

# Welcome Exhibitors to CaterCon 2016

Thank you for your participation at CaterCon at the Business Expo Center on Thursday, September 8<sup>th</sup>, 2016. Within this packet you will find useful exhibitor information. Please do not hesitate to contact your account manager or the Business Expo Center directly at 714.978.9000 if you require additional assistance.

## Event Date and Time:

Thursday, September 8<sup>th</sup>, 2016

Event Time: 4PM – 8PM

Set-Up: Load-in begins at 10:00 AM (If you would like to set up the day before, please email

[Daniel@CaterCon.com](mailto:Daniel@CaterCon.com) to arrange)

**ALL EXHIBITORS MUST COMPLETE SET UP BY 3:30 PM**

**ALL VEHICLES MUST BE OUT OF THE LOADING AREA BY 3PM SO OUR PARKING LOT EXHIBITORS CAN SET UP**

**Breakdown: Immediately following the event – all items must be out by 10:00PM**

## Expo Hall A

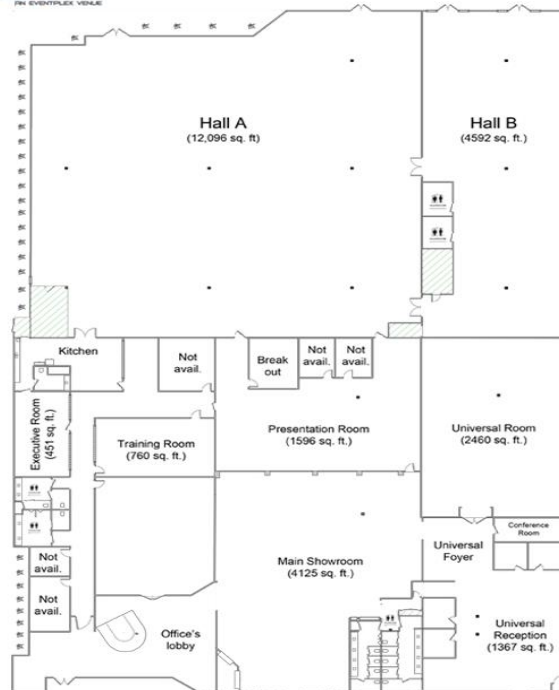
Spaces are based on availability

Dimensions: 112' x 108

Ceiling Height: 16- 19'

Square Feet: 12, 096

Max Capacity: 1200



## Exhibitor Checklist

You will need to have completed ALL of the following steps to have finalized your registration.

- ✓ Contract completed and sent to account manager OR [Daniel@CaterCon.com](mailto:Daniel@CaterCon.com)
- ✓ Exhibitor Booth Personnel Form Completed:  
<https://form.jotform.com/MarketingTeam/catercon-exhibitor-booth-personnel>
- ✓ Payment
  - If by check, mailed to the Business Expo Center
  - If by CC, please go to this link and complete payment <http://bit.ly/CC-16-A>
- ✓ Marketing
  - Please go to the following link <http://bit.ly/CaterCon16> and provide information you would like us to share for your advertisements.
  - Send us a pdf copy of your logo for the program guide
  - For those with ads – ½ page 8.5”Hx5.5”W | Full page 4.25”Hx5.5”W
- ✓ Craven packet
  - Only for exhibitors providing food samples
  - BEC has created this packet so that exhibitor will not have to incur the cost of obtaining a temporary food serving license from the health department. The health department simply needs this form on file to verify that you will NOT be SELLING food. As long as you are GIVING the food away as samples, and you complete this form,
  - You can find this form on the CaterCon website here:  
<http://catercon.com/wp-content/uploads/2016/09/CravenPacket.pdf>

## Commonly Asked Questions

- Parking
  - Where should we park? – Please park along the street and leave parking lot spaces for attendees
  - How many complimentary parking spaces are there? Parking spaces are for attendees only – please park along the street
  - Can we pull up to unload? – Yes, loading is in the small parking lot next to Hall A on the south side of the building. Please move your vehicle as soon as you are finished so others may pull in. ALL VEHICLES MUST BE OUT OF THE LOADING AREA BY 3PM SO OUR PARKING LOT EXHIBITORS CAN SET UP
  - What are the unloading times? Load-in starts at 10AM on Thursday. If you would like to set up the day before, please email Daniel@CaterCon.com
- Set-Up
  - Will dollies be provided to help us unload? No – please bring what you will need to move your supplies
  - Can we utilize the kitchen? No – our kitchen is not a “functioning” kitchen, and does not have space for all to use. A sink for rinsing is available on a first-come first-served basis, but please prepare to be self-contained during the show
    - If so what is available?
  - Will there be trash cans available at the booths? Not at each individual booth, there will be large trash cans throughout the room
  - What is the color of the Pipe and Drape? Black
  - How high is the Pipe and Drape? 8ft backs, 3 ft sides
  - Can I pin my banner to the Pipe and Drape? Yes – as long as it does not interfere with the other exhibitors or cause a hazard (light materials)
  - Is our booth 10 feet long or 8 feet long? 10 ft wide and 8 ft deep
  - Can I drop off items the night prior? Yes
    - If so, at what times? Between 9AM-6PM
  - How long is the table provided? 6ft
  - How much electricity or power is provided? Up to (2) amps/exhibitor
  - What if we need more? Please call Daniel or Jim at 714.978.9000 or email Daniel@CaterCon.com

