



California Craft Beer Summit 2020 Exhibitor Prospectus

Thursday, September 10 – Friday, September 11, 2020
Long Beach Convention Center

Dear Prospective Exhibitor:

Welcome to the California Craft Beer Summit 2020! Please review this detailed information, as it will answer most of your questions and will help you to make an informed decision about your participation at the Summit.

The 2020 California Craft Beer Summit Expo will be held in Long Beach, California at the Long Beach Convention Center from September 10 - 11, 2020.		
Exhibitor Move in: Interactives ~ 8:00am - 12:00n Brewery & Partners and 10'x20's ~ 12:00n - 3:00pm 10'x10's that require additional time ~ 3:00pm - 5:00pm	Wednesday, September 9	Per schedule
Exhibit Hall Fit and Finish Move in Exhibit Hall open early to all Exhibitors for final booth touches	Thursday, September 10	8:00am – 11:00am
Trade Show Hours	Thursday, September 10	12:00am – 5:00pm
Trade Show Hours	Friday, September 11	11:00am – 5:00pm
Move-out Exhibitors move out 5:00pm-8:00pm	Friday, September 11	5:00pm – 8:00pm
Move-out Final Exhibitor move out 8:00am-12:00n	Saturday, September 12	8:00am – 12:00n

Rental Booth Pricing:

10'x10' Booth Space

CCBA members - \$1,800

Nonmembers - \$2,100

10'x20' Booth Space

CCBA members - \$2,600

Nonmembers - \$3,200

Add \$200 for an end cap booth (this refers to any booth either 10'x10' or 10'x20' that lies at the end of a run of booths – therefore giving multi side access)

For space larger than 10'x20' or for Sponsorship opportunities please contact us at scott@californiacraftbeer.com

Each Booth Space will consist of the following:

- 8' tall drape, unless they are an island and 3' tall drape side dividers
- (1) company identification sign
- (1) 6' table, draped in black with 2 chairs (the table provided is 30" in height x 72" length x 24" width)
- (1) waste basket
- Flooring is concrete. Carpet is not included but can be ordered through expo services
- Company profile listing in the California Craft Beer Summit attendee app
- Company profile listing on the California Craft Beer Summit Exhibitor page
- Two (2) complimentary VIP full conference exhibitor badges
- Up to two (2) additional VIP exhibitor badges available at a rate of \$250

Payment Conditions for Booth Reservations

- Full payment of exhibit booth invoice is due net 30 and must be in prior to Summit Expo booth selection date (March 6). If booth is reserved after booth selection date, invoice is due 14 days after receiving invoice or by August 10, 2020, whichever comes first
- \$300 non-refundable cancellation applies
- **After July 1st, 2020 full payment is non-refundable**

Exhibitor Badges

Exhibiting Company booth staff and personnel must register and wear CCBA badges while exhibiting or attending CCBA events. Exhibiting Company personnel must check in at CCBA Registration prior to entering the exhibit hall. All exhibitors will be required to register their staff on or before August 14, 2020. Registration instructions will be sent to you by July 17, 2020.

Attendee Reports

A pre-event report of the event attendees will be sent to each exhibitor during the week prior to the California Craft Beer Summit Expo. A post-event attendee report will be sent to each exhibitor not later than 7 business days after the event is complete. **Please be respectful of the attendee information. PLEASE DO NOT SPAM ATTENDEES! Attendees must be contacted on a one-by-one basis, not added to an email marketing listserv.**

Booth Selection Process and Schedule

The booth reservation and selection process is as follows:

1. Form: exhibitor fills out the Summit booth form. The registration is date stamped and numbered. That date stamp is the exhibitor's priority in the booth selection process. Selection priority is based on the date that you fill out the Exhibitor Registration Form
2. Payment: CCBA sends invoice to the exhibitor and the exhibitor pays for the booth

Booth Selection Process and Schedule	
	<p>3. <u>Booth Selection</u>: Selection priority is based on the date that you fill out the Exhibitor Registration Form CCBA sends the current Expo diagram and exhibitor fills out the booth selection form, with their four top choices, and the CCBA provide top available choice. If none of the selections are available, the CCBA will send out a second request with the current exhibitor diagram showing the available spaces.</p> <p>4. <u>Confirmation</u>: CCBA sends email to exhibitor with the assigned booth</p>
	Please see the schedule below for booth selection dates:
November, 2019	Reservation process begins for all. Those that reserve early will get first choices during selection process. Each reservation is dated and categorized. You must pay in full for your booth to be eligible to for booth selection.
March 30, 2020	Booth selection opens to all CCBA member exhibitors.
April 6, 2020	Booth selection opens to all other Summit exhibitors.

