The Franchise Show

LOS ANGELES

October 8 & 9, 2021

Pasadena Convention Center - Hall B

EXHIBITOR MANUAL

WELCOME AND THANK YOU

for choosing to be a participant in The Franchise Show - Los Angeles.

Please take a moment to read the exhibitor manual, which will provide you with all of the necessary information for the preparation and installation of your exhibit. Processing your orders at your earliest convenience will allow us and the service-contractors time to provide you with the best possible rates & service.

The Show Office will be set up at
the **Pasadena Convention Center**
on Thursday, October 7, 2021 at noon and management will be available to assist you for the duration of the Show.

For specific information and guidelines related to COVID19, please refer to the COVID19 section of the manual.

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GENERAL INFORMATION

Show Location
Pasadena Convention Center
Hall B
300 E Green St
Pasadena, CA
91101

FACILITY MAP

DRIVING DIRECTIONS

Show Dates & Times

Friday October 8, 2021	11:00 am – 5:00 pm
Saturday October 9, 2021	11:00 am – 5:00 pm

Exhibitor Move-in Times

Friday October 7, 2021	12:00 pm – 6:00 pm

Exhibitor Move-Out Dates & Times

Saturday October 9, 2021	5:00 pm – 8:00 pm

Produced By
National Event Management
Suite #102
260 Town Centre Blvd.,
Markham ON
L3R 8H8
Tel: (905) 477-2677 or (800) 891-4859
Fax: (905) 477-7872

Exhibitor Coordinator
Joy Gallaiford
905 477-2677 or (800) 891-4859 Ext 284
Email: joy@nationalevent.com

Director of Operations
Dina Latina
905 477-2677 or (800) 891-4859 Ext 224
Email: dina@nationalevent.com

EXHIBITOR CHECK LIST

Please print a copy of this checklist to assist you in planning for the Show. To take advantage of "early booking discounts" please note booking deadlines.

CHECK LIST

MOVE-IN INSTRUCTIONS

Move-in Times
Thursday October 7, 2021 12:00 pm – 6:00 pm

- **All exhibitors must officially register before setting up.** Please come to the show office and staff will direct you to your booth.
- **All exhibits must be set up by 6:00 pm Thursday.** Exhibitors will not be permitted to set up during show hours.
- The aisle carpet will be in place Friday morning. **Dollies and carts WILL NOT be permitted on the carpet.** Hand carried items only may be brought in on Saturday.
- Children 15 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

Social Distancing & Masks
Masks and Social Distancing will be mandatory inside the Pasadena Convention Center. If you have any reason that prevents you from wearing a mask, please let us know. No one with a fever or symptoms of COVID-19 or known exposure to Covid-19 case in their prior 14 days is permitted inside the venue.

LOADING DOCKS

The Loading dock is located at 128 S. Marengo Avenue and has an underground loading bay with 7 docks and 5 freight elevators, it is accessible from the west side of the convention center, via Marengo Ave.

All vehicles entering and exiting the loading dock will be required to drive in head first. The southwest corner of the loading dock has been designated as a turn around area. Vehicles will be able to use this area to turn around in order to back into the loading bays..

Dock coordinators will be positioned at the top and bottom of the loading dock ramp to control ingress/egress and enforce the following policies:

- Exhibitors are given 30 minutes to unload.
- Once unloaded, your vehicle must be removed from the loading dock.
- Personal vehicles have the option of parking in the Pasadena Convention Center Parking Garage at prevailing rates.
- Freight elevators are operated by Pasadena Convention Center personnel only.

The loading dock is managed by the Convention Center Security Office and can be contacted at 626-395-0243.

Dollies and a pump truck will be available for your use. If you require a forklift to move material from the dock to your booth, a forklift will be available to you. However, if you have excessive forklift requirements, please contact Dina Latina (dina@nationalevent.com) to discuss your needs. A charge may apply.

DRIVING DIRECTIONS

LOADING DOCK AND PARKING MAP

EXHIBITOR PARKING

The convention center's subterranean parking structure is shared with the Sheraton Pasadena. There are two entrances, (a) on Euclid Avenue, and (b) Marengo Avenue, both between Green Street and Cordova Street.

The rate for exhibitors on show days is $15/day for up to 16 hours or $21/day for in-and-out privileges.