- Where is my booth so I know if I should bring an extension cord? **All exhibitors are given (1) outlet at the BACK of their booth – please provide the necessary extension cords/power strips for your display**
- Badges
  - How much is the cost for an additional badge? **Please email [Daniel@CaterCon.com](mailto:Daniel@CaterCon.com)**
  - I only am using two badges, could I give one to a friend? **Please use the special promo code you have been given for any friends/family/employees attending**
- Food Samples
  - How many samples would you recommend? **Around 300 pieces**
  - How many options should I provide? **Most provide 2-3 options**
  - What are the attendees looking to try based upon last year? **Everything!**  
**Thanksgiving dinner was actually a big hit – but so was some of the more eclectic fare! The easier to walk with the better though.**
- Liquor
  - What should the sample size be? **1-3 oz typically for beer or mixed drinks**
  - How many samples should I bring? **Around 300 servings**
  - Do I need to obtain any special license? **No this has been taken care of for you**
- Marketing
  - Where can I find my advertisement? **Ads will be in the program guides handed out. If you have an ad, please make sure it is sent in!**
    - **Ad Specs: Full page – PDF 8.5”Hx5.5”w | ½ Page – PDF 4.25”Hx5.5”W**
  - Will a program be provided with my information? **Yes.**
  - Will I receive information about the attendees? **Only Gold & Platinum Sponsors**
  - What if I want to make changes to information I provided? **Please email [Daniel@CaterCon.com](mailto:Daniel@CaterCon.com) with any changes. They cannot be guaranteed at this point, but we will do our best.**
- Venue
  - Is internet provided? **YES! Everyone will have access to WiFi**

## Directions



### East or West on 22

- Take the I-5 North/Los Angeles
- Exit 107C - State College Blvd.
- Continue straight onto S. Anaheim Way
- Pass the Orangewood Ave. intersection
- BEC will be on the right

### Southbound on 57

- Exit 109A for Katella Ave. toward Orangewood
- Turn right onto Orangewood Ave.
- Go approx 0.5 mile to S. Anaheim Way, following signs to the 5-N freeway
- Turn right onto S. Anaheim Way
- BEC will be the first building on the right

### Northbound on 57

- Exit 109A for Katella Ave. toward Orangewood
- Turn left onto Orangewood
- Head West approx 0.5 mile toward S. Anaheim Way
- Turn right onto S. Anaheim Way
- BEC will be the first building on the right.

### Southbound on I-5

- Exit 109A for Katella/Orangewood Ave
- Stay left at the fork to follow Orangewood Ave
- Turn Left at the light onto Orangewood Ave
- Take the first Left onto S. Anaheim Way
- BEC will be the first building on the Right