The following information describes our rules and regulations for participation from set up to tear down. This information will assist you in making your CCBA experience successful!

If you have any questions, you may contact: scott@californiacraftbeer.com

California Craft Beer Summit Exhibitor Rules and Regulations

California Craft Beer Summit adheres to The International Association of Exhibitors and Events (IAEE) Guidelines for Display Rules & Regulations that apply to this specific event. It also implements appropriate rules and regulations that apply to this event as well as those found within the Event Sponsorship or Exhibitor Agreement.

The goal of California Craft Beer Summit’s Expo Management team is to provide a professional exhibition environment for both attendees and Exhibitors. Therefore, we ask that you abide by the information provided in this document.

Please Note: Expo Management will cease any activity by any Exhibitor that is considered objectionable for any reason, which may detract from the general character of the event or impacts other Exhibitors.

TERMINOLOGY:

The term “**Exhibitor**” applies to any level of partner participation including Sponsors at the event. The terms **booth** or **booth space** refer to the benefits outlined in the Exhibitor Package or Sponsorship Package (i.e. booth, station, kiosk, table, booth space).

Booth restrictions are imposed to provide all Exhibitors an equal opportunity to showcase their

solutions and products in a safe environment that will provide them with the best visibility possible. **Please note:** booths that do not follow the regulations may be altered on-site at the Exhibitor's expense.

The Summit is a very interactive and experiential event, so exhibitors are being asked to think creatively when planning their booth. The hall will have the look and feel of a Brewery environment with displays of real brewery equipment. So, your ideas on how you can make your booth interactive and representative of the working components of this industry are welcomed.

The Summit will be providing thematic dividers between booths – but these may not be traditional items like pipe and drape but rather designed looks for the show. You are asked to consider purchasing the upgrades that go with the creative look wherever possible to blend in with the overall arching theme of the hall.

Booth Packages:

Each Booth Space will consist of the following:

- ✓ all adjacent (inline) booths (non-Island booths i.e. Exhibitor level) will be set up with an 8' tall decorative drape, (unless they are an island) and 3' tall decorative side dividers
- ✓ one (1) company identification sign
- ✓ one table draped in black with 2 chairs
- ✓ Two (2) complimentary VIP full conference exhibitor badges
- ✓ Up to two (2) additional VIP exhibitor badges available at a rate of \$250.

Additional Booth Package Enhancements:

Please refer to the online exhibitor storefront provided by American Exposition Services (AES) on May 29, 2020. If you register for an exhibitor space after May 29, you will be sent a link with your credentials on the Friday following your registration. Once registered, you may access the kit by clicking on the following link: <http://aes.boomerecommerce.com/login>. Should you wish to contact AES with questions, you can reach them at 916.925.3976 or may send an email to info@american-expo.com

Electrical Outlets

Exhibitors requiring electricity for their booth space must order from the online AES Storefront <http://aes.boomercommerce.com/login> which will be issued to exhibiting companies who have paid in full for booth space.

BOOTH DISPLAY REQUIREMENTS AND INFORMATION

Hanging Signs & Graphics:

Hanging banners or display materials are not permitted, except for event-produced over-booth Sponsor banners. Booths that are 10'x20' or larger, may utilize their own over-booth signage, at their own expense (for shipping, drayage, install/dismantle, rigging) if prior approval is obtained from Expo Management, @ info@american-expo.com. All over-booth signage will be set at a height of 12' from the bottom, and maximum of 16' to the top. Signs may be 1" to 48" high and no wider than 15' per 20' side and 25' per 30' side. These parameters include any rigging or truss.

Height Restrictions per sponsorship level*:

10'x10' Exhibitor-Inline booths

- Height may not exceed 8' – this includes any signage or booth structure attached to the top of the booth.

