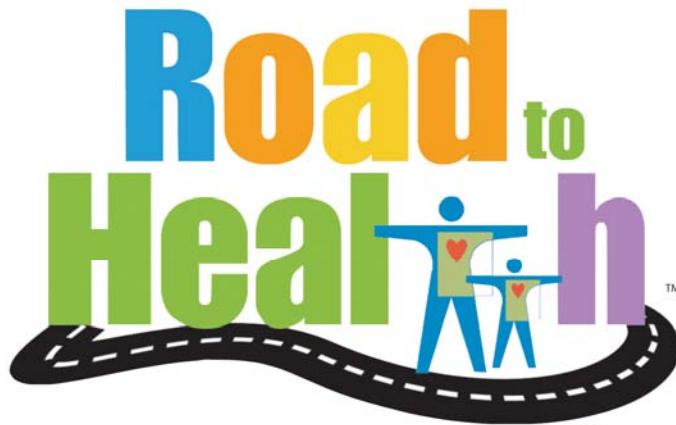


 **TAVIS SMILEY PRESENTS**



PRESENTED BY **KAISER  
PERMANENTE®**  **thrive**

**HEALTH, FITNESS AND WELLNESS EXPO**

**May 11-12, 2007  
Oakland Marriot City Center  
Oakland, CA**

**Exhibitor Floor Regulations**



**HEALTH, FITNESS AND WELLNESS EXPO**  
**Move In/Move Out Information**

General Service Contractor/Sponsor Move In:  
 Wednesday, May 9<sup>th</sup> 8:00am – 5:00pm

Exhibitor Move In:  
 Thursday, May 10<sup>th</sup> 8:00am – 5:00pm

- ❖ All exhibitors must be completely moved in by Friday, May 11<sup>th</sup> at 8:00 am.
- ❖ Exhibitors that require additional time to set up must call the show coordinator and make specific set up arrangements prior to arrival.
- ❖ Exhibitors with extra large displays should also coordinate early set up with their sales representative.
- ❖ All participants must check-in and pick up their exhibitor badges at the exhibitor registration located in the Lobby prior to set up and unloading.

Expo Hours East/West Hall:  
 Friday, May 11<sup>th</sup> 8:30am - 3:00pm  
 Saturday, May 12<sup>th</sup> 10:00am - 5:00pm

Badge Pick up:  
 Thursday, May 10<sup>th</sup> 10:00am - 5:00pm  
 Friday, May 11<sup>th</sup> 7:00am - 8:00am

Sponsor/Partner/Exhibitor Move out:  
 Saturday, May 12<sup>th</sup> 5:00pm – 9:00pm  
 Sunday, May 13<sup>th</sup> 8:00am - 12:00pm

**Move In Requirements**

All exhibitors participating in the 2007 Road to Health Expo, must have their contracts paid in full and all paperwork signed before being permitted to move-in and set-up. **Company checks, Money Order, Cashier's checks, Credit cards (Master Card, Visa, American Express, and Discover)** are all acceptable forms of payment. **No debit cards will be accepted.** A **\$35 Returned check fee** is applicable for checks with insufficient funds)

Booths **not paid for** in full by **April 30<sup>th</sup>** may be resold at the discretion of show management. Any booth **still vacant** by 5:00 pm on **Thursday, May 10<sup>th</sup>**, may be resold without notification.



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**Load In**

Loading docks are used **only** for loading and unloading. **No parking will be permitted.** Exhibitors may use the loading docks for moving in booth displays only during the stated hours. A temporary loading pass will be distributed to allow for unloading. Vehicles which have not been removed after the specified time will be ticketed and subject to towing.

**Parking**

Self-parking is available at the connecting Oakland Convention Center garage at the following rates with a maximum of \$15.00 per day.

Each 20 minutes	\$ 1.00
1 hour	\$ 3.00
after 1 hour	\$ 6.00
after 2 hours	\$ 7.00
after 3 hours	\$ 8.00
after 4 hours	\$ 9.00
after 5 hours	\$12.00
after 6 hours	\$13.00
after 7 hours	\$14.00
after 8 hours	\$15.00

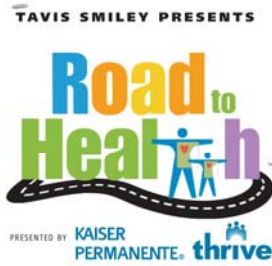
There is NO “in & out” parking. Please bring your parking receipt to Speaker Check in to be reimbursed at the conclusion of your session. Speakers will be allowed one reimbursement, one car, per day.