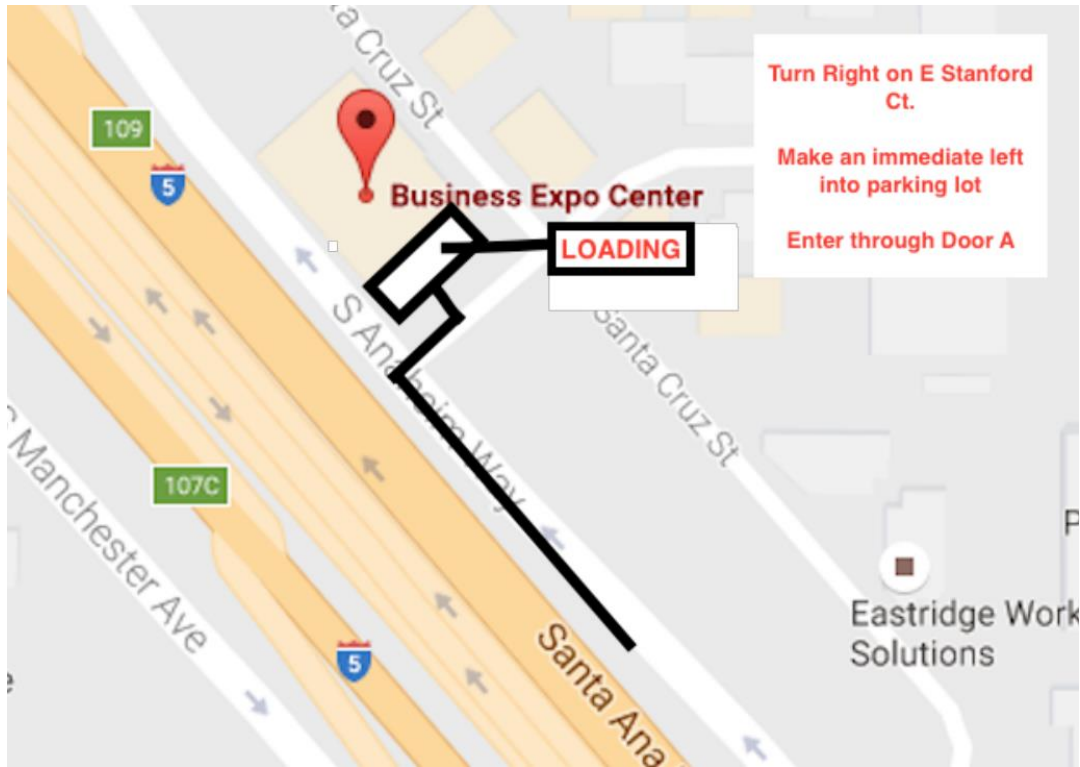
### Northbound on I-5

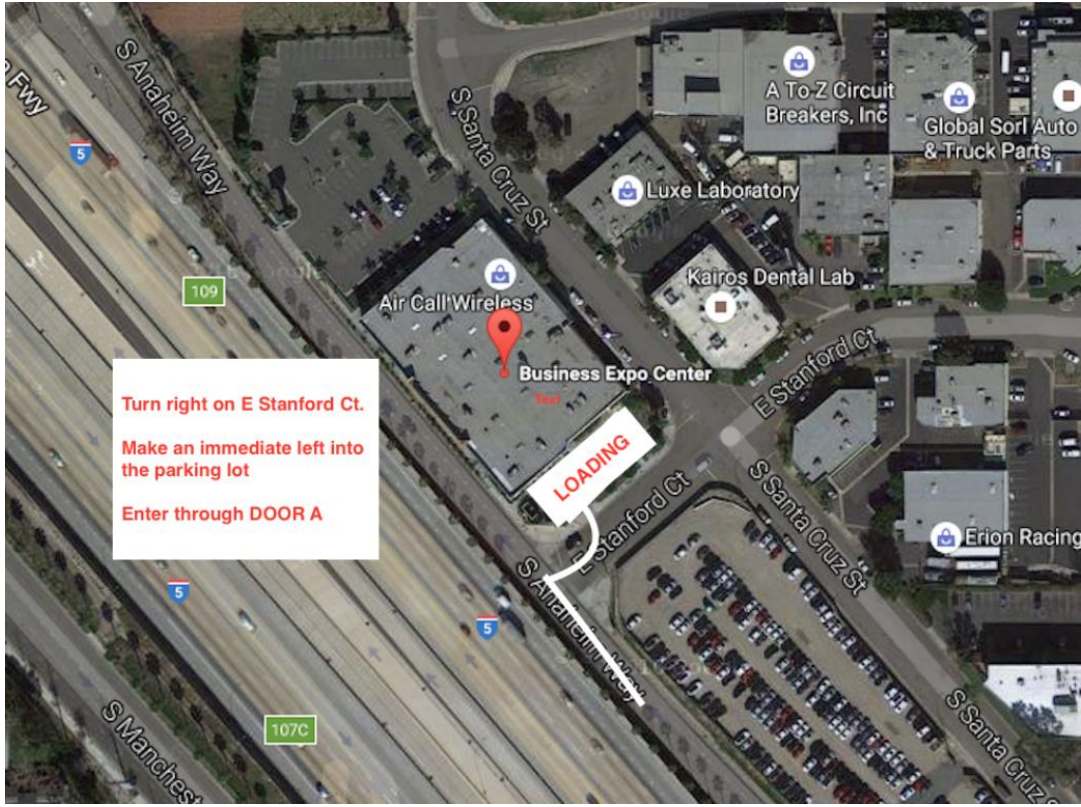
- Exit 107C for State College Blvd.
- Continue straight onto S. Anaheim Way
- Continue straight past E Orangewood Ave.

- BEC will be on the right

**\*\*We are located 2 blocks west of the Angel Stadium on S. Anaheim Way, next to the Northbound I-5 Freeway\*\***

### **Vendor Load In Maps**





Turn right on E Stanford Ct.  
Make an immediate left into the parking lot  
Enter through DOOR A

LOADING