

2019 Exhibitor Manual

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ALL EXHIBITOR ORDER FORMS (INSURANCE, LIGHTING, LABOR, ETC.) MAY BE COMPLETED ONLINE AT

<https://showstrat.boomerecommerce.com>.

[Unique log-in details will be provided to you by Show Strategy, Inc. or you may also email Show Strategy's Exhibitor Services team at ExhibitorServices@showstrat.com.](#)

Additional marketing forms and preferred vendor details may be found within this document on pages 17-24.



Dear WestEdge 2019 Exhibitors:

Welcome to the seventh annual edition of WestEdge! We are looking forward to your participation and pleased that this year will be our largest event to date with 200+ brands presenting the best in contemporary furniture, lighting, kitchen & bath, fine carpets and rugs and more.

The information in this manual provides details regarding shipping, set-up and dismantling, lighting, marketing, travel and much more. Please review the information thoroughly, and take special note of the Key Points Quick Reference Guide, an outline of the most frequently asked questions, on the following page. In addition, there are many discounted services available if ordered by the referenced deadlines for each service (September 7th in most cases).

VERY IMPORTANT:

Regrettably, in our industry, there are several “companies” that claim to have association with major trade shows in the U.S., including WestEdge. These groups contact our exhibitors – without our permission – in an attempt to sell products and services including, but not limited to, attendee lists, travel packages, etc. PLEASE NOTE that WestEdge does not rent, sell or share our exhibitor or attendee lists with ANY outside company. These companies’ claims of association with WestEdge are fraudulent. If you are contacted by a vendor NOT represented within this manual, please note that they have absolutely NO association with WestEdge, nor do they possess our exhibitor or attendee lists. Please DO NOT RESPOND TO OFFERS from these companies.

If you have questions at any time, our team is here to help. You can find appropriate contact details on the “Contacts” page of this document.

Thank you very much for your involvement. We look forward to collaborating, and to seeing you this fall in Santa Monica!

Very best,

Troy Hanson
Co-Founder + Principal
t. 917.297.3299
troy@westedgedesignfair.com

Megan Reilly
Co-Founder + Principal
t. 917.822.0350
megan@westedgedesignfair.com

KEY POINTS - QUICK REFERENCE GUIDE

Following are the most commonly asked questions. Please read through the entire manual, beginning on the following page, for additional details regarding shipping, hotel/travel, marketing, etc.

LOCATION / DATES / HOURS OF THE FAIR

The Barker Hangar
3021 Airport Avenue
Santa Monica, CA 90405

Thursday, October 24 th	7pm-10pm	Opening Night Party
Friday, October 25 th	10am-6pm	General show hours
Saturday, October 26 th	10am-6pm	General show hours
Sunday, October 27 th	10am-5pm	General show hours

EXHIBITOR BADGING / COMPLIMENTARY TICKETS

Avoid extended wait times on-site and pre-register your company staff and installation teams through the following link:

<https://ten31.co/r/index.cfm?e=15&rp=27>

Each exhibitor will be provided with a promotional code for complimentary admission to the fair's general show days (Friday, October 25th - Sunday, October 27th) to share with your network.

In addition, each exhibitor will be provided with four complimentary tickets* to the Opening Night Party.

*** Please note that badged exhibitor staff members are already provided with party admission, therefore these tickets should be used for exhibitors' clients, VIPs, special guests, etc.**

Unique promotional codes (valid for redemption beginning August 1st) are provided on your Exhibitor Contract, and invitations will be provided to each exhibitor via email prior to the fair.

SET-UP / DISMANTLING DATES AND TIMES

Exhibitor freight delivery and set-up is determined by the size of the exhibitor's space and the section in which that space is located. Please see Page 4 of this manual for specifics.

