



# **EVERETT FALL HOME SHOW EVERETT GIFT SHOW AUTHORS & AUTOGRAPHS**

**XFINITY ARENA AT EVERETT  
OCTOBER 27, 28, 29, 2017**

## **2017 EXHIBITOR GUIDE**

### **XFINITY ARENA IS A ICE HOCKEY RINK**

Exhibit Floor consists of insulated panels over the ice. Light condensation can sometimes form on the floor. Bring a sheet of thin plastic if you plan on placing anything on the floor that can not get damp such as cardboard boxes, carpet, etc.

A disposable plastic drop cloth can be purchased at Home Depot, Lowes etc. for about \$2 as a precaution.

For questions contact Bill Bradley: 206-248-8430  
or for quickest response: email [bbwestlake@seanet.com](mailto:bbwestlake@seanet.com)

EVERETT FALL HOME SHOW  
EVERETT GIFT SHOW  
AUTHORS & AUTOGRAPHS  
XFINITY ARENA AT EVERETT

# 2017 EXHIBITOR GUIDE

**Friday, October 27th 12pm - 7pm**  
**Saturday, October 28th 10am - 7pm**  
**Sunday, October 29th 10am - 5pm**

## **THIS BOOKLET INCLUDES:**

**Action Items**

**Booth Exhibit Details and Restrictions**

**Frequently Asked Questions**

**Concourse Move-In /Move-Out Schedule**

**Main Arena Move -In /Move-Out Schedule**

**Exhibitor Badge Info**

**Directions to Arena**

**Parking Instructions**

(download & print)

**Fire Marshal Regulations**

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or for quickest response: email [bbwestlake@seanet.com](mailto:bbwestlake@seanet.com)

# ACTION ITEMS

1. Please read through this information carefully as you will need to know what is in this Booklet.
2. Give copies of this information, particularly Discount Parking Passes ( Make as many copies as you need), Show Hours, and Badge Information.
3. Review Move In/ Move Out Schedule and call if there is a problem so we can make an adjustment if possible.
4. Plan for your set up and tear down needs and make sure you have the equipment you need.  
If your display cannot be loaded or unloaded without a forklift, contact Bill Bradley ([bbwestlake@seanet.com](mailto:bbwestlake@seanet.com)) before October 16th to schedule assistance.
5. Prepare a supply list and have ready other items you may need ( marking pens, scotch tape, scissors, garbage bags and broom for cleanup, etc.)

**NOTE:** Our Show Staff will be on site at the XFINITY Arena from Wednesday October 25th until Monday 10am October 30th.

Phone messages at our office will be checked throughout the day but response time during this period will be delayed.

It is critical that you contact Bill Bradley :([bbwestlake@seanet.com](mailto:bbwestlake@seanet.com)) before October 16th if you have any questions or needs not addressed in this Booklet.

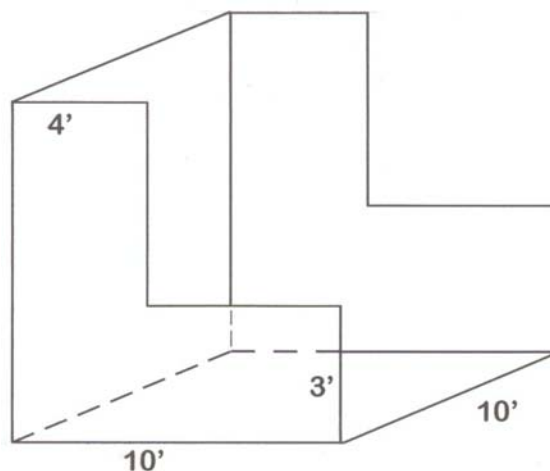
## PLAN AHEAD TO AVOID LAST MINUTE FRUSTRATIONS

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# BOOTH EXHIBIT DETAILS

1. All Booths have 8 foot high drapes at the back. There is a cross support pole where you may hang banners, etc. Wire hooks are available for no charge at the on - site Show Office during set up.
2. Side Drapes are 3 feet high.
3. No Electric is provided with your booth. Contact Bill Bradley if you need 500 watts or less ( \$35 charge).
4. NO POP UP TENTS, AWNINGS, ROOF STRUCTURES, ETC. LARGER THAN 100 SQUARE FEET CAN BE USED TO COVER YOUR DISPLAY UNLESS PRE -APPROVED BY EVENT FIRE MARSHAL. IF YOU HAVE ANY COVERINGS OVER YOUR DISPLAY LARGER THAN 100 SQUARE FEET, CONTACT BILL BRADLEY AT [bbwestlake@seanet.com](mailto:bbwestlake@seanet.com) before OCTOBER 16th so that we can work on getting approval from Fire Marshal.