10'x20' Island booths

- Height may not exceed 10' – this includes any signage or booth structure attached to the top of the booth.

*Signage must not block neighboring sponsors/exhibitors

Items requiring special permission:

- **Canopies and ceilings-** installation of tents, awnings, ceilings, umbrellas or canopies (for decoration or functional). Additional restrictions and diagrams are available upon approval of requests. Tents also require a specific fire proof seal (California State Fire Marshal, Title 19, Subchapter 1, Article 4 section 332 (a) (2)) affixed to the tent and a certified fire extinguisher. To obtain permission for the tent, proof of this seal must be provided.
- **Towers-** freestanding exhibit components separate from the main exhibit fixture are not permitted without prior approval from Expo Management. Additional restrictions and diagrams are available upon approval of requests.
- **Multi-story booths-** structures, fixtures or display materials that exceed 8' in height and may include more than one level are not permitted without prior approval from Expo Management. Additional restrictions and diagrams are available upon approval of requests.
- **Booth materials-** exhibit equipment, structures or display materials that exceed 250 lbs. per square foot require prior authorization from Expo Management.
- **Lighting-** specialized lighting that flashes, rotates, changes color, pulses, uses lasers or ultraviolet requires special permission from Expo Management.
- **Vehicles-** may not be displayed on the show floor without the prior written approval of Long Beach Convention Center, Expo and Show Management. Vehicle Spotting Forms must be filled out and returned to American Exposition Services. Exhibitor-owned or Exhibitor-leased vehicles are NOT allowed to drive on to the exhibit floor to unload or load. Access to the exhibit floor for tractor-trailer trucks, cranes, etc., must be arranged in advance through the official decorator. Additional restrictions for vehicles are available upon approval of requests.
- **Hazardous materials** – none are allowed on the show floor

Other booth display requirements:

- **Americans with Disabilities Act (ADA)** All Exhibitors are required to be in compliance with ADA and are encouraged to be sensitive and reasonably accommodating to attendees with disabilities. Information regarding ADA compliance is available from the U.S. Department of Justice ADA Information Line (800-514-0301) and web site: www.usdoj.gov/crt/ada/infoline.htm.
- **Structural integrity-** all exhibit displays should be designed and erected in a manner to withstand normal contact, vibration from neighboring booths, installation/dismantle equipment such as forklifts and wind from air conditioning, fans or open freight doors. All structures, equipment and display materials must be stable without bolting or anchoring to floors or walls. In addition, display fixtures such as racks, shelves, tables, counters should be installed properly to ensure they are able to support marketing materials or equipment displayed upon them.

- **Storage-** Fire regulations prohibit storing product, literature or empty packing materials behind back drapes or under draped tables. However, Exhibitors may store a limited supply of literature and product within the booth space provided it does not impede access to utilities or traffic flow, create a safety issue or look unsightly.
- **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. Exhibitors should dispose of any waste products generated during installation/dismantle or the event in accordance with guidelines established by the Environmental Protection Agency and the facility.
- **Electrical-** all electrical will be installed/dismantled by the facility. Power strips should be UL approved, with built-in over-load protectors. All power cords should be managed in a way to prevent exposed cords in traffic areas. Enclosed spaces, such as a demo station, counter or closet, with equipment should be properly ventilated to prevent overheating. It is the exhibitor's responsibility to both pay for and arrange for their electrical drop and outlet needs from the on-line exhibitor services manual.
- **Appearance-** all exposed parts, including the back of constructed displays must be finished to present an attractive appearance when viewed from the aisles or adjoining booths. Exhibitors using portable booths, such as pop-ups, will be required to provide side masking drape, at their own expense, if the finished display exposes an unfinished wall, electrical, storage boxes, etc.
- **Lighting fixtures-** no lighting, fixtures, lighting truss or overhead lighting are permitted outside of the boundaries of the exhibit space. All lighting should be directed to the inner confines of the booth and not impact other Exhibitor booths or aisles
- **Sound equipment-** should be positioned to direct sound into the booth, rather than the aisle, to minimize disruption to neighboring Exhibitor booths. Exhibitor will be required to stop any sound-related activities that exceed 85 decibels, disrupt neighboring booths or are considered offensive.
- **License for music-** music within the booth, played live or recorded, may be subject to laws governing the use of copyrighted material). ASCAP, BMI and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music.
- **Computer Equipment-** computers, keyboards, mice, monitors, USB connectors and hubs are not provided as part of the exhibit package and are the Exhibitor's responsibility, if required.
- **Installation/dismantle activities-** the venue, decorator and Expo Management will not be responsible for any injuries that may result from the standing on or improper use of chairs, tables, display structures, or other equipment to prior to, during, or after the event.

