

2017 EXHIBITOR ESSENTIALS

Find all of the essentials you need to know as a PCBC Exhibitor right here! For exhibitor assistance, contact Sara Turner at sara@pcbc.com or 916-340-3349.

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Booth Guidelines & Variations *(what's allowed in your space)*

[Click here to view the guidelines for your space.](#) Be sure to view the guidelines for the type of booth space you are in: inline, island, peninsula, perimeter wall. There are specific guidelines for what you are allowed to have in your space and placement of items in your space. If in doubt, please contact Show Management (sara@pcbc.com) before the show to review your design to make sure it falls within our guidelines. Spaces that violate guidelines onsite will be asked to alter their set-up by show management. More information on guidelines can also be found in the [Rules & Regulations](#).

Any requests for a variation outside the Booth Guidelines must be submitted by emailing the [Booth Variation Form](#) to sara@pcbc.com by **June 2, 2017**.

Requests are approved/denied on a case-by-case basis. Submission of request does not guarantee approval.

More information on the following items can be found in our [Booth Guidelines FAQ](#):

- Back/Side Drapes
- Booth Height
- Booth Staffing Requirements
- Booth Type Guidelines & Height Restrictions
- Booth Variation Request
- Burning
- Canopies, Ceilings, Arches, Umbrellas
- Carpet/Flooring Requirement
- Hanging Signs
- In-Booth Contests/Drawings, Demonstrations, Events, Food & Beverage Services, Music/Microphone
- Included in your Booth Space
- Literature Distribution
- Union Labor Requirements

Booth Space Includes

- 8' high draped back wall and 3' high draped side rails (for in-line and perimeter booths)
- One 7" x 44" booth identification sign displaying your company name and booth number (for in-line and perimeter booths of 300 square feet or less).

Booth Space Needs/Ordering *(what you may need to order)* **Red = Required**

- **Carpet** – Booth carpet or other appropriate floor covering is required for all exhibits. You may ship your own floor covering with your booth materials, or you may rent it from the Freeman Online Service Kit, our exposition services partner. You will be charged onsite for carpet if you do not have any in place prior to the floor opening.
- **Electrical Services** – If you use electrical onsite without ordering through the Freeman Online Service Kit, you will be charged for the usage onsite.
- **Freight/Material Handling** – Required under certain circumstances, see the [Union Labor](#) section of this document.
- **Install and Dismantle Labor** – Required under certain circumstances, see the [Union Labor](#) section of this document.
- **Booth Cleaning** – Freeman provides aisle cleaning each night and once before the show opens. If you would like to purchase booth cleaning for your exhibit, you may do so through the Freeman Online Service Kit.
- **Furniture** – Tables, chairs, waste baskets, etc. are not included in your rental

- Air, Water, Drainage
- Hanging Sign Labor – Required only if you have a hanging sign. Hanging signs only allowed in 20x20 or larger Island Booth spaces, and must be approved by show management.)
- Lead Retrieval
- Plant/Floral Services
- Food & Beverage Services
- AV Equipment & Services
- Security (specific to your booth space)
- Temp Services
- Internet/Phone Services (there is no free Wi-Fi on the show floor)

HOW TO ORDER BOOTH ITEMS

Carpet, Electrical Services, Material Handling, Install/Dismantle Labor, Booth Cleaning & Furniture can all be ordered through the Freeman Online Service Kit. When the online service kit is available, the main contact for your company will receive an email from Freeman with instructions and a link to order. Order online by **June 5, 2017** to take advantage of advance order discount rates.

Lead Retrieval, unlike Freeman's services, is ordered directly through the PCBC [Exhibitor Service Center](#) beginning February 28. Contact sara@pcbc.com or 916-340-3349 for assistance/questions.

Plant/Floral, Food & Beverage, AV, Security, Temp services and Internet/Phone orders will be through a designated vendor. When order forms become available, they will be posted in the Freeman Online Service Kit and in the [Exhibitor Service Center](#).