DRIVING DIRECTIONS

LOADING DOCK AND PARKING MAP

VEHICLES ON SHOW FLOOR

All vehicles must abide by the arrival and departure schedules and procedures established by Show Management. Please contact Dina Latina (dina@nationalevent.com) for approval and to arrange arrival time if you want to display a vehicle.

Motorized equipment and vehicles may be displayed during events provided the following conditions are met:

- All vehicles displayed within any of the convention center's buildings require a permit from the Pasadena Fire Department. All costs shall be the sole responsibility of the Licensee.
- Fuel tanks must have less than 5 gallons or 1/4 tank of fuel, whichever is less.
- Fuel caps must be taped/sealed completely around to prevent escaping vapors.
- The battery must be disconnected while any vehicle is on display.
- Vehicles of any type which have been approved for use in carpeted areas must have non-marking tires and carpet must be covered with heavy-duty polyethylene sheeting.
- Drip pans shall be placed under the vehicle's drive train to prohibit any damage to the facility.

Exhibitors are responsible for oil, grease, or any general damage to the carpeted area.

Exhibitors must provide a set of keys, the contact name, and phone number of the person responsible to remove the vehicle(s) to Show Management. Vehicle keys must remain within the building at all times

SHIPPING & DELIVERIES TO THE SHOW

Shipping Direct To Show: Thursday October 7, 2021 (noon – 6pm)

PLEASE NOTE: **The facility will NOT accept shipments prior to the Show move-in date.** Show Management will sign for the delivery on your behalf during move-in hours only. Your materials will be left at the dock until you arrive. To move your items to your booth space, pump trucks and dollies will be available at no charge. Should you require assistance or the use of a forklift, please contact Dina Latina (dina@nationalevent.com) as charges may apply.

PLEASE NOTE: After freight is packed at the end of the show it must be moved to the dock area for pick up. Freight that is left on the show floor will incur a handling fee. Handling fee charges will be a minimum of $45.00 or $15.00 per 'hundred weight' whichever is greater.

The most cost-effective way to ship your items to the show is to arrange delivery during move in hours with our Official Show Carrier;

HAUListic (Previously known as Quad Express)
Tel: (859) 254-4112 or (800) 388-4112
Fax: (859) 253-9137
Email: QE-LEX@qg.com

TRANSPORTATION ORDER FORMS

Please address shipments to:

Company name Booth number
The Franchise Show
Pasadena Convention Center
Hall B
300 E Green St
Pasadena, CA
91101

NOTE:
All exhibitors using HAUListic must move freight after the show must have booth materials packed and ready for pick up at the loading dock. Please provide our sales staff onsite with your paperwork before leaving he show site.

Pre-Show Shipping

To request a quote, please complete the below order form and fax to:

HAUListic (Previously known as Quad Express)
Tel: (859) 254-4112 or (800) 388-4112
Fax: (859) 253-9137
Email: QE-LEX@qg.com

Shipping enquiries must be finalized 14 days prior to show move in date. **Be sure your shipment is labeled clearly.**

TRANSPORTATION ORDER FORMS

You may choose to use another carrier however, keep in mind that not all carriers deliver and pick up during our scheduled move in/move out times.

FEDERAL ID NUMBER

The Federal ID Number for the venue is 95-2855166. You will require this number to clear customs.

EXHIBITOR MOVE-OUT INSTRUCTIONS

Please note that move-out will begin once the show has closed, the aisles are cleared and the aisle carpets removed. If you are able to hand carry your supplies out to your car, we encourage you to do so. Dismantling or removing your exhibit/ exhibit materials before the end of the show is strictly prohibited.

All material must be removed by 8:00 pm

Exhibitors are encouraged to remove small items and open cases of products from the show floor first. Show Management will take all reasonable security precautions, but immediate removal of these items is the best way to prevent pilferage.

NOTE:
All exhibitors using HAUListic must move freight after the show must have booth materials packed and ready for pick up at the loading dock. Please provide our sales staff onsite with your paperwork before leaving he show site.

EZ BACKDROPS

If you require a pop-up banner or backdrop, please contact:

EZ Backdrops
Phone: 678-717-1222
Email: angie@ezbackdrops.com
www.ezbackdrops.com

SHOW DECORATOR (TO ORDER TABLES, CHAIRS, ACCESSORIES, ETC.)