Please note that The Barker Hangar is a NON-UNION venue, therefore drayage (on-site freight handling) is provided to each exhibitor at no additional cost, and each participant may facilitate their own installation with only two exceptions which must be coordinated through the WestEdge Operations Team including:

- Wall treatments (paint, wallpaper, upholstery)
- Suspension of products, fixtures, etc. from the ceiling, which require the venue's lift and lift operator(s)

All empty crates, boxes, etc. intended to be stored during the event by WestEdge must be tagged for removal by 5pm on Wednesday, October 23rd ("empty stickers" may be obtained from the on-site service desk). **NO CRATE REMOVAL IS PERMITTED ON THURSDAY, OCTOBER 24TH.**

EXHIBITOR FORMS

All forms regarding insurance, lighting/electric, labor requests, etc. may be completed online at:

<https://showstrat.boomerecommerce.com>

EXHIBITOR INSURANCE

All exhibitors are required to submit proof of liability insurance. We have negotiated a special exhibitor rate with Lake Insurance (please see forms section) in the event that your current insurance provider does not provide an appropriate rider. Please see Page 5 for details, and please submit the Insurance Waiver Form in the forms section at:

<https://showstrat.boomerecommerce.com>.

WALL TREATMENTS (PAINT, WALLPAPER, UPHOLSTERY, ETC.)

Please see Page 8 for specifics regarding the treatment of walls with paint, wallpaper, upholstery, etc. Exhibitors may nail/screw into walls with certain restrictions. Exhibitors planning to treat the walls of their space are required to coordinate those plans through the WestEdge Operations Team, as required by the vendor from whom we rent the walls. Please contact

ExhibitorServices@showstrat.com for more information.

SET-UP/DISMANTLING DATES & HOURS:

EXHIBITOR SET-UP

EXHIBITORS OCCUPYING SPACES 400 SQUARE FEET OR LARGER

Freight Delivery Hours: Monday, October 21st: 12pm – 4pm
Tuesday, October 22nd: 8am – 4pm
Wednesday, October 23rd: 8am – 4pm

Set-up Hours: Tuesday, October 22nd: 8am – 6pm
Wednesday, October 23rd: 8am – 6pm
Thursday, October 24th: 8am – 2pm **(NO FREIGHT DELIVERY PERMITTED ON THURSDAY)**

EXHIBITORS OCCUPYING LESS THAN 400 SQUARE FEET (EXCEPT MADE:MODERN PARTICIPANTS)

Freight Delivery Hours: Tuesday, October 22nd: 8am – 4pm
Wednesday, October 23rd: 8am – 6pm

Set-Up Hours: Tuesday, October 22nd: 8pm – 6pm
Wednesday, October 23rd: 8am – 6pm
Thursday, October 24th: 8am – 2pm **(NO FREIGHT DELIVERY PERMITTED ON THURSDAY)**

EXHIBITORS IN THE MADE:MODERN SECTION

Freight Delivery Hours: Wednesday, October 23rd: 8am – 4pm

Set-Up Hours: Wednesday, October 23rd: 8am – 6pm
Thursday, October 24th: 8am – 2pm **(NO FREIGHT DELIVERY PERMITTED ON THURSDAY)**

All freight carriers must arrive at The Barker Hangar by 3pm on Wednesday, October 23rd, and all installations must be completed by 2pm on Thursday, October 24th. Only exhibitor staff and those individuals involved in set-up are allowed into The Barker Hangar prior to opening of the fair at 7pm on Thursday, October 24th.

EXHIBITOR DISMANTLING / MOVE-OUT

Sunday, October 27th _____ 5pm – 12am (Rear of hangar must be clear on Sunday night)
Monday, October 28th _____ 8am – 5pm

Packing materials will be returned to the booths beginning at 6pm. Dismantling or packing prior to the close of the fair at 5pm on Sunday, October 27th is strictly prohibited. This schedule will be strictly enforced, and exhibitor cooperation is very much appreciated. All exhibit materials located outside at the rear of the hangar must be removed on Sunday night.

Dismantling will continue on Monday, October 28th, from 8am – 5pm. All exhibitor materials must be removed from The Barker Hangar by 5pm on Monday, October 28th. Regrettably, we are unable to make exceptions to this deadline based on the schedule of The Barker Hangar.

DIRECTIONS TO THE BARKER HANGAR:

BY CAR:

From LAX, take the I-405 North Freeway towards Sacramento. Take Exit 53A for National Boulevard. Turn left onto National Boulevard to South Bundy Drive and turn left, then take the first right onto Airport Avenue. The Barker Hangar will be on your right.

From Long Beach / Orange County, take the I-710 North Freeway and merge on the I-405 North Freeway. Take Exit 53A for National Boulevard. Turn left onto National Boulevard to South Bundy Drive and turn left, then take your First right onto Airport Avenue. The Barker Hangar will be on your right.