## BOOTH HEIGHT RESTRICTIONS



All Exhibits ,unless pre approved in advance, must observe the Height Restrictions on both sides of your Display. This is to make sure that neighboring Displays are not obstructed.

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# FREQUENTLY ASKED QUESTIONS

## **SHOW HOURS**

Open to the Public:

Friday, October 27th	12pm - 7pm
Saturday, October 28th	10am - 7pm
Sunday, October 29th	10am - 5pm

EXHIBITORS CAN ENTER THE SHOW ON FRIDAY at 8am and one hour before show opens to public on Saturday and Sunday.

## **EXHIBIT STAFFING**

All Exhibits must be completely set up a minimum of 2 hours before opening on Friday. All Exhibits must remain in place and staffed until 5pm on Sunday. It is your responsibility to plan ahead to meet this requirement.

## **INSURANCE**

Each Exhibitor will assume full responsibility for their participation in the Event. This will include providing your own theft and liability insurance.

## **SECURITY**

There is 24 hour security at the XFINITY Arena. Exhibitors must take extra care to remove or store valuables out of sight every evening when the Show closes.

## **WI FI OR INTERNET HARD LINE**

Both are available. See [westlakepromo.com](http://westlakepromo.com) - Washington State Everett Gift Show - Exhibitor Sign Up & Info - 2017 Exhibitor Guide - 2017 Telephone/Internet Order Form.

## **DISCOUNT PARKING PASS** (download and print)

There is Free Off Site Parking available in areas surrounding the Arena if you are fine with walking a block or two. If you want to park close there is pay parking on the street and in lots surrounding the Arena.

For Pay Parking In Snohomish County Garage on corner of Wall Street and Oakes. Print the Discount Parking Pass Included in this Booklet On page 12 . Ignore Posted rate if higher and pay the rate shown on the Pass.

Place pass on Dashboard so parking attendant knows you are with the Show.

Carefully read and follow the Parking Instructions on that pass.  
(Make as many copies as you need).

# FREQUENTLY ASKED QUESTIONS

## **MUSIC POLICY**

No music of any kind is allowed without pre-approval from Management

## **MICROPHONES**

Microphones will only be allowed if pre-approved by Management

## **SHIPPING AND FREIGHT**

The XFINITY Arena will not begin receiving freight until Wednesday October 25th.

SHIPPING ADDRESS            XfinityArena at Everett  
   2000 Hewitt Avenue  
   Everett WA. 98201

## **TRASH REMOVAL**

Cardboard **ONLY** may be placed in the proper recycling bin located outside the Move- In Door of the Arena. All other Garbage including paper, plastic, packaging, brochures, etc. must be taken with you on move out.

## **PUBLIC ADMISSION**

ADULTS	\$7.00
SENIORS (62 and over)	\$6.50
16 and under	FREE

## **PROMOTIONAL GIVEAWAYS**

Promotional Giveaways and Contests are acceptable provided there are no fees required.

## **LOCAL HOTEL ACCOMODATIONS**

Travelodge 425-259-6141  
Best Western Cascadia Inn 425-258-4141  
Westcoach Everett Pacific Hotel 425-339-3333

For questions contact Bill Bradley: 206-248-8430  
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# UPPER CONCOURSE MOVE IN / MOVE OUT INFORMATION

EASIEST ACCESS IS ON THE WALL STREET SIDE OF THE ARENA.

## MOVE IN SCHEDULE

<u>BOOTH #</u>	<u>LOAD IN DATE</u>	<u>LOAD IN TIME</u>
ALL # 1 - 90	Wednesday October 25th or Thursday October 26th	12noon - 7pm    9am - 7pm

## MOVE OUT SCHEDULE

<u>BOOTH #</u>	<u>LOAD OUT DATE</u>	<u>LOAD OUT TIME</u>
ALL # 1 - 90	Sunday October 29th	5pm - 10pm

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# MAIN ARENA MOVE IN SCHEDULE

**BROADWAY STREET LOADING GATE ENTRANCE**  
BE SURE TO BRING YOUR OWN HAND TRUCK / CARTS IF NEEDED.

IF YOU CANNOT MEET THE FOLLOWING SCHEDULED LOAD IN TIMES  
PLEASE CONTACT BILL BRADLEY : [bbwestlake@seanet.com](mailto:bbwestlake@seanet.com) TO FIND OUT  
WHAT TIME YOUR BOOTH AREA WILL BE AVAILABLE FOR YOU TO MOVE IN.