Items/ activities that are not permitted:

- **Line of sight-** booth structures, fixtures, signage... that obstruct or completely block the sightlines into neighboring booths are not permitted. Exhibitor must adhere to the applicable guidelines for the type of booth space it has on the Expo floor.
- **Booth parameters** - All display materials must fit within the space allocated for your booth. This includes all presentations and demonstrations. No booth staff, signs, literature, equipment, furniture or promotional items may be placed, distributed or posted outside the parameters of your booth space.
- **Decorations-** such as balloons, helium balloons, crepe paper, cellophane, confetti, cotton, cornstalks, leaves, evergreen boughs/trees, glitter, sheaves of grain, streamers,

straw, paper, vines, stickers, decals, tape, etc. are not permitted on the Expo floor.

- **Hazardous materials-** gasoline, kerosene, combustible gases, or other flammable liquids are not permitted on the Expo floor.
- **Fire & pyrotechnics-** open flames and pyrotechnics are not permitted on the Expo floor.
- **Fog & smoke machines-** are not permitted on the Expo floor.
- **Animals-** are not permitted on the Expo floor except for service animals.
- **Giveaways & promotional items-**
 - Exhibitor may not distribute any giveaways, prizes or collateral that compete with California Craft Beer Summit products, software or services, including without limitation portable media players, mobile devices, tablets, video game consoles, hand held video games, databases, and software, *unless the Exhibitor has California Craft Beer Summit's prior express written consent*, which consent may be withheld in California Craft Beer Summit's sole discretion. If you are not sure your giveaway is in compliance, please contact the Expo Manager.
 - Exhibitor **may not** distribute any giveaways that would be considered potentially dangerous or destructive from the Expo floor or in the conference facility. Examples of potentially dangerous/ destructive giveaways include: pocket knives, box knives, stickers, adhesive decals, helium balloons, glitter, laser pointers, dart guns, etc.

Competitive Products to California Craft Beer Summit - Exhibitor may not utilize any device or product or display any graphics or images within their booth (on booth stands, back walls, displays, signage or other displays) that compete with California Craft Beer Summit products, software or services, including without limitation: portable media players, mobile devices, tablets, video game consoles, hand held video games, databases, and software, *unless the Exhibitor has California Craft Beer Summit's prior express written consent*, which may be withheld at California Craft Beer Summit's sole discretion. If you are not sure your giveaway complies, please contact the Expo Manager.

- **Food & Beverage –**
 - Food & beverage purchased outside of the Long Beach Convention Center may not be brought into or consumed within the venue.
 - The CCBA has licensed the area with an Alcoholic Special Permit for the distribution of Beer Samples.
 - No booths are permitted to sample beer without express written permission of the CCBA.
 - Only beer sourced from CCBA Brewery Members may be donated to and served at the California Craft Beer Summit.
 - **No other alcoholic beverages of any kind are permitted to be served or allowed on the premises of the California Craft Beer Summit.**
 - **No cannabis products of any kind are permitted to be served or allowed on the premises of the California Craft Beer Summit.**
 - To Sample any food or non-alcoholic beverage you must be the manufacturer or distributor of the product. To apply to sample, contact the Summit Manager
 - Please contact the Summit Manager for any F&B orders for your booth.
- **Photography-** Exhibitor may take photographs and video of exhibitor's booth only. Photographing and/ or videotaping are not permitted on the floor unless approved by California Craft Beer Summit staff.

- **Sale of products and services on the Expo floor-** Must have CCBA approval.
- **Smoking-** will not be permitted within the venue prior to, during or after the event.
- **Children-** under the age of twenty-one (21) will not be permitted in the venue prior to, during or after the event, due to insurance and safety regulations.