From the San Fernando Valley, take the I-405 South Freeway towards San Diego and merge onto the I-10 West Freeway. Take Exit 2B and merge onto South Bundy Drive, then turn right onto Airport Avenue. The Barker Hangar will be on your right.

From the San Gabriel Valley / Inland Empire, take the I-10 West Freeway to Exit 2B for South Bundy Drive and turn right onto Airport Avenue. The Barker Hangar will be on your right.

BY PUBLIC TRANSIT:

The Barker Hangar can be reached by public transportation from throughout Southern California. For more information, please visit www.metro.net.

PARKING:

Parking is available at The Barker Hangar and in surrounding satellite lots during WestEdge. An adjacent lot will be available to exhibitors on a first come, first served basis.

FACILITIES FOR THE PHYSICALLY IMPAIRED:

Barrier-free facilities are available for the ease and comfort of those who are physically or mobility-restricted.

ATTENDEE TICKETS AND REGISTRATION

For visitors to the fair, admission tickets are available in advance of the fair at www.westedgedesignfair.com for \$25, or on-site for \$30.

Admission Friday-Sunday of the fair is complimentary for the design trade (licensed architects, registered interior designers, landscape architects & designers, set decorators, design/home furnishings retailers, builders, developers, design students) with proper credentials who pre-register by October 18th. Regular ticket fees apply after this date.

While Friday's programming schedule is geared towards the trade, Saturday-Sunday will offer programs for both the trade and consumer audience.

EXHIBITOR REGISTRATION AND BADGING

Exhibitors may register staff for badges here: <https://ten31.co/r/index.cfm?e=15&rp=27>

All exhibitor badges may be picked up at the Exhibitor Registration counter at the fair's entrance on Wednesday, October 23rd and Thursday, October 24th.

SECURITY

Security services for WestEdge and the exhibition areas will be provided 24 hours a day. Service will be provided from 8am on Tuesday, October 22nd until 5pm on Monday, October 28th.

Exhibitors are required to comply with all security procedures requested by Management of WestEdge and its security services. By participating in WestEdge, exhibitors assume security risks that cannot be eliminated by the fair's security services. The fair is an open booth event and exhibitors are solely responsible for the security of their exhibits, merchandise and personal property. Security for individual booths is not included under the Exhibitor Contract and exhibitors are strongly advised to obtain adequate insurance coverage. **WestEdge does not secure insurance for any individual booth or for the benefit of any exhibitor.**

Suggestions to increase your security:

- Ship in locked cartons, trunks or crates.
- Ship with a reputable trucker or shipper.
- Furnish the shipping company with an accurate and complete bill of lading.
- If cartons are used, be sure they are taped or banded.
- Do not mark cartons, trunks or crates with the name and/or type of articles inside.

- After installation of your booth, do not under any circumstances include merchandise in containers that you are placing in the fair's temporary storage.
- Do not leave portable electronic equipment or personal valuables in your booth overnight or unattended during fair hours.
- Be sure your merchandise is packed and secured before you leave the fair on Sunday, October 27th, 2019.

PROPERTY INSURANCE

Insurance for exhibits is the responsibility of exhibitors. Exhibitors should consult their insurance broker to cover all merchandise during transit to, from and during the fair. For general insurance questions and needs, we highly recommend Lake Insurance Agency (see Lake Insurance flyer at back of manual).

MERCHANDISE REMOVAL PASSES

Blank merchandise pass forms will be distributed to each exhibitor at the fair's office within The Barker Hangar. Merchandise will be permitted to leave WestEdge only when accompanied by a completed and signed merchandise pass. Only exhibitors may sign merchandise passes. Each exhibitor pass holder will be required to submit a completed signature card to be maintained in the WestEdge onsite office.