**SOME BOOTH AREAS WILL NOT BE MARKED OUT EARLIER  
THAN TIMES SHOWN SO BE SURE TO CHECK WITH US.**

**THESE ARE ARRIVAL TIMES ONLY.** ONCE CHECKED IN, ALL EXHIBITORS WILL  
HAVE ACCESS TO THEIR DISPLAYS DURING ALL REMAINING SET UP HOURS.

<u>BOOTH #</u>	<u>LOAD IN DATE</u>	<u>LOAD IN START</u>
100-139	Wednesday Oct. 25	12 noon
140-175	Wednesday Oct. 25	2pm
180-209	Wednesday Oct. 25	4pm
210-239	Wednesday Oct. 25	5pm
240-250	Thursday Oct. 26	9am
251-255	Thursday Oct. 26	6pm
300-317	Thursday Oct. 26	9am
318-323	Thursday Oct. 26	6pm
324-329	Thursday Oct. 26	10am
400-405	Thursday Oct. 26	9am
406-429	Wednesday Oct. 25	12 noon
430-437	Thursday Oct. 26	9am
439-478	Wednesday Oct. 25	4pm
500-519	Wednesday Oct. 25	12 noon

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# MAIN ARENA MOVE OUT SCHEDULE

BE SURE TO BRING YOUR OWN HAND TRUCK / CARTS IF NEEDED.

**BEGINNING SUNDAY, OCTOBER 29th 5PM to 10PM**

THE TIMES SCHEDULED BELOW ARE ONLY FOR THOSE EXHIBITORS THAT NEED TO PULL A VEHICLE INTO THE LOADING DOCK PARKING AREA.

THOSE **NOT** NEEDING VEHICLE ACCESS TO THE LOADING DOCK AREA MAY MOVE OUT ANYTIME BEGINNING 5PM SUNDAY.

<u>BOOTH #</u>	<u>LOAD OUT DATE</u>	<u>LOAD DOCK ACCESS</u>
100-107	Sunday October 29th	Begin 6pm
108-131	Sunday October 29th	Begin 7pm
132-139	Sunday October 29th	Begin 6pm
140-175	Sunday October 29th	Begin 7pm
180-209	Sunday October 29th	Begin 6pm
210-239	Sunday October 29th	Begin 5pm
240-250	Sunday October 29th	Begin 5pm
251-255	Sunday October 29th	Begin 5pm
300-317	Sunday October 29th	Begin 5pm
318-323	Sunday October 29th	Begin 5pm
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# EXHIBITOR BADGE INFO & BADGE QUESTIONS

**BADGES WILL BE AVAILABLE FOR PICK UP DURING MOVE IN AT THE SHOW OFFICES LOCATED ON EACH FLOOR OF THE BUILDING AND ALSO AT THE MAIN TICKET ENTRANCE ON ALL DAYS WE ARE OPEN TO THE PUBLIC.**

**EXHIBITOR BADGES ARE ONLY FOR THOSE THAT ARE STAFFING AN EXHIBIT AT THE SHOW. WE ARE UNABLE TO GIVE OUT BADGES FOR FRIENDS, FAMILY, OR OTHER NON- EXHIBIT STAFF.**

## **NUMBER OF FREE BADGES PROVIDED**

Each 10x10, 8x10, or 5x10 Exhibit will receive **FOUR (4)** Exhibitor Badges at no charge.

Larger Exhibits will receive **SIX (6)** Exhibitor Badges at no charge.

Booths with volunteer staff working short shifts may drop off their badges at the Main Entrance when leaving and we will re-distribute your Badge to the next people coming in.

Badges will have the name of the Event on them and will grant you access to the Building during all Show Hours.

## **TO ORDER ADDITIONAL BADGES AT A DISCOUNTED PRICE OF \$5 EACH**

Contact Bill Bradley [bbwestlake@seanet.com](mailto:bbwestlake@seanet.com) before October 16th.

Payment for Additional Badges must be made in advance or by check or cash at the time of pick up.

## **BADGES ARE NOT NEEDED FOR MOVE IN DAYS OF THE SHOW**

However they can be picked up at either of the ON -Site Show Offices during move in days if you would like.

## **BADGE PICK UP DURING OPEN SHOW HOURS**

You will **NOT** need to wait in line at the Main Ticket Entrance.

Use the Express Exhibitor Entrance on Hewitt Ave next to the Main Ticket Office. There will be an Exhibitor Service Desk just inside the doors.

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# **DRIVING DIRECTIONS**

## **Xfinity Arena at Everett**

### **NORTH TOWARDS EVERETT**

Take I-5 North to the Pacific Avenue Exit Number 193.  
Stay to far right on ramp.  
Turn left onto Pacific Avenue towards the City Center.  
Turn right onto Maple Street.  
Turn left onto Hewitt Ave.  
Proceed to Hewitt and Broadway and Xfinity Arena.