ORDER DEADLINE: September 28, 2021

Carpet, 8ft back drape and 3 ft side drape are supplied for your exhibit space. If you require tables, chairs or additional booth supplies, these items can be rented from:

Coast to Coast Trade Show Services
Tel: 303-991-2791
Fax: 303-991-2794
Email: exhibitservices@coasttocoasttss.com

Show Colours

- **Booth Drapes: Black**
- **Aisle Carpet: Blue**
- **Booth Carpet: Grey**

ORDERING ONLINE:
You will receive an email from Coast to Coast with login information, a link to their Online Ordering System and instructions for signing in. If you did not receive an email with your login information, please contact: kay.defiore@coasttocoasttss.com

FURNITURE & ACCESSORIES ORDER FORMS

ORDER & PAYMENT INFORMATION

BOOTH INSTALLATION & DISMANTLING

ORDER DEADLINE: September 28, 2021

Should you require assistance setting up or dismantling your booth, these services can be ordered from:

Coast to Coast Trade Show Services
Tel: 303-991-2791
Fax: 303-991-2794
Email: exhibitservices@coasttocoasttss.com

ORDERING ONLINE:
You will receive an email from Coast to Coast with login information, a link to their Online Ordering System and instructions for signing in. If you did not receive an email with your login information, please contact: kay.defiore@coasttocoasttss.com

BOOTH INSTALLATION & DISMANTLE ORDER FORM

ORDER & PAYMENT INFORMATION

BOOTH CLEANING

ORDER DEADLINE: September 28, 2021

Exhibitors are responsible for maintaining their own booth space. If you require in-booth vacuuming please contact;

Coast to Coast Trade Show Services
Tel: 303-991-2791
Fax: 303-991-2794
Email: exhibitservices@coasttocoasttss.com

ORDERING ONLINE:
You will receive an email from Coast to Coast with login information, a link to their Online Ordering System and instructions for signing in. If you did not receive an email with your login information, please contact: kay.defiore@coasttocoasttss.com

BOOTH CLEANING ORDER FORM

ORDER & PAYMENT INFORMATION

ELECTRICAL

ORDER DEADLINE: September 17, 2021

Electrical is not supplied to your booth. If you require an electrical hookup please contact:

Edlen
Contact: Sona Soghomonian
Office: 626-844-0785
Mobile: 714-345-6350
Email: ssoghomonian@edlen.com

TELEPHONE / INTERNET / WIFI

ORDER DEADLINE: September 17, 2021

If you require a telephone/internet line or WIFI in your booth, please contact:

Encore Services
Phone: 626-395-0244
Email: eric.balane@encoreglobal.com

Orders received after the pre-show booking deadline may be subject to additional charges.

TELEPHONE ORDER FORM

AV & INTERNET ORDER FORM

AUDIO / VISUAL RENTALS

ORDER DEADLINE: September 17, 2021

If you require audio visual equipment in your booth, please send the completed order form to:

Encore Services
Phone: 626-395-0244
Email: eric.balane@encoreglobal.com

Orders received after the pre-show booking deadline may be subject to additional charges.

AV & INTERNET ORDER FORM

HOTEL

BOOKING DEADLINE: September 8, 2021

Rooms and discounted rate will only be held until the specified date. Rooms will then be subject to availability at prevailing rates.

We have obtained a group rate of $189.00 + taxes for single or double occupancy at The Hilton Pasadena.

The Hilton is located at:
168 South Los Robles Avenue
Pasadena, CA 91101

Reservations made be made directly by calling Valerie Lehman at 626-584-3108.

To receive this rate you must mention that you are with **The Franchise Show** when booking. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

FOOD SAMPLING

FORM SUBMISSION DEADLINE: September 20, 2021

If you are planning on sampling food or beverage product in your booth, please note there are two necessary steps to complete.

1. Please review, complete and submit the below **Sample Distribution Authorization Request** to Lcotton@pasadenacenter.com and joy@nationalevent.com. The facility will only contact you if they foresee a problem or have questions regarding your sampling application.