No parking or standing in fire lanes, service streets, vacant exhibit halls, loading dock areas, or any other location posted “no parking,” will be strictly enforced. Unauthorized vehicles will also be removed at owner’s expense.

**Decorator Services/Janitorial Services**

GES Exposition Services is the general service contractor. Included with your space rental are one (1) 6’ table, 2 chairs, a black and white ID sign, and 1 small waste basket. **No butcher paper will be permitted for signs. Please be professional with the design of your display.** Decorations **may not be** taped, tacked or otherwise fastened to ceilings, painted surfaces, columns, or fabric and decorative walls. **ALL EXHIBITORS MUST PURCHASE CARPET FOR THEIR BOOTH.** Special decorations (balloons, confetti, etc.) are to be cleared through Convention Center Event Services as to method and location of installation.

The following services must be purchased separately directly from the Facility or General Service Contractor: carpet, internet/DSL, electrical, phone service, and janitorial services. If you need to contact GES Exposition Services for any reason please feel free to call them at (510) 259-5330



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### **Booth Construction**

Exhibitors must adhere to all size, height, and component requirements. Standard Booth sizes are 10' x 10' or 10' x 20'. The maximum height requirement is 8'. Booths that do not meet standard requirements may be dismantled at the owner's expense. All booths **must be carpeted** and have appropriate signage.

### **Canopies and Ceilings**

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

The base of the Canopy should not be lower than seven feet (7') from the floor within five feet (5') of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.

### **Hanging Signs & Graphics**

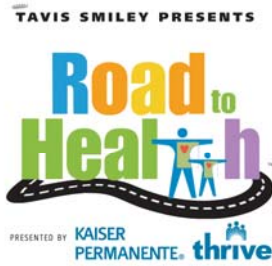
Hanging signs and graphics are permitted in all standard Peninsula and Island Booths, usually to a maximum height of sixteen feet (16'). Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type). Hanging Signs & Graphics should be set back ten feet (10') from adjacent booths. Approval for the use of Hanging Signs & Graphics should be received from the exhibition organizer at least 15 days prior to installation. Drawings should be available for inspection. (Rigging fees are extra and must be coordinated directly with GEX Exposition Services).

### **Americans with Disabilities Act (ADA)**

All exhibiting companies are required to be in compliance with the Americans with Disabilities Act (ADA) and are encouraged to be sensitive, and as reasonably accommodating as possible, to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and from web site [www.usdoj.gov/crt/ada/infoline.htm](http://www.usdoj.gov/crt/ada/infoline.htm).

### **Structural Integrity**

All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers or installation/dismantling equipment such as fork lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open. Refer to local building codes that regulate temporary structures. Exhibitors should



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ensure that any display fixtures such as tables, racks or shelves are designed and installed properly to support the product or marketing materials to be displayed upon them.

### **Flammable and Toxic Materials**

All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant. Samples should also be available for testing. Materials that cannot be treated to meet the requirements should not be used. A flame proofing certificate should be available for inspection.

Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

### **Electrical**

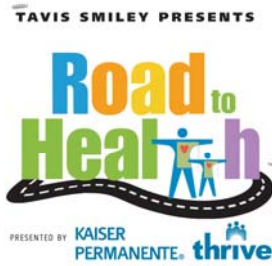
Every exhibit facility has different electrical requirements; however, minimum guidelines are suggested:

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two-wire clamp-on fixtures is not recommended and is prohibited. Cube taps are not recommended and are prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

### **Lighting**

Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:

- No lighting, fixtures, lighting trusses or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the General Service Contractor for approval.
- Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
- Lighting which is potentially harmful, such as lasers or ultraviolet lighting, should comply with facility rules and be approved in writing by General Service Contractor.
- Lighting that spins, rotates, pulsates and other specialized lighting effects should be in good taste and not interfere with neighboring exhibitors or otherwise detract from the general atmosphere of the event.



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### **Storage**

Fire regulations in most exhibit facilities prohibit storing product, literature, empty packing containers or packing materials behind back drapes or under draped tables. In most cases, however, exhibitors may store a limited supply of literature or product appropriately within the booth area, so long as these items do not impede access to utility services, create a safety problem or look unsightly.