Cancellations

If notification of cancellation of all exhibit space is received after **January 6, 2017**, no refunds will be made and the Exhibitor will be liable for one hundred percent (100%) of the exhibit space rental fee, even if exhibit space is resold. To read more about cancellation policies, see the [Rules & Regulations](#).

Dates/Deadlines

[Click here for a complete list of dates and deadlines leading up to PCBC 2017.](#)

Exhibitor Appointed Contractor (EAC)

Exhibitors may opt to use an Exhibitor Appointed Contractor ("EAC") rather than Freeman (the official show contractor). If they chose to use an EAC, exhibitors are required to sign and email (to sara@pcbc.com) the [EAC Form](#) listing their chosen Exhibitor Appointed Contractor by **May 25**. As an agent for the Exhibitor, all Exhibitor appointees must agree to adhere to and will be bound by the [Rules and Regulations](#). Exhibitors will be responsible for ensuring that their exhibitor appointed contractors have insurance coverage as noted in the [Rules and Regulations](#) (proof of which must be emailed to sara@pcbc.com by **May 25**) and will be liable for the conduct of everyone they appoint or performs services pursuant to such appointments. EAC shall provide, if requested, evidence that it possesses applicable and current labor contracts and must comply with all labor agreements and practices.

Exhibitor Registration

Badge registration for booth staff (and instructions) can be accessed in the [Exhibitor Service Center](#) beginning in **March 2017**.

Every exhibitor is allotted 5 free Exhibitor Registrations per 100 sq/ft of exhibit space. Additional badges can be purchase for \$25/each.

Badges are not mailed out in advance. Pick-up will be in the lobby of the convention center at the registration counters designated for exhibitors.

Exhibitor Service Center (www.pcbc.com/esc)

The [Exhibitor Service Center](#) is your source for exhibiting information. It includes a checklist of to-do items, as well as links to other important information. Here you will register your booth staff, fill out your exhibitor profile, pay for your booth and order lead retrieval if desired. [More info on the Exhibitor Service Center can be found here.](#)

NOTE: Some items, such as exhibitor registration, lead retrieval orders and your exhibitor profile, can **only** be accessed by **logging in**. To access those, go to the [Exhibitor Service Center](#) and click on **"LOG IN HERE"**.

Floor Plan

The floor plan can be accessed at www.pcbc.com/floorplan. An exhibitor list can be accessed via the drop down menu in the upper left of the Floor Plan titled "Exhibitor Directory." There is no searchable exhibitor directory on pcbc.com . This feature will be provided to attendees as we get closer to the show in the form of a mobile app with searchable directory.

General Liability Insurance

Insurance requirements can be found on page 6 of the [Rules & Regulations](#). The insurance certificate and the additional insured endorsement must be emailed to sara@pcbc.com no later than **May 25**. Click here to view a [Sample Certificate](#).

An "A Rated" insurance carrier authorized to transact business in the State of California must issue the insurance coverage required. Failure to provide the satisfactory Certificate of Insurance and additional insured endorsement prior to arriving to the convention center shall result in the cancellation of the Contract, loss of Exhibitor's booth space and forfeiture of all payments.

Housing

PCBC contracts with area hotels to provide you with the best rates. These rates can only be secured by booking through Convention Housing Management (CHM). Hotel reservations begin on **February 22, 9:00 am (PST)**, and a link will be posted in the [Exhibitor Service Center](#). Book early for the best selection as rooms will go fast.

Note: CHM is the only official housing company associated with PCBC. While other hotel resellers may contact you offering housing options, they are not endorsed by or affiliated with our show.

Marketing

PCBC offers its exhibitors many marketing tools to help draw traffic to the floor. More information on the below items will be released as we approach the show and will be available in the [Exhibitor Service Center](#).