EXHIBITOR INSTALLATION AND CARRYING FREIGHT:

Exhibitors are permitted to work in their booths without union labor (with certain restrictions). Exhibitors may unpack and repack their own merchandise in cartons, cases or crates, and may carry freight into their booth that can be carried by hand. This does not mean, as an example, that an exhibitor with 50 cartons in a truck may make 50 trips to the booth. Freight that is carried by hand may be loaded and unloaded using the main delivery entrance of The Barker Hangar. Nevertheless, exhibitors must follow the orders of union officials if such officials decide the nature of the freight requires union involvement. **Please note that drayage (on-site freight handling) is provided to exhibitors at no additional cost.**

All employees of The Barker Hangar, all union and non-union labor, and employees of any contractor or vendor associated with WestEdge are adequately paid. **TIPPING IS EXPRESSLY PROHIBITED.** This includes such practices as giving money, merchandise, or other special consideration for services rendered. Please immediately report to WestEdge staff any discourtesies or attempts to imply that services are expedited or facilitated by tipping.

Please note, ALL booth/display materials and equipment must be dismantled and removed from the facility at the close of the show. This includes but is not limited to: wall systems, carpeting, crates, display fixtures, etc. In the event that any of the above is refuse, please dismantle it, place it in the center of your booth and mark it accordingly. Exhibitors who fail to dismantle any refuse items will be charged the labor rates referenced in this manual.

RIGGING AND SPECIAL INSTALLATION NEEDS

Some aspects of exhibitors' installations may require special rigging and/or electrical requirements, suspension of products and/or display fixtures from the ceiling, and/or special wall installations or reinforcement. **Such installations must be brought to the attention of Fair Management in advance of set-up.** The costs associated with such installations are entirely the responsibility of the exhibitor. WestEdge staff can arrange for a specific quotation estimating the costs for such installations among the various vendors associated with WestEdge and/or The Barker Hangar. If exhibitors require special installation requirements, they should contact the WestEdge staff for planning instructions and cost estimates.

TOOLS AND HARDWARE

Exhibitors must bring all of their own tools and hardware. Items such as power drills/drivers, hammers, ladders, mounting hardware, etc. are not available at the fair.

SMOKING

In compliance with Santa Monica law, there is NO SMOKING allowed in any area of The Barker Hangar or WestEdge.

PETS

The Barker Hangar is a dog-friendly venue, however all dogs must be leashed. Dogs that need to "do their business" during the fair must be taken outside, and owners are required to clean-up after their pets.

BOOTH CLEANING / HOUSEKEEPING

All exhibitors are responsible for cleaning of their individual exhibit spaces. WestEdge will maintain cleaning of common areas of the fair. Housekeeping services may be hired during the fair, if desired by the exhibitor.

EXHIBITOR ORDERS AND INFORMATION

All exhibitor order forms must be completed online here: <https://showstrat.boomerecommerce.com>

Liability Release Forms must all be signed and returned via email to ExhibitorServices@showstrat.com. Please note that exhibitor orders will NOT be processed until full payment is received. Please submit order forms by Friday, September 7 to take advantage of advance order discounts.

INSURANCE AND WAIVER OF LIABILITY

Each exhibitor must sign and return the Liability Release Form. Exhibitors will not be permitted to set-up at the fair unless an executed Liability Release Form is on file with WestEdge. This document may be found in the Forms section at the end of this manual.

Exhibitors must insure their property, and all property entrusted to them for display or other use in connection with the fair, against the risks of fire, theft, burglary, breakage, leakage and water damage, and the risks of damage sustained during transport to and from the event grounds.

WestEdge Design Fair Management will not be liable for any loss or damage sustained by the exhibitor in connection with WestEdge 2019, or for the failure of the exhibitor to obtain insurance, or for the failure of insurance to cover any losses sustained.

Exhibitors should maintain their own shipping related insurance, as customary insurance provided by shippers is usually inadequate.

During set-up, it is the policy of WestEdge not to permit entry to the exhibit halls to individuals not employed or contracted by exhibitors. Attendees that are guests of the exhibitors will not be permitted on-site until the fair's opening at 7pm on Thursday, October 24th.

BOOTH CONFIGURATIONS

Unless you have leased an "island" configuration, you will have either one, two or three walls defining the perimeter of your exhibit space. Please note that these walls are 11.5' high on the interior of the fair. The walls may be painted and/or nailed/screwed into.