### **Demonstrations**

As a matter of safety and courtesy to others, exhibitors should conduct sales presentations and product demonstrations in a manner which assures all exhibitor personnel and attendees are within the contracted exhibit space and not encroaching on the aisle or neighboring exhibits. It is the responsibility of each exhibitor to arrange displays, product presentation and demonstration areas to ensure compliance.

Special caution should be taken when demonstrating machinery or equipment that has moving parts, cooking equipment with an open flame, or any product that is otherwise potentially dangerous. Exhibitors should establish a minimum setback of three feet (3') and/or install hazard barriers as necessary to prevent accidental injury to spectators. Sound demonstrations should not exceed **85** decibels. Additionally, demonstrations should only be conducted by qualified personnel.

### **Sound/Music**

In general, exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned so as to direct sound into the booth rather than into the aisle. Rule of thumb: Sound and noise should not exceed **85** decibels.

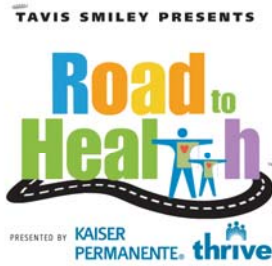
Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.

### **Food & Beverage**

All food and beverage service will be handled through the Convention Center's exclusive caterer. ***No outside food or beverage is permitted. Samples must be permitted by the Alameda County Health Department.***

### **Balloons**

No handing out of balloons. Helium balloons must be filled outside the building and anchored to the booth. No helium tanks will be permitted in the exhibit hall. Exhibitors will be charged if balloons are released and get in the air ducts.



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**Exhibitor Badges/Registration**

Exhibitor badges may be obtained at the Registration Counter located in the lobby. Exhibitor badges are for personnel staffing of your booth. (10' x 10' booths receive four (4) badges; 10' x 20' booths receive six (6) badges). Facility Service counters will be located in the Lobby.

**Re-Stocking Booths**

Our staff will open the hall 1 hour early each show day so that you may re-stock your booth prior to show hours. For additional restocking throughout expo, please make arrangements with GES Exposition Services to provide access to on site storage.

**Security**

The exhibitor shall is responsible for all his or her own display. Show Management and GES Exposition Services will not assume responsibility for any loss due to fire, theft, damage, etc. We will have 24 hour security, however, if you feel you need additional theft insurance and security, please contact your own insurance company regarding a rider for the show.

**Medical Services**

There will be a Nurse and Emergency Medical Technician on duty throughout the show; our staff will direct you to the First Aid Center if services are required.

**Insurance and Indemnity**

All exhibitors must have certificates of insurance on file, at their sole cost and expense. Such insurance will be primary and noncontributory to any insurance maintained by each company.

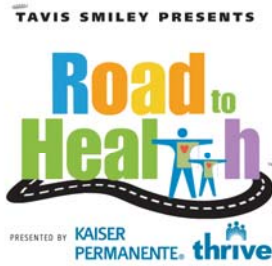
By signing the exhibitor contract, all exhibitors agree to indemnify and hold harmless Tavis Smiley Presents, its parent company and affiliates from and against any and all claims of third parties in connection with the event, including but not limited to its promotion, set-up, execution, and tear-down.

**Miscellaneous**

Unless specifically indicated, Tavis Smiley Presents is not responsible for the services, diagnoses, referrals or treatments provided and/or the results therein. Additionally, the views and commentaries expressed in and throughout the expo are not necessarily the opinions of Tavis Smiley, Tavis Smiley Presents, The Smiley Group, its affiliates, subsidiaries, employees, or contractors.

**Fire Marshall**

The Fire Marshall will be in attendance at the show. Please read the Special Bulletin regarding Fire Department Regulations.



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### **Health Department**

Any exhibitor distributing food and or beverage samples must have a health permit. Health Department requirements and an application are enclosed.

### **Hotel Accommodations**

There are a number of hotels in the downtown area to suit all budgets. Visit [www.oaklandcvb.com](http://www.oaklandcvb.com) or one of the many travel sites, such as Orbitz or Travelocity to find one that meets your needs.

### **Exhibitor Service or Facility Questions**

For any additional questions, please contact:

**GES Exposition Services: Suzanne Thompson**, Account Manager at (510) 259-5336  
[sthompson@ges.com](mailto:sthompson@ges.com).

**Oakland Marriott City Center: Tom Morgan**, Banquet and Facility Manager at 510  
466-6416 or [tmorgan@oaklandmarriott.com](mailto:tmorgan@oaklandmarriott.com).