Exhibitor Set-Up Information

Thank you very much for your participation in the 15th Annual Latino Expo on Saturday, September 24, 2011. This year we expect approximately 25,000 event attendees. The following guidelines have been established in order to make exhibitor load-in and load-out go as quickly and smoothly as possible.

Please read this information thoroughly, sign the last page, and fax it back to us prior to 4:00 p.m. on September 16, 2011.

Parking

- Free Exhibitor parking is available at the back of the Panorama Mall parking lot along Tobias Avenue (furthest west parking spaces in the Mall lot).

Set-Up Location, Date & Time

- Event Location: Panorama Mall, 8401 Van Nuys Blvd., Panorama City, 91402
- Set-up date and time: Saturday, September 24, 2011 from 8:00 a.m. to 9:30 a.m.
- All booths must be set up by 9:45 a.m.
- If you do not arrive before 9:45 a.m., you will forfeit your exhibit space and fee.

Set-Up/Break-Down Procedure

- You may unload your vehicle in front of the middle Mall doors on the West side facing Tobias Avenue. You must immediately move your vehicle to the Exhibitor Parking spaces at the back of the lot before moving your materials into the Mall and setting up your booth.
- Exhibitor Check-In is located outside the middle Mall doors.
- Bring a dolly or handcart to make unloading easier. Dollys/handcarts and manpower will not be available on site.

Your Booth Location

- The event will be held indoors at the Panorama Mall.
- Your exhibit space will include one 6-foot table, a table cover, and two chairs. There is **NO** Pipe & Drape at this event, so plan your exhibit accordingly
- No helium balloons, canopies, or amplified music is permitted.
- Your booth number will be available on the day of the event at the Exhibitor Check-In area.
- Each booth will have two Exhibitor Badges available for their staff.

Exhibitor Set-Up Information

Exhibitor Guest Invites & Raffle Tickets

- The Chamber has mailed each exhibitor 50 free raffle tickets to send to their guests/customers/potential customers. A space is available on the raffle ticket for you to write in your company name letting your guests know you invited them to the Latino Expo.
- Additional raffle tickets will be available at the Latino Expo.

Table Linen

- Each tabletop will be supplied with one velon table cover. At the end of the event, please leave your table cover on your table. If your table cover is missing, the replacement cost will be charged to your business in the amount of $50

Electricity

- Exhibitors that have ordered electricity **in advance** will have **one** 15-amp circuit which is equivalent to a household outlet.
- If you plan to plug in multiple items, you must bring any and all necessary power strips, extensions, cord covers, and duct tape.
- If you require additional power, please contact us ASAP. Extra power must be ordered **before** 4:00 p.m. on September 16. The fee for electricity is $25 per 15-amp circuit.
- **It will not be possible to order access to electricity on the day of the event.**

General Rules

- **Helium balloons are prohibited**, as is the hanging of any banners or posters on the walls.
- If you will be selling items from your booth, you will need to complete the Special Event form from the Board of Equalization and send it to the Chamber, along with a copy of your Sellers' Permit no later than 4:00 p.m. on September 16.
- Due to fire regulations, pop-up tents and canopies are not allowed.
- Feel free to offer "giveaways" or other prizes at your booth. We will not, however, be able to announce winners from individual exhibitor drawings during the Latino Expo
- Hourly drawings will be held from the stage from the event's general raffle. If you would like to donate for the general raffle, please call Fuyumi at (818) 989-0300 no later than 4:00 p.m. on September 16.
- **Emergency Number:** If you have any problems the day of the event, call (818) 448-1766. Please refrain from using this number for general questions.

Exhibitor Set-Up Information

Please sign and fax back to (818) 989-3836 by 4:00 p.m. on September 16.

By signing below, you agree to the rules and guidelines as stated in this Exhibitor Set-Up Information document. If a signed copy of this form is not received by September 16, the exhibitor will not be able to gain access to their exhibit location the day of the event.

Name (please print) _____

Title _____

Company Name _____

Authorized Signature _____ Date _____

Exhibitor Set-Up Information

HOLD HARMLESS AGREEMENT

We, the undersigned, shall indemnify, defend and hold the Greater San Fernando Valley Chamber of Commerce and Panorama Mall harmless against all claims, demands, debts, obligations or charges which arise out of or result from our installations or maintenance of displays, exhibits, equipment, and personnel associates with or hired by us for the following promotion:

Latino Expo 2011
Saturday, September 24, 2011
8:00 AM – 5:00PM
at Panorama Mall
8401 Van Nuys Blvd.
in the city of Los Angeles, California.

We also agree that we are totally responsible for ourselves, our personnel and our equipment, and that we absolve the Greater San Fernando Valley Chamber of Commerce and Panorama Mall of any and all liability.

We have also read the Exhibitor Set-Up Information relating to Latino Expo and agree to abide by these terms and conditions.

Date: _____

Company: _____

Address: _____

_____

Phone: _____

Name: _____ Title: _____

Signature: _____