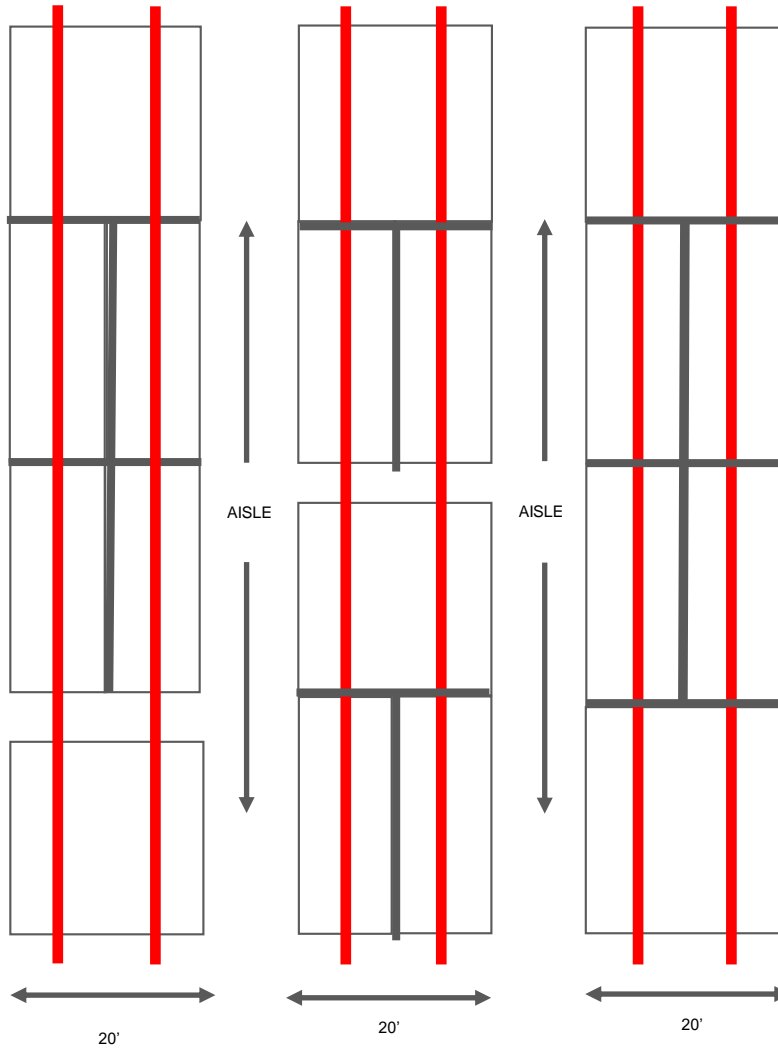
Any wall painting must be done by Show Strategy, Inc. Restoration charges will apply for anything that is left in / on the walls, including but not limited to nails, screws, decals, etc.

Each exhibitor will receive unlimited drayage and material handling. Drayage and Material Handling refers to the delivery of your freight from the loading dock to your exhibit space, handling of empty containers to and from storage, and removal of your materials from your booth for reloading onto your outbound carrier. This should not be confused with the cost to transport your exhibit materials to and from the event.

LIGHTING AND LIGHTING TRUSS

A single track of overhead lighting truss will be included in of each 5' to 10' deep increment of exhibit space, while two tracks will be provided for those spaces measuring 20' in width. **Please see below – red lines indicate the APPROXIMATE position of the lighting truss while gray lines indicate the booth outline.** Please note, the exact location of the truss varies and is contingent on confirmed rigging location in the field.

TOP VIEW:



Spotlights ordered from Show Strategy, Inc may be mounted anywhere along the truss. Please note that while truss is included in the cost of your booth, spotlights may be ordered through the online via the exhibitor manual link. Exhibitors are not permitted to attach their own track lights to the fairs lighting truss. Additional fees will apply for any non-Show Strategy, Inc lights or fixtures used in / on the lighting tracks.

Upon completion of set-up, official workers will focus and adjust the lighting in your booth to your specification at no cost. Exhibitors who attempt to make any changes to the lighting themselves will be liable for any damage to fixtures and equipment.

Exhibitors that request lighting be re-installed after the opening of the fair will be charged by the venue at a rate of \$162.25 per hour straight time and \$243.50 per hour overtime. Payment arrangements must be made in advance through the Management of the Fair. **Please note that this expense can be easily avoided by pre-planning your lighting needs.**

ELECTRIC

Electrical Service orders are due to September 12, 2019.

