulk & Outdoor (Space number begins with "B" or "W")	Standard Booth (All in-line and corner booths)	LIFO Booths (Booth number begins with "L")
Tuesday 1/14/25 - <u>Access through Gate 12</u>			
Drive In	1pm - 6pm	3pm - 6pm	None
Carry In	1pm - 7pm	3pm - 7pm	None
Wednesday 1/15/25 - <u>Access through Gate 12</u>			
Drive In	9am - 3pm	9am - 3pm	3pm - 5pm
Carry In	9am - 3pm	9am - 8pm	5pm - 8pm
Thursday 1/16/25- <u>Access through Gate 3/Admin</u>			
Drive In	None	None	None
Carry In	8am - 10am Gate 3 access only	8am - 10am Gate 3 access only	8am - 10am Gate 3 access only

Drive-in Set-up Access

- Registration is required prior to set-up.
- Vehicle access is through Cal Expo Gate 12.
- Gate 12 address for navigation devices:
 - 1104 Ethan Way, Sacramento CA, 95825 (approximate)
 - GPS coordinates: 38.588967, -121.420046 (approximate)
- [Click here](#) to view Gate 12 entrance on Google Maps.



- Check in at the guard station and proceed past the horse track. Park near the Cal Expo water tower.
- Follow the signs to Registration in Building C.
- Drive to your booth.
- To avoid congestion, unload and remove your vehicle from the building before setting up your display.
- Drive-in for standard in-line booths ends at 3:00pm on Wednesday. No exceptions.
- All freight doors close by 6pm Wednesday.

Exhibitor Registration

Registration is required before setting-up your exhibit space. ISE Registration/Information is located in building C and is staffed all days. ISE staff will confirm your exhibit space location, payments, applicable licenses, permits and provide your required exhibitor credentials.

Discounted parking and guest passes are also available at Registration/Information.

Credentials

- Exhibitors will receive wristbands at Registration.
- Standard in-line booths receive up to 4 wristbands. Contact your Account Representative to discuss your needs.
- Wristbands are designed to be worn on the wrist for the duration of the show; they must be fastened to the wrist, no looser than two fingers and are void if removed.
- Wristbands can be exchanged for exhibitor one-day passes to

accommodate shift workers. The number of one-day passes is prorated by day.

Guest Passes

Invite your customers! Discounted guest passes can be purchased at the ISE Registration/Information Desk at the show.

Will Call

The Will Call Desk is located at the Main Gate Entrance. Will Call is open one hour prior to show opening and closes one hour before show close. The ISE Registration/Information desk has necessary envelopes and can assist you with leaving tickets and exhibitor credentials at Will Call. All Will Call must be left in specific envelopes provided by ISE.

Exhibitor Show Parking

- Exhibitor parking is \$20 for all event days. The 4-day pass provides in and out privileges.
- One-day passes also available.
- Parking passes must be purchased near the ISE Registration desk during set-up hours only. These passes last the entire event.
- No RV parking allowed in exhibitor parking lots.
- Parking limits and restrictions as follows:
 - Pavilion Parking Lot - One vehicle per exhibit company on a first-come, first-serve basis.
 - X Lot Parking (by Building A) - Five vehicles per exhibit company.
- Please park in designated exhibitor areas.

Restocking Trailers

See the ISE Registration/Information Desk for onsite instructions and map.

- Restocking for exhibitors in Buildings A & B will park trailer/trucks in the Cove near Building A. See Registration Desk for map and instructions.
- Restocking for exhibitors in Building C & D will be announced on site - see registration for location.
- Restocking for exhibitors in the Pavilion will line up east of the Pavilion Building.

Empty Trailers

Empty trailer parking is available in Lots 17 and O. See ISE Registration/Information Desk for onsite instructions and map.

Move-Out Procedures

Sunday/Monday tear-down and move-out schedule:

Sunday	4:10pm - 10:00pm
Monday	8:00am - Noon

NOTE: No early tear-down! As advertised to the public, all exhibits must stay intact and fully staffed until 4:00pm. Failure to do so may result in the loss of exhibit space at future shows.

Tear-Down

- Tear-down can begin as soon as all the public has exited the building.

Move-out Vehicle Access

- Vehicle access is Sunday 4:10pm to 10:00pm.
- Freight doors will be opened by ISE or facility staff only.

Tax License & Permits

Taxes

Exhibitors selling tangible items are required to obtain a California Seller's Permit **by December 1st**. ISE must provide government representatives with exhibitor lists. **NOTE:** 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.](#)
- Scroll to 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.
- **Email your permit number to service@sportsexpos.com by December 1, 2024.**

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 Sellers 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.
- **Email your permit number to ISE Customer Service by December 1, 2024.**

For questions contact:

California Department of Tax & Fee Administration

Phone: (800) 400-7115

www.cdtfa.ca.gov

Food Sales & Sampling Requirements

A permit and certificate of insurance are required for all food distribution. ISE Customer Service will file all permit applications on behalf of exhibitors.

