



Exhibitor Services Information

Sacramento

January 21-24, 2021

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 5pm on Sunday.
- Any unstaffed exhibits or removal of exhibits before 5pm 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.

Building Security Staff

Security staff are employed to protect exhibitor property and to ensure show rules are enforced. Adequate security staff is scheduled during the hours that the building can be accessed; please observe these hours.

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

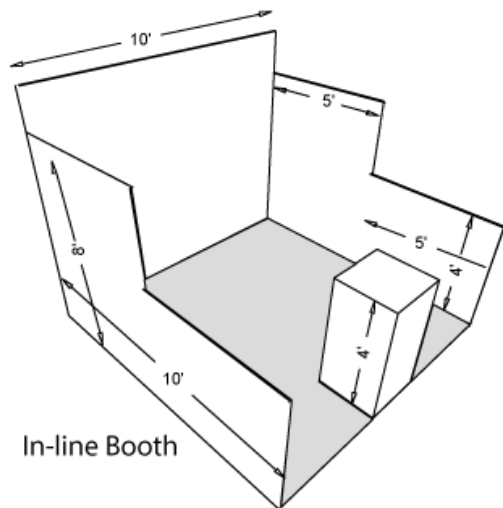
In-line Exhibit Space Amenities

- 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) and show program listing

In-line Booths

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

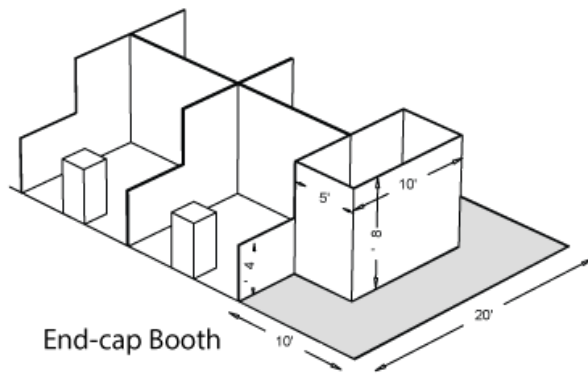
- Maximum height of 10 feet in back of booth.
- Maximum height of 4 feet for front of booth.
- No rear facing signage. Signs should only be viewable from the aisle in front of booth.
- No canopies or canopy frames allowed.
- Do not hang items on or damage drape fabric.
- Merchandise must be hung on a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

- Maximum height of 4 feet within 3 feet of the aisle.
- No canopies or canopy frames that impede or block line of sight.
- 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 will receive the ["Special Events"](#) State Fire Marshal brochure at registration and will be required to keep the brochure in their booth through the duration of the show.
- **New!** [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 ¼ 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. Contact California Fish & Game for any clarification.

Sound

- Maintain audio volumes that are not disruptive to other exhibits.
- Game calling exhibitors must follow ISE game calling policy, 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. Locks must remain installed for the duration of the show.