SAMPLE DISTRIBUTION AUTHORIZATION REQUEST

2. Please review, complete and submit the below **Temporary Food Facility Application** to envhealth-specialevents@cityofpasadena.net and joy@nationalevent.com.

a.You must comply with the guidelines listed in the below **Community Event Requirements**. If you do not complete the required steps and gain approval from the health department prior to the show, or do not comply with the guidelines, you could be closed down if an inspector comes to the show.

b.If you have any questions, please contact the City of Pasadena Health Department by phone at (626)744-7634 or by email: envhealth-specialevents@cityofpasadena.net

TEMPORARY FOOD FACILITY APPLICATION

COMMUNITY EVENT REQUIREMENTS

LEAD RETRIEVAL SYSTEM

We offer a Lead Collection system at the Franchise Show. This system uses any smartphone or internet enabled device (no scanners needed). Attendees contact info (name, email and cell if provided) will be pre-populated into the software to make your lead collection easy on-site and your post-show follow-up effortless.

Please send your completed order form to joy@nationalevent.com if you would like to sign up for this system. Please note: This is not a complete list of attendees. It is a lead retrieval service to help you capture leads quickly and accurately.

LEAD RETRIEVAL ORDER FORM

HOW TO COLLECT LEADS

EXHIBITOR BADGES & PRE-REGISTRATION

FORM SUBMISSION DEADLINE: September 24, 2021

We have implemented a new automatic badge system to simplify the request process. Please follow this link to complete your badge request form. You will receive a confirmation email upon completion.

Exhibitors are provided with up to a maximum of 6 personalized name badges based on the size of your booth.

10x10 booth - 2 booth staff
10x20 booth - 4 booth staff
300 feet or larger - 6 booth staff

Badges will be available for pick up at the Show Office during move-in and must be worn to gain admittance to the Show.

ONLINE BOOKING LINK

FREE ADMISSION PASSES

Raise awareness of your franchising initiatives and increase traffic to your booth by distributing Customized FREE ADMISSION passes to the Show. There is no limit to the number of FREE passes you may distribute to your professional and personal databases. Please email your high-resolution logo in **.jpeg**, **.eps**, or **.pdf** format to Joy Gallaiford.

SHOW GUIDE AD & SPONSORSHIP OPPORTUNITIES

There are a number of ways to increase your brand awareness at our shows. Additional ad space is available in our Show Guides that are distributed to attendees and sponsorship recognition includes show guide space, on-site signage, & online presence. Speak to your sales rep for more information.

INSURANCE

Insurance for booth/show
Exhibitors must have their own liability insurance covering a minimum of $1 million in damages. Please list National Event Management as "additional insured".

Transportation Insurance
Show Management is NOT responsible for damages caused during the transportation of your products. We strongly recommend purchasing transportation insurance when booking your shipments.

Liability
Exhibitors will be liable for, will indemnify, and will hold harmless Show Management from any loss or damage whatsoever occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the show, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

RULES & REGULATIONS

For specific information and guidelines related to COVID19, please refer to the COVID19 section of the manual.

Diagram #1: Sample of the drape provided for your booth

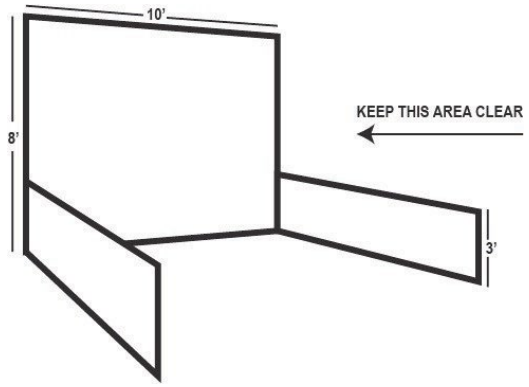
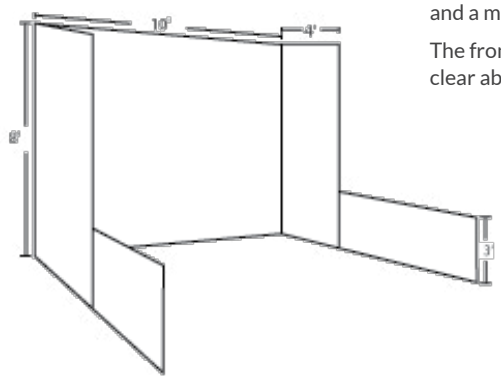


Diagram #2: Sample of display allowance

Upright banners & products must be within 4' from the back drape, and a maximum of 8' high.

The front 6' of the booth must be clear above 4'.