GENERAL RULES & REGULATIONS

Booth Activities – Exhibitor must adhere to the guidelines below:

Exhibitor shall neither assign, lend, or share Exhibitor’s booth or Event Space with any other person or entity, nor promote any other person, entity, or any products other than Exhibitor’s, without California Craft Beer Summit’s prior written permission. “Promote” includes but is not limited to: signage, products, demos, presentations, giveaways, collateral and/or marketing pieces. Exhibitor is permitted to staff its Event Space with Representatives or business partners who are there to promote Exhibitor’s business.

Exhibitor must confine all demonstrations, promotional activities, and Exhibitor Representatives (i.e. employees, vendors, agents, consultants, temporary personnel, booth staff, talent, etc.) to the Exhibitor’s booth space, unless approved in advance by California Craft Beer Summit in writing. No signs, literature, collateral, equipment, furniture, or promotional items may be placed, distributed or posted outside of the Exhibitor’s booth space.

Exhibitor is not permitted to actively recruit potential employees at the event unless the company has California Craft Beer Summit’s prior express written consent. Exhibitor is not permitted to solicit attendees for events that are not related to the California Craft Beer Summit platform, products, services, or solutions at the event unless the company has California Craft Beer Summit’s prior express written consent.

Booth & Staff Schedule - Exhibitor is required to have Event Space (booth) set-up prior to the deadline and to have staff in the booth during all open days and hours; including, but not limited to the list below:

- Booth set up and all crates/cartons/boxes removed by the published deadline.
- Booth set up and ready prior to the opening of the Expo on the first event day.
- Booth staff present in the booth during all days and hours the Expo is open, until closing each day.
- **Sponsor *must not* tear down early and/or leave the booth until after the Expo closes for move-out at the end of the Event.**
- Any late fees incurred by the CCBA as a result of late exhibitor move-out will be assigned to the exhibitor.

Exhibitor Representatives - (i.e. employees, vendors, temporary personnel, booth staff, talent, etc.)

- Exhibitor Representatives must adhere to the dress code. Booth attire is business casual. Please listen to the weather forecast and dress accordingly. No open-toed shoes (sandals, flip flops, etc.) are allowed on the show floor during set-up.
- Exhibitor Representatives must conduct themselves in a professional manner while onsite at the Event.
- Exhibitor Representatives must adhere to the Rules and Regulations as outlined in the

exhibitor Agreement.

- Exhibitor must cease any activity that is considered objectionable by California Craft Beer Summit Expo Management for any reason, which may detract from the general character of the Event or impacts the experience of other Sponsors, Exhibitors, California Craft Beer Summit staff or attendees.

Event preparation - Exhibitor is responsible for reviewing all event-related documentation and relevant information provided pre-event and on-site, including all communications from CCBA approved expo services company.

Booth supplies - Such as: tape, staplers, literature racks, pens, scissors, box cutters, extension cords, etc. are not provided by Expo Management and are the Exhibitor's responsibility, if required.

Exhibitor Expenses

Travel & Expenses - Exhibitor is responsible for covering the cost of its employees' travel and miscellaneous expenses.

Event-related expenses - Exhibitor is responsible for covering the cost of any items (i.e. equipment, collateral, giveaways, shipping, Material Handling, labor, etc.) not included in the booth package. Exhibitor is also responsible for obtaining quotes from and using services from the CCBA approved exposition services company. If you need assistance estimating drayage costs, please contact American Expo @ info@american-expo.com.

NETWORK CONNECTIVITY & SECURITY

There will be some select locations (Wi-Fi stations) at the Summit for connectivity. If an individual booth requires internet access, they will be responsible for all associated cost. The Long Beach Convention Center has contracted Smart City as the exclusive internet provider. To access their forms, please log into the storefront, or contact American Expo Services.

CCBA AND SUMMIT TRADEMARK AND LOGO

Exhibitor and Sponsor use of the California Craft Beer Summit name and logo shall be limited to the following specific purposes ("Licensed Activities"). a) The California Craft Beer Summit Logo may be used in exhibitor or Sponsor print and digital advertisements and on exhibitor or Sponsor website. The logo may not be used – unless specified in Sponsorship or exhibitor contract – on product packaging or saleable merchandise. All usages are subject to CCBA review and approval. b) **The Logo may not be used for mass email marketing campaigns. The Logo may be used in individual email communications. However, must not be made to appear to be coming from the CCBA or CCBA sponsored event.**

Prior to using California Craft Beer Summit logos, company shall submit a proof of each proposed use of the Logo ("Proof") to the CCBA for review and approval.