Electrical Power (outlets) may be ordered online via the exhibitor manual / ordering link. Electrical service is for a single outlet, 15 or 20 amp circuits. Exhibitors that require electricity in multiple locations in their space may order multiple electric lines. The maximum power capacity for each line is 1440 watts. Electrical converters are also available for order upon request.

Exhibitors that require extraordinary electrical services (e.g. higher amperage and or high voltage, voltage conversion, etc.) should contact our Exhibitor Services team at exhibitorservices@showstrat.com in advance of set-up for assistance. Only official workers at The Barker Hangar may install, move or adjust electrical connections. Electric rates are as follows:

Electrical Supply	On or before September 12, 2019	After September 12, 2019
POWER: Up to 1,440 watts / 15 amp Electrical Drop NOTE: (1) white single outlet extension cord will run down the corner of your booth. The cord will be taped and painted the color of your booth walls.	\$197.00	\$257.00
POWER: Up to 1,920 watts / 20 Amp Dedicated Circuit NOTE: (1) 20 Amp box will be placed in the truss above your booth allowing you to distribute your power as needed. This does NOT include any extension cords and or electrical drops.	\$342.00	\$445.00
Extension Cord Rental	\$18.00	\$24.00
Over 1,920 Watts or 20 Amps Circuits	Inquire Within	Inquire Within

FLOORING

The flooring inside of The Barker Hangar is painted gray cement – please note that the floor is in fair condition, although there are many imperfections. **FLOORING IS STRONGLY ENCOURAGED.** Exhibitors are welcome to use the existing floor or install their own floor covering if they wish. If exhibitors install alternative flooring, they are responsible for its clean removal. Exhibitor-installed flooring not removed at the close of the fair will be removed by Fair Management labor. All labor and materials will be billed to the exhibitor. Exhibitors are liable for any damage to The Barker Hangar resulting from the installation and/or removal of exhibitor-installed flooring. **DRILLING INTO THE FLOOR OF THE BARKER HANGAR IS STRICTLY PROHIBITED.**

WALLS

All exhibitor walls in The Barker Hangar are comprised of braced, hollow core, ½ meter (1.64 feet) and 1 meter (3.28 feet) wide panels covered in a 3/8” plywood, painted white and measure approx. 2” in thickness. Please factor the wall thickness when designing your booth layout, alternative flooring, fixtures, etc. Each panel is capable of supporting 40lbs. (20kg.) per hang point with a maximum weight of 100 lbs. per panel. Please contact Show Strategy’s Exhibitor Services team at ExhibitorServices@showstrat.com in advance for assistance in installing complicated or especially heavy products, fixtures, etc. Damage to the panels as determined by Fair Management will be subject to the refurbishment fee of \$250 per panel, per side. Panel replacement cost is \$800 per panel.

PLEASE NOTE REGARDING WALL TREATMENTS INCLUDING PAINT, WALLPAPER, ETC.:

Exhibitors are not allowed to paint their own walls, as required by the vendor from whom we rent the wall system. Please visit the online Forms section for a custom paint pricing.

Refurbishing fees are assessed for holes larger than ¼” in diameter, affixed items creating holes larger than ¼” in diameter such as plasma mounts, furnishings, graphics, wall coverings, wallpaper or adhesives not removed, wall painting not installed by fair management and hardware not removed from the walls.

Replacement fees of \$800 per wall are assessed for any damage that will compromise the integrity of the panel (i.e. excessive holes in one area – 10 or more holes per panel per side), nails or screws not penetrating the center core of the wall panel that will result in the weight of the object being hung supported by the front panel thus creating a hole larger than ¼”.

Additional wall panels are available for rent in ½ meter (1.64 feet) and 1 meter (3.28 feet) wide panels.

RIGGING

Exhibitors that require special rigging (e.g. ceiling-hung or truss-hung) should contact Show Strategy’s Exhibitor Services team at ExhibitorServices@showstrat.com in advance for special assistance. Such arrangements are made on a case-by-case basis. The cost of rigging will be quoted in advance and covered by separate agreement with the rigging provider. Rigging rates average \$226.00 – \$452.00 per hour. Minimum (2) hour labor charge applies to all rigging orders. Rates do not include rigging hardware.