Booth Display & Restrictions

- Diagram#1 shows the drapes that are provided as a part of your booth cost.
- Diagram#2 shows the allowed clearance for displays, banners and products within your booth.
- No exhibit may exceed a maximum height of 8 ft.
- Side panels 8 ft. high, must not exceed a depth of 4 ft. extending from the back of the display.
- The remainder of the 6 ft depth from the front of the booth must not exceed a 4 ft. height.
- Any exceptions to this must have pre-approval from Dina Latina (dina@nationalevent.com).
- Prefab booth partitions must be finished on both sides. If they are not, please request drapes prior to the show.

Signage

No signage or material may be extended above the 8ft height at the back of your booth nor hung from the ceiling or across the aisle, without approval from Show Management. All signs must be printed on one side only. Your brand messaging can only face the inner walls of your exhibit space.

Carpet or Flooring

Grey carpet is provided within your booth space. If you would like to change the colour, you may order different flooring through our decorator at your own cost or you may bring your own. *Please be sure to review the Tape Restrictions below.

Tape (Floor, Wall, and Carpet Damage)

This only applies to companies that choose to place carpet or flooring on top of the existing carpet.

It is important that you use the proper carpet tape in your booth. If you do not use the correct tape there will be a charge for tape removal.

Here are the models of two-faced tapes that are authorized by the facility.

- Polyken 105c LPDE
- Scapa 274004
- DC W002A

If you bring your own carpet, you must adhere to the above Tape Restrictions. If you do not have the proper tape, please notify Show Management before installing your carpet or tiles.

If you would like to install your carpet on top of the existing carpet, please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859 ext 224.

Restrictions for Booth Installation

Painting, nailing, drilling, or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not fasten the coverings to the building floor. It is suggested that building paper or the approved tape (Polyken 105c LPDE OR Scapa 274004 OR DC W002A) is used instead.

Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighbouring exhibitors. The use of microphones is not permitted without prior management approval.

Fire Regulations

All exhibitors planning to use any type of fuel (such as gas, oil, helium gas, or propane) in their exhibits are requested to contact Show Management. All displays or exhibited materials must be fireproof to conform to Federal, Provincial, and City Fire Laws.

National Event Management is obligated to abide by the Fire Code regulations in each city. We therefore retain the right to refuse any material or object that does not confirm to code. If you have a question or need information re the Fire Code please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859, ext. 224.

Animals in the Show

The facility's policy prohibits the presence of animals unless they are used as a working dog for the blind. Permission must be obtained from the facility for any exception. Please contact Dina Latina (dina@nationalevent.com ; 905 477-2677 ex: 224) regarding the necessary forms.

Helium Balloons

Helium balloons are prohibited in most venues. There is a large retrieval fee, charged to the exhibitor, when balloons are lost. Please contact Dina Latina (dina@nationalevent.com) for approval if you wish to use helium balloons in your display.

Mechanical Conveyances

Mechanical Conveyances such as electric carts, scooters, or bicycles will not be allowed in the aisles during the show hours. The only exceptions to this rule will be in the case of handicapped persons visiting the show, or those with authorization from Show Management.

Non-Compliance

National Event Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in ejection of the offending exhibitor or in the closing of his/her exhibit.

FACILITY POLICIES

COVID-19 GUIDELINES

The following precautions and regulations have been put in place to ensure the health and safety of all Exhibitors, Staff and Visitors to the show. We are confident in our plans in working with the Pasadena Convention Center team and all suppliers to ensure a safe and successful show.

- Sanitizing stations will be added at every entrance and exit point, as well as scattered around the hall, along with increased signage to promote safe hand hygiene at the show.
- Masks and Social Distancing of will be mandatory inside the Pasadena Convention Center. If you have any reason that prevents you from wearing a mask, please let us know.
- Posters and signage will be placed throughout the building and show floor encouraging people to physically distance as well as a reminder of our no hand-shaking policy.
- Staff and security will be monitoring the show entrance and show floor to ensure physical distance guidelines are adhered to.
- Increased housekeeping rounds will be implemented by the Pasadena Convention Center staff for disinfecting shared surfaces and high touch areas like door handles.
- Tickets will be sold exclusively online
- **If an exhibitor is experiencing any flu-like or cold symptoms, including fever, coughing, sneezing, sore throat or shortness of breath, they are required to stay home.**

For more details about the Franchise Show's Health & Safety Practices, please contact your dina@nationalevent.com