CCBA grants this license with no representations or warranties of any kind. Company shall defend, indemnify and hold CCBA, its members, staff and directors harmless from and against all claims,

damages, liabilities and other costs (including attorney's fees) asserted against or incurred by CCBA due to Company's use of the Logo.

PRIVACY (CONFIDENTIALITY & DATA PROTECTION)

California Craft Beer Summit takes attendee concerns about their personal information very seriously. Therefore, California Craft Beer Summit requires all Exhibitors to adhere to strict privacy guidelines on the Expo floor.

Personal Information Requirements & Obligations:

In accordance with section 9, Confidentiality and Data Protection (refer to details below) of the Event Sponsorship or Exhibitor Agreement the Exhibitor must adhere to the requirements and obligations below.

Personal Information - means any information provided by California Craft Beer Summit or collected by Exhibitor about this Agreement: (i) that identifies (or can be used to identify), contact, or locate the person, or (ii) from which identification or contact information of a person can be derived. Personal Information includes, but is not limited to: name, address, phone number, fax number, email address, social security number or other government-issued identifier, and credit card information. To the extent any other information (such as a personal profile, unique identifier, biometric information, or IP address) is associated or combined with Personal Information, then such information also will be considered Personal Information.

For Personal Information provided by California Craft Beer Summit, Exhibitor shall (i) take reasonable steps to protect Personal Information from unauthorized use, access, disclosure, alteration or destruction; (ii) maintain Personal Information in strict confidence as Confidential Information, and (ii) not share any Personal Information with third parties for any reason.

Government Employees/Representatives

Local, state and federal governments and their agencies and educational institutions have laws, regulations and policies that govern how companies that are doing (or trying to do) business with these entities must comply with. These laws and regulations vary widely from agency to agency and school to school. All of them include a provision concerning what gifts the company can provide to employees of the agency or school. Gifts include meals, software, giveaways (swag) and any other items of value.

California Craft Beer Summit has adopted a policy to comply with these laws, regulations and policies. California Craft Beer Summit will provide no items of value (software, personal items, giveaways, travel, etc.) to government employees (including military personnel and employees of public educational institutions) for which the government employee or his/her agency does not pay market value.

Sweepstake/Raffle/Contest

Generally, the government employee will not be able to participate in the raffle unless the prize is some item that is appropriately for government use. The government employee may not receive any items of "personal items", e.g. cash, Xbox, golf packages, gift cards, etc. under any

circumstances. For widely attended events (government and non-government), it is okay for the employee to receive “government use” items if there is a gift notice on the invite/website and government employee winner provides written approval from gifting/ethics officer or attorney to accept prize.

You can offer any type of prize for the winner of the raffle/sweepstake contest, including personal items. You must make it clear however that the public-sector employees CANNOT win the prize. They can participate but will NOT be given the prize.

Instructions: Each winner should be asked if she/he is a government official or employee. If they are a government official or employee, then they should not be given the prize or giveaway.

What to Tell a Raffle Winner Who Asks: To comply with all applicable government ethics laws and regulations, we cannot provide government officials or employees with the prize or other items of value.

Complaints: If any government employee complains about not receiving his/her prize or giveaway, they should be directed to the Exhibitor Services Center on the show floor.