ADDITIONAL LABOR (IF DESIRED)

Exhibitors may request labor assistance if desired (such as general on-site construction, installation or carpentry) through Fair Management in advance. Labor rates are set on an hourly basis. Pricing is broken down below. If you wish to request or discuss additional labor, please contact Show Strategy's Exhibitor Services team ExhibitorServices@showstrat.com

LABOR RATES:

Labor Type	Straight Time / Hour	Overtime / Hour	Double Time / Hour
Discount Price (on or before September 12, 2019)	\$87.00	\$131.00	\$174.00
Standard Price (after September 12, 2019)	\$114.00	\$171.00	\$227.00

ORDERING SERVICES

All ordering will be done online via our online exhibitor manual. An email with instructions on how to order services will follow.

WIRELESS

Exhibitors may order wireless internet for \$145.00 per booth. Each booth and their guests will be given unlimited wireless internet connection for any and all electronic devices. Exhibitors will be supplied with a wireless connection name and password upon registration. Please use your discretion in providing this password as there is a limited amount of shared broadband.

Please try to refrain from streaming videos or downloading files with an excessive amount of data on-site as this will directly impact the connectivity of all wireless users. Exhibitors may order wireless through the Forms section at the end of this document.

SHIPPING

DIRECT TO SHOW-SITE

Exhibitors must coordinate their own shippers. In addition, exhibitors should maintain their own shipping-related insurance, as customary insurance provided by shippers is usually inadequate for products of higher value, which are common at WestEdge.

No **DIRECT TO SHOW-SITE** shipments may be delivered to The Barker Hangar prior to 8am on Tuesday, October 22, with the exception of exhibitors who occupy booths measuring 400 square feet or larger in which case shipments may arrive on Monday, October 21 between 12pm – 4pm. All on-site shipments must be labeled as follows:

WestEdge Design Fair 2019
(Exhibitor Name)
(Booth Number)
c/o WestEdge Design Fair
The Barker Hangar
3021 Airport Avenue
Santa Monica, CA 90405 USA

Phoenix International Business Logistics, Inc. (PIBL) has been appointed the Domestic and International Freight Forwarder / U.S. Customs Broker for WestEdge Design Fair. If you require freight assistance, please contact them at the info below for a quote.

Phoenix International Business Logistics, Inc (PIBL)
Richard Roosen / Phil Hobson
Tel 908-355-8900
Fax 908-355-8883
Email: rroosen@phoenixlogistics.com / phobson@phoenixlogistics.com

Line Haul Services from New Jersey to Santa Monica:

- Line haul from a designated location in Newark to show site dock in Santa Monica: \$75.00 per 100 lbs. (based on the greater of actual or volume weight) Minimum rate: \$450.00
- Forward Air
C/O PIBL – Phoenix
888 Doremus Ave. Suite C
Newark, NJ 07108
Attn: Sherri Doobay / Phoenix 908-355-8900

- Services include:
 - Coordinating deliveries made to our contracted warehouse in NJ to the Barker Hangar in Santa Monica.
 - Warehouse in/out
 - Temporary storage and line haul from Newark to Santa Monica
- **IMPORTANT NOTES:**
 - All shipments must be received in the Newark warehouse by **Thursday, October 10th**.
 - **If you arrange your own shipment to Phoenix's appointed warehouse, you must alert Phoenix of the carrier name, expected date of delivery, exhibitor name, booth number and number of pieces within the shipment. The warehouse will NOT accept shipments without this information being provided to Phoenix in advance.**
 - All Freight will be delivered to the Barker Hangar on **Tuesday, October 22nd**.

ADVANCE SHIPMENT TO WAREHOUSE

Receiving of International, Canadian and local California shipments in Los Angeles

- Receiving and transport services from the Los Angeles receiving warehouse below to show-site dock in Santa Monica: \$25.00 per 100 lbs. Minimum rate: \$195.00
- California warehouse address (not to be used for Cosignee purposes on International shipments; please contact Phoenix for instructions):