- ISE will provide all exhibitors with forms and instructions from the County of Sacramento Environmental Health Department via email on file.
- There is a \$110 fee associated with the permit. This can be paid via ISE s website by [clicking here](#). Please write your company name + food in the company name field.
- Exhibitors must complete and send forms, payment, and a copy of the Certificate of Insurance for \$1,000,000 Liability Insurance naming International Sportsmen's Expositions as additionally insured to ISE

Customer Service by December 20, 2024.

For compliance questions contact:
Environmental Health Department
Trena Burt
Phone: (916) 875-3036
Email: BurtT@saccounty.gov

Special Permits & Notification

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

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

Decorator, Electrical & Internet Services

Decorator

Table, chairs and carpet are not provided in your booth - you can bring your own, or order through the decorator, American Exposition Services (AES). You will receive an email from the Decorator. The email will contain your login instructions to order online. If you don't receive this email, please contact AES directly.

AES

1341 N. Market Blvd. Suite 300
Sacramento, CA 95834
Customer Service
Phone: (916) 925-3976
Email: Swilkinson@american-expo.com

Freight Services

All freight is handled by the decorator, please contact AES for freight and shipping services.

Electrical Services

- ISE provides one 500-watt outlet for each standard in-line booth space.
- ISE does not provide power for bulk space exhibits.

Electrical, phone and water services can be ordered online through the decorator, AES (see email from AES).

Wi-Fi Service

- Complimentary Wi-Fi service is available through Cal Expo.
- Speed and reliability are not guaranteed.
- Log-in information will be distributed at the show.

Internet Service

You can order hardline internet instead of using the free Wi-Fi.

- The speed for this service is 300/600 Mbps
- There is a \$395 charge per line for the duration of the show
- Orders must be placed by December 20th by contacting ISE at Service@Sportsexpos.com Please provide your company name and booth number, at which time you will be sent a link to pay.

Hotels, Lodging & RV Parks

The following accommodations have special group rates for ISE Exhibitors. Rooms are limited and special rates are on a first-come, first-serve basis. For all hotels, special group pricing is under the group name "International Sportsmen's Exposition." For ISE special pricing, contact the hotel directly or use the reservation links below.

NOTE: ISE does not contract with any third-party accommodation service and does not authorize any accommodation service to contact you on ISE's behalf.

DoubleTree by Hilton Hotel Sacramento

2001 Point West Way

Sacramento, CA 95815

Phone: (916) 929-8855 or (800) 686-3775

Reservations: [Click Here for reservations](#)

Pets: Yes, under 50lbs and non-refundable \$50 deposit required.

ISE Group Rate: \$119.00, plus tax

Rate Expires: December 14, 2024

Hilton Arden West

2200 Harvard St.

Sacramento, CA 95815

Phone: (844)201-4034

Reservations: [Click Here for reservations](#)

Pets: \$50 pet fee

ISE Group Rate: \$125, plus tax

Rate Expires: December 25, 2024

Holiday Inn Express

2224 Auburn Blvd

Sacramento, CA 95821

Phone: (916) 923-1100

Reservations: [Click Here for Reservations](#)

Pets: one pet, \$150 pet fee

ISE Group Rate: \$139, plus tax

Rate Expires: December 23, 2024

Hampton Inn

2230 Auburn Blvd

Sacramento, CA 95821

(916) 927-2222

Reservations: [Click Here for Reservations](#)

Pets: one pet, \$150 pet fee

ISE Group Rate: \$139, plus tax

Rate Expires: December 23, 2024

Larkspur Landing

565 Howe Avenue

Sacramento, CA 95825

(916) 646-1212

Reservations: Call and mention, Sportsmen's Expo or [Click Here](#)

Pets: Yes, with \$100 flat rate fee

ISE Group Rate: \$139/\$159, plus tax

Rate Expires: December 16, 2024

Towneplace Suites

1784 Tribute Rd

Sacramento, CA 95815

Phone: (916) 920-5400

Reservations: [Click Here for Reservations](#)

Pets: up-to 2 pets with a \$100 fee per pet

ISE Group Rate: \$121, plus tax

Rate Expires: Rate Expires: December 18, 2024

Cal Expo RV Park

(Located at Ethan Way & Hurley Way behind Cal Expo Gate 12)

Phone: (916) 263-3187

Reservations: Phone or [visit website](#)

Standard Published Rates - see website.

NOTE: NO RV PARKING IS ALLOWED IN THE EXHIBITOR PARKING LOTS