LOGISTICAL INFORMATION	
Booth Access Credentials How do exhibitors register?	<p>Upon arrival to the Long Beach Convention Center, please proceed to exhibitor registration, located the first-floor foyer, and pick up your badges. You will need the official event badges to gain entrance to the exhibitor area.</p> <p>Your vendors that are not registered for the event, and therefore will not have a Summit badge, will be required to check in at the Expo Hall entrance and obtain an event issued pass from the CCBA staff.</p> <p>Exhibiting Company booth staff and personnel must register and wear CCBA California Craft Beer Summit badges while exhibiting or attending CCBA events. Exhibiting Company personnel must check in at CCBA Registration prior to entering the exhibit hall. All exhibitors will be required to register their staff on or before August 14, 2020. Registration information for you Exhibitor Badges will be sent to you by July 13, 2020</p>
Booth Attire	Booth attire is business casual. Please listen to the weather forecast and dress accordingly.
Booth Attire during Set-Up	No open-toed shoes (sandals, flip flops, etc.) are allowed on the show floor during set-up.
Booth Etiquette and Smoking	<p>While in the booth, always be ready for the customer.</p> <p>No Smoking – the Long Beach Convention Center is a Non-Smoking Facility.</p> <p>Show Management will cease any activity by exhibitors that is considered objectionable for any reason which may detract from the general character of the event or interferes with other exhibitors.</p>
Booth Location	<p>Long Beach Convention Center Hall A 300 E Ocean Blvd, Long Beach, CA 90802</p>
Exhibit Hall Activities surrounding exhibit booths	Select booths may be located near Expo floor demonstrations and talks. This could result in a higher sound level that may impede conversations in your booth area. Please take this into consideration when selecting your booth location.
Travel Accommodations	<p>HOTEL – A block of rooms has been reserved for exhibitors and guests. See Summit website for more hotel information. www.cacraftbeersummit.com Hyatt Recency Long Beach 200 S Pine Ave, Long Beach, CA 90802 AIRLINE TRAVEL- You will be responsible for making your own airline reservations.</p>

FREQUENTLY ASKED QUESTIONS

Is security provided?

Security is a top priority and California Craft Beer Summit will provide GENERAL security at the entrances and exits of the Exhibit hall from September 9-11, 2020, and overnight security September 9 and 10. California Craft Beer Summit assumes no responsibility for exhibitor equipment or property at any time. Do not leave valuables or personal items in any unsecured areas of the booth. Please think about the following suggestions while planning your booth:

- Give special consideration to prototypes, irreplaceable or highly valuable items. Hand carry them to the show if need be.
- Do not leave valuables or personal items on tabletops or in any unsecured areas of the booth during show hours. Remove such items at the end of each show day and immediately upon show closing.
- Do not mark boxes with contents – use special coding.
- Include security in your staffing plan. Be sure there is always a staff member in your booth.
- Obtain a rider on your existing insurance policy.
- If you experience a loss, please report it to the Expo Hall Manager and on-site security immediately.

Is insurance provided?

California Craft Beer Summit does not provide insurance to cover your booth. Each exhibitor is liable for the following: the space the company occupies visitors, theft and fire. Any kind of loss must be covered by the exhibitor's own insurance. This includes any equipment owned by an exhibitor, and any equipment leased or rented by an exhibitor. Exhibiting companies are not required to submit proof of insurance to show management but must be able to produce it if so asked. California Craft Beer Summit assumes no responsibility for exhibitor collateral, or equipment – owned, leased or rented – during California Craft Beer Summit.

Exhibitor Liability and Insurance

Damage and loss, and public liability insurance against injury to the person and property of others. It is recommended that exhibitors take precautionary measures of their own, such as securing small or easily portable articles of value and removing of them to a place of safekeeping after exhibit hours. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitors displays, equipment and other property brought upon the premises of the Long Beach Convention Center and shall indemnify and hold harmless the Long Beach Convention Center agents and employees and the California Craft Brewers Association for all such losses, damages and claims. The exhibitor shall have in place insurance policies providing Workers Compensation and Liability coverage which shall be in effect for the duration of the scheduled event. It is further understood and agreed that the California Craft Brewers Association and the Long Beach Convention Center shall in no event be held liable to an exhibitor for any lost profits, sales, business opportunities or any other type of direct consequential damages alleged to be due from a breach of this contract.

How can I acquire event insurance?

<https://www.theeventhelper.com>

Is cleaning provided?

Waste baskets as indicated in the booth package chart, will be supplied to each Exhibitor. CCBA will

only clean the aisles of the Summit Expo Hall area each night. Cleaning services are available to order for Exhibitors who would like their booths vacuumed and trash cans emptied each evening.

Is extra storage space available?