### **SOUTH TOWARDS EVERETT**

Take I-5 South to US-2/Everett Avenue Exit Number 194 (towards Wenatchee).  
Stay far right to take the Everett Avenue off ramp.  
Turn right onto Everett Avenue towards City Center.  
Proceed 1 mile to Broadway Street and turn left onto Broadway Street.  
Proceed 2 blocks to XfinityArena

### **WEST TOWARDS EVERETT**

Take US-2 West.  
Stay in right lane approaching Everett.  
Go under I-5 in center lane.  
Turn left at first traffic light.  
Proceed one block and turn left onto Hewitt Ave. towards City Center.  
Proceed to Xfinity Arena at the Intersection of Broadway and Hewitt.

**MAKE COPIES AS  
NECESSARY FOR  
YOUR STAFF**



# DISCOUNT "DASHBOARD" PARKING PASS INSTRUCTIONS

**PARKING COST** (per day)

**\$5 WED. THUR. FRI.**

**\$3 SAT. & SUN.**

Parking Location is Snohomish County High Rise  
Covered Parking Garage on the SW corner of Wall Street and Oakes

**Garage has a 6 foot high maximum vehicle height**

ONLY VEHICLES TALLER THAN 6 FOOT HEIGHT MAY USE THE  
GROUND LEVEL NON-COVERED SURFACE LOT ON NW CORNER OF WALL STREET  
AND OAKES.

**SURFACE LOT IS \$6 PER DAY ON WED. THUR. FRI. &  
\$3 PER DAY ON SAT. AND SUN.**

**PLACE THIS DISCOUNTED PARKING PASS ON DASHBOARD  
(along with receipt) ONCE YOU HAVE PAID THE DISCOUNTED  
RATE**

For those who do not need to park close to The Arena,  
there are quite a few Free On Street Parking Spaces available in the blocks  
surrounding the Arena. Especially on the weekend.

# FIRE MARSHAL REGULATIONS

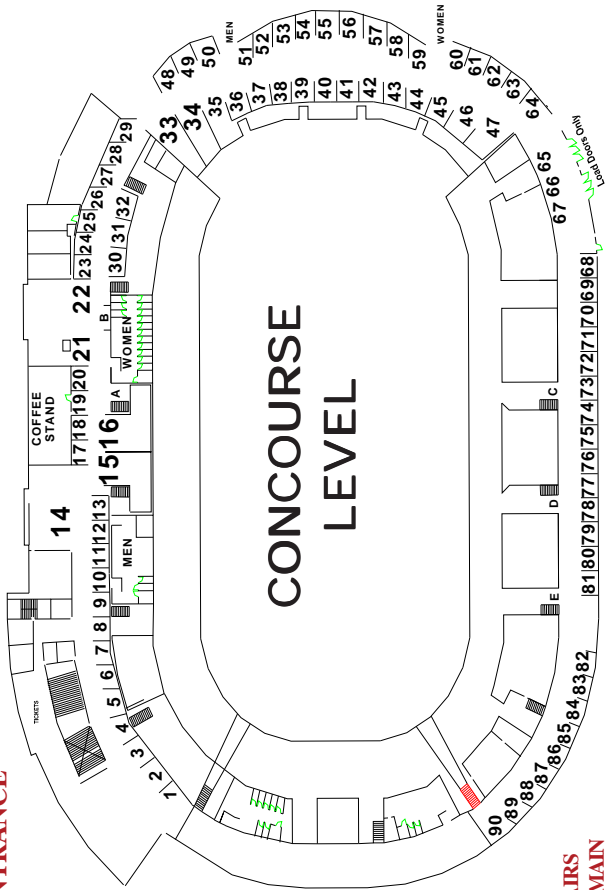
POP UP TENTS, AWNINGS, OR STRUCTURES OF ANY KIND LARGER THAN 100 SQUARE FEET MUST BE PRE- APPROVED BY SHOW MANAGEMENT