- Exhibitor Free Pass (exclusively for your customers)
- Exhibitor Profile/Listing (to be printed in the Show Guide & Exhibitor Directory and published in the onsite mobile app)

- Media List
- [Parade of Products](#)
- Pre-Show Attendee Direct Mail Marketing List (available for purchase & one-time use)
- [Sponsorship/Advertising Opportunities](#)

Move-in

Monday	June 26, 2017	8:00 AM - 5:00 PM
Tuesday	June 27, 2017	8:00 AM - 5:00 PM

Specific move-in date/time is relative to your booth location. Refer to the Target Floor Plan, which will be posted in the Freeman Online Service Kit and in the [Exhibitor Service Center](#) on **February 28**.

More information on the following items can be found in our [Move-in FAQ](#):

- Exhibitor Appointed Contractor (EAC)
- Hand Carried Items
- Marshaling Yard & Delivering to the Convention Center
- Move-in Date/Time (and Date/Time Change Request)
- Shipping
- Target Floor Plan
- Union Labor Requirements

Move-out

Thursday	June 29, 2017	5:00 PM - 10:00 PM
Friday	June 30, 2017	7:00 AM - 7:00 PM
Saturday	July 1, 2017	7:00 AM - 10:00 AM

More information on the following items can be found in our [Move-out FAQ](#):

- Donations
- Hand Carried Items
- Marshaling Yard & Pick-up at the Convention Center
- Move-out & Tear-down Hours/Procedures
- Post-Show Paperwork & Outbound Shipping Labels
- Union Labor Requirements

Official Show Contractor

Freeman is the official show contractor for PCBC. [Freeman services will be ordered online via the Freeman Online Service Kit](#). When the online service kit is available, the main contact for your company will receive an email from Freeman with instructions and a link to order.

Onsite Logistics

Show Days/Hours:

Wednesday	June 28, 2017	9:30 AM - 5:00 PM
Thursday	June 29, 2017	9:30 AM - 5:00 PM

More information on the following items can be found in our [Onsite FAQ](#):

- Exhibitor Badge Pick-up
- Exhibitor Services Onsite
- Lead Retrieval Pick-up
- Parking
- Sunday Move-in/Wrist Bands

Rules & Regulations

Exhibiting companies are responsible for understanding all Rules & Regulations for PCBC. [Click here to read the official Rules & Regulations.](#)

Service Kit - Freeman Online

The Service Kit is provided by Freeman and will be released on **February 28**. When the Freeman Online Service Kit becomes available, the main contact for your company will receive an email from Freeman with instructions and a link to order.

Shipping (Advance vs. Show Site)

You are encouraged to ship to the Advance Warehouse (rather than direct to show site). Shipping in advance is more cost-effective and can help you avoid delays in move-in as your items will be in your booth space waiting for you when you arrive to move-in at your target date/time (for date/time, see Target Floor Plan in the [Move-in FAQ](#)).

SHIPPING LABELS

Closer to the show, shipping labels will be posted for download in the Freeman Online Service Kit and in the [Exhibitor Service Center](#).

ADVANCE TO WAREHOUSE

Freeman will accept crated, boxed or skidded materials beginning Thursday, **May 25, 2017**, at the Warehouse address. Material arriving after **June 16, 2017** will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of 8:00 AM - 3:30 PM. If required, provide your carrier with this phone number: (714) 254-3410

Warehouse Shipping Address

Exhibiting Company Name / Booth # _____
PCBC 2017
C/O FREEMAN
6060 NANCY RIDGE DR, STE C
SAN DIEGO, CA 92121

DIRECT TO SHOW SITE

Freeman will receive shipments **on your scheduled move-in time/date only**. Please refer to the Target Floor Plan for move-in time/date. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the exhibitor. If required, provide your carrier with this phone number: (714) 254-3410.

Show Site Shipping Address

Exhibiting Company Name / Booth # _____
PCBC 2017
C/O FREEMAN
SAN DIEGO CONVENTION CENTER
111 W HARBOR DR
SAN DIEGO, CA 92101

Shipping direct to show site is only recommended if shipping advance to the warehouse is not possible.

PLEASE NOTE

All Common Carriers and Van Lines should check-in at the [Marshalling Yard](#). (See the [Move-in FAQ](#) for more information on the Marshalling Yard.) Certified Weight Tickets must accompany all shipments.