Storage/Access Storage may be requested on-site at the American Expo service counter, or in advance through the online ordering storefront. Material storage and empty stickers are available to exhibitors who have shipped to the advance warehouse or have paid material handling charges. All access storage charges are the responsibility of the exhibitor. No other storage facility is available on-site. Nothing may be stored behind booths. All packing containers, wrapping materials, carrying cases, etc., must be stored off the expo floor.

Can I deliver my own freight?

American Exposition Services, as show contractor, has jurisdiction for the loading and unloading of all trucks, trailers and common and contract carriers as well as the handling of empty crates and the operation of material handling equipment. The use of fork trucks, pallet jacks or lift gates are permitted only by personnel of the official drayage contractor.

American Exposition Services has the responsibility of receiving and handling all exhibit materials and empty crates. It is AES's responsibility to manage the docks and schedule vehicles for a safe and efficient move-in / move-out of the show. AES will have complete control of the loading docks at all times. If you wish to load or unload at the dock, you must report to the Freight Desk. Do not proceed to the docks until told to do so.

When exhibitors choose to perform their own material handling, they will not be permitted access to the loading dock/freight door areas. Exhibitors may "hand carry" booth materials provided they only use 2-wheel dollies or hand trucks. Exhibitors can "hand carry" material in through the Long Beach Convention Center front doors.

American Exposition Services will not be responsible for any materials it does not handle.

Exhibitors are also permitted to ship their materials prior to move in days to the advanced warehouse. Please see the exhibitor online AES Storefront <http://aes.boomercommerce.com/login> for more detailed information and fee structure regarding Exhibit Material Handling.

Am I required to hire labor to set-up my booth?

Members of the IATSE Stagehands 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 may set up your exhibit display if one person can accomplish the task in less than one-half (1/2) hour without the use of tools. If your exhibit preparation, installation, or dismantling requires more than one-half (1/2) hour, you must use union personnel supplied by American Exposition Services. When union labor is required, you may provide your company personnel to work along with a union installer.

All EAC's and/or third party I&D companies are allowed two (2) full time employees only. Prior proof of insurance and approval will be required. All additional labor needed must be ordered from American Exposition Services unless there is a prior contract with the Union to provide labor.

From whom do I order utilities?

For services such as electrical, plumbing, telephone, cleaning and drayage, no contractor other than American Expo will be approved. Members of IATSE Union claim jurisdiction for hard wiring ordered outlets to the line side of the exhibitors' equipment and wiring of caps over 120 volts to the raw cord

feeding exhibitors' equipment. All plugs over 120 volts will be plugged in by electrical union personnel. Exhibitors may plug in their own plugs of 120 volts to their own ordered outlets.

What are the safety requirements?

Standing on chairs, tables or other rental furniture is prohibited! This furniture is not engineered to support your standing weight. The expo services company and the CCBA cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please order labor through American Expo and the necessary ladders and tools will be provided.

Exhibitors should treat the show areas during move-in and move-out as they would a construction site when work is going on. Please wear proper attire during these times to ensure your safety. Be aware of forklifts moving throughout the aisles and docks. Please stay clear of them, especially when they are carrying equipment. Please keep all aisles clear from debris and booth items. Please utilize your booth space for setup.

Can I sell items from my booth?

Yes, with the approval of CCBA. Please be prepared to provide proof of Business License, Tax I.D. and or Seller's Permit.

Is parking provided?

Parking is not part of the exhibitor package. All parking costs are the responsibility of the exhibitor. Parking in prohibited areas will result in the vehicle being towed at the owner/renter's expense. See website for parking locations: <http://www.californiacraftbeer.com/craft-beer-summit/travel/getting-here-directions-and-parking/>

Can I bring my family?

Due to insurance and safety regulations, no one under the age of twenty-one (21) will be allowed.

Are there restrictions on how I can decorate my booth?

Yes, in addition to the height restriction and staying within your booth parameters, additional considerations/restrictions need to be adhered to. Helium-filled balloon, glitter, confetti, etc. are not allowed in the Long Beach Convention Center.

Are there any restrictions to events or activities that my company might want to sponsor outside of the exhibit hall?

All exhibitors must abide by the terms and conditions specified in the exhibitor contract including approval of all events or activities involving CCBA attendees, exhibitors, sponsors, and/or attendees that take place during the days of the conference. If you have any questions about what may or may not be allowable, please contact the CCBA.