ALL VEHICLES AS PART OF A DISPLAY MUST BE PRE - APPROVED BY SHOW MANAGEMENT

1. No display or exhibit shall be installed or operated that will interfere in any way with access to any exit or any exit sign. No display shall block access to fire fighting equipment, such as fire extinguisher stations, fire hose cabinets, or fire hydrants.
2. Any displays, exhibit booth or temporary construction in connection therewith shall not be built of highly combustible material. The use of any combustible construction material shall be approved by the Fire Marshal prior to use.
3. Any paper or fabrics used in construction of displays or exhibits shall be fire resistive or treated with an approved fire retardant solution prior to use in displays.
4. All electrical extension cords must be of the three wire #14 grounded hard usage type. No two wire extension wiring will be allowed. All extension wiring shall be protected from physical damage.
5. The use, storage and handling of all flammable and combustible liquids shall be subject to written approval from the Fire Marshal.
6. The use and storage of Liquified Petroleum Gas portable containers inside buildings or tents is prohibited.
7. All Liquified Petroleum Gas Tanks located on the exterior of building or tents shall be secured in an approved manner, rigidly supported by brackets or chains.
8. Commercial cooking will only be allowed in approved locations, with approved equipment, and prior approval from the Fire Marshal.
9. The use or exhibiting of **motorized vehicles** powered by gasoline internal combustion engines inside shall require the following:
  - all gasoline must be drained from the tank allowing only enough gasoline to enable vehicle to drive in and out of building.
  - The battery or batteries must be disconnected and terminals taped.
  - Vehicles must be inspected by Fire Marshal
10. Trash receptacles used in displays and exhibits shall be constructed of a non combustible material.
11. Any display or exhibit requiring use of any type of open flame heating device is prohibited in any tent or building. All units are required to be inspected prior to use. Any other open flame equipment must be used in an approved outside location. All such locations shall be provided with a minimum of 2A, 10BC rated fire extinguisher mounted in a location accessible to occupants.

**NO SMOKING IS ALLOWED INSIDE THE BUILDING**

**MAIN  
ENTRANCE**



**STAIRS  
TO MAIN  
ARENA  
LEVEL**



**EVERETT  
GIFT  
SHOW**

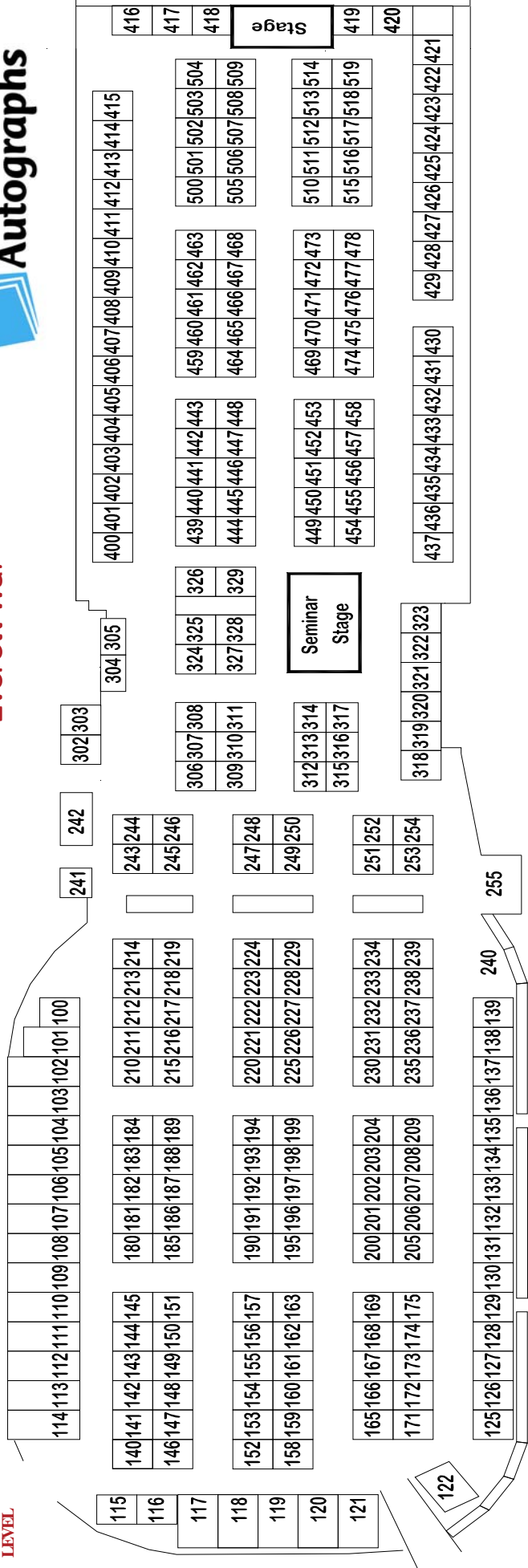


**OCTOBER 27, 28, 29,  
2017**

**xfinity arena  
at everett**  
**Everett Wa.**

**Authors &  
Autographs**

**STAIRS  
FROM  
CONCOURSE**



**MAIN ARENA LEVEL**