All items and materials that must be brought into the facility may be subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors.

Please be aware that disposal of exhibit properties is not included as part of your material handling charges. Please contact Freeman for your quoted rates and rules applicable to disposal of your exhibit properties.

Sponsorship/Advertising

Make sure you take advantage of the sponsorship/advertising options we have available to help maximize your presence at the show. We offer a broad selection of advertising options, partnerships, and sponsorship opportunities, or we can design a package to meet your unique objectives.

[Click here to view all of PCBC's Sponsorship & Advertising Opportunities](#)

If you have questions or wish to reserve a sponsorship, please contact Ann Bivens at 916-340-3326 or ann@pcbc.com.

Union Labor Requirement

Keep in mind that union labor WILL be required for certain aspects of your exhibit handling & set-up/tear-down.

DISPLAY LABOR - DECORATORS UNION

If any of the following are true of your installation, you are REQUIRED to order union labor:

- The installation or dismantling of exhibits requires the use of hand tools
- The installation or dismantling takes one person more than 60 minutes
- You have carpet/flooring to install

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to the unpacking and placement of your merchandise. You can handle and set-up/take down the products you manufacture; however, all background materials - display boards, backdrops, stands - anything the products are displayed upon, attached to, or made part of, and laying of floor tile and carpets must be installed/dismantled by union labor.

You may install and/or dismantle your exhibit display if one person, who is a full time employee, can accomplish the task in 60 minutes or less without the use of tools.

If your exhibit preparation, installation or dismantling requires more than 60 minutes you must use union personnel supplied by the Official Decorating Contractor.

As an exhibitor, you will be pleased to know that when union labor is required, you may provide your company personnel to work along with a union installer in Southern California on a one-to-one basis.

Labor can be ordered in advance by returning the Display Labor order form, or on show site at Freeman Service Desk.

MATERIAL HANDLING LABOR - TEAMSTERS UNION

The Teamsters Union claims jurisdiction on the operation of all material handling equipment (this includes all dollies and hand trucks), all unloading and reloading of materials, and handling of empty

containers. An exhibitor may only move material that is able to be hand carried by one person in one trip, without the use of dollies, hand trucks or other mechanical equipment. Since hand carried materials may not come through the freight entrance, show management will designate a specific entrance for hand carried items. Current union jurisdiction precludes hotel personnel from delivering material to exhibit booths.

ELECTRICAL UNION

IBEW Electricians jurisdiction covers all electrical labor for each booth including but not limited to, cable distribution under your carpet or flooring, and throughout the booth structure. Included are connections & hardwiring of all electrical equipment, (e.g. 208volt & higher services, panels, motors, and audio visual equipment), installation of all lighting hung from truss or beams & distribution of all cabling throughout the booth & truss structures. All stage hand labor used in the exhibit area will be supplied through Freeman with exception of their company representative/supervisor. Unless contracted directly with the in-house AV / Internet provider, all data and coaxial cable run within the booth, overhead or on the floor will be installed by our electricians. Electrical services are provided on a time and material basis and cannot be performed by other unions, I&D houses or Exhibitors.

OTHER UNION LABOR FAQ's

I am using an Exhibitor Appointed Contractor (EAC) so do I still need labor?

An Exhibitor Appointed Contractor may oversee the move-in/set-up and move-out/tear-down of your booth, but labor is still required.

Can I or my EAC still supervise the set-up of my booth even if I have labor?

Yes, you or your EAC may supervise the set-up/tear-down.

If I don't want to supervise and just want my space set-up/torn-down by union labor, what do I do?

Contact Freeman before the show to set-up labor and inform them you would like the set-up/tear-down to be supervised by Freeman and you will not be present. If you do not let them know ahead that you would like a Freeman supervised set-up/tear-down, your booth will not be installed/dismantled.

Can I install my own carpet/flooring?

No, carpet/flooring installation requires union labor.