PIBL – Freight Force
17908 Figueroa St.
Gardena, CA 90248
Attn: Richard Roosen / Phil Hobson
908-355-8900
- Services Include:
 - Coordinating deliveries from Exhibitor directly to our recommend contracted warehouse in California
 - Warehouse in/out
 - Temporary storage prior to delivery to Santa Monica
- **IMPORTANT NOTES:**
 - **All shipments must be received in the California warehouse by Tuesday, October 15th.**
 - **International and local shipments can be delivered to the California warehouse. However, you must alert Phoenix of: the carrier name, expected date of delivery, exhibitor name, booth number and number of pieces within the shipment. The warehouse will NOT accept shipments without this information being provided to Phoenix in advance.**
 - **International airfreight shipments arriving for Customs clearance by Phoenix must arrive in Los Angeles by October 8th. All documents must be emailed to PIBL for approval in advance of export. Please contact Phoenix for Customs clearance rates and Customs documentation requirements.**
 - All rates are based on the greater weight of actual or volume. It does not include unloading the truck or waiting time over 2 hours
 - Rates for crated merchandise is usually based on volumetric weight. Volume weight is calculated by multiplying length x width x height in inches / 250 = volume weight in lbs.
 - Rates do not include:
 - Trucker waiting time over 2 hours when being unloaded.
 - Transportation insurance: Limit of Liability is \$50.00 per shipment unless additional insurance coverage is requested.
 - Trucker waiting time while waiting to be unloaded or loaded onsite. 2 hours free, each additional hour \$75.00
 - Onsite services for unloading, handling of empties and reloading after show closing
 - Services for uncrated or poorly packed/crated artwork
 - All Freight will be delivered to the Barker Hangar on **Tuesday, October 22nd**.

FEDEX

- Fair Management will coordinate FedEx pick-ups at The Barker Hangar upon request. WestEdge is not liable for materials sent via FedEx. Exhibitors are required to use their own FedEx account or credit card for delivery services.

UNITED STATES CUSTOMS SERVICES

- All overseas shipments to the United States must go through customs. Exhibitors may accompany their shipment through customs or arrange with their shipper to receive the shipment and file the appropriate papers with the U.S. Customs Service.
- WestEdge accepts no liability for inaccurate information provided to customs brokers or the U.S. Customs Service regarding contents and descriptions of shipments, for decisions made by U.S. Customs, or for duties assessed by the Customs Service.
- Please be aware that pursuant to all applicable laws, WestEdge is not the ultimate consignee or the appointed agent of any exhibitor or tenant of a trade show. Therefore, WestEdge will not provide its federal tax identification number to act as the importer of record for U.S. customs clearance of any international shipments for exhibitors or tenants of the trade show(s) it manages.
- Each exhibitor must work directly with a customs broker to clear trade show shipments in the broker's name or in the exhibitor's name through a customs power of attorney form. Additional information is available at www.customs.gov.

EXHIBITOR FORMS

All forms regarding insurance, lighting/electric, labor requests, etc. may be completed online here:

<https://showstrat.boomerecommerce.com>

MARKETING & PROMOTION

MEDIA OUTREACH

THE CONSULTANCY PR, the agency of record for WestEdge Design Fair, will be collecting information for use before, during and after the fair to further communicate marketing and press initiatives to national and regional media outlets (both print and digital). Please take a few minutes to complete the online questionnaire and submit your press releases and high-res product images through the following link **before September 15th**:

<http://westedgedesignfair.com/exhibitorsurvey/>

Please note, WestEdge will not have a dedicated on-site press kit area for media. In addition to submitting the online questionnaire, exhibitors are encouraged to have concise, one-page fact sheets about new product introductions along with contact information for any follow-up questions and high-res imagery requests received in-booth during the fair.

For questions involving media inquiries, please contact:

Etosha Moh

THE CONSULTANCY PR

7469 Melrose Ave, Suite #28

Los Angeles, CA 90046

O. 310.740.9242

westedge@theconsultancypr.com

www.theconsultancypr.com

SOCIAL MEDIA

To actively join the conversation and help us promote your brand, we encourage you to use WestEdge Design Fair's handles and hashtags in your communication on Facebook, Twitter, and Instagram:

Facebook:	WestEdgeDesignFair
Twitter Handle:	@WestEdgeDesign
Twitter Hashtag:	#WestEdge
Instagram Handle:	@WestEdgeDesign
Instagram Hashtags:	#WestEdge #WestEdge2019

WESTEDGE LOGO & BANNER ADS

Visit <http://www.westedgedesignfair.com/logo-banner/> to download the WestEdge logo and banner ads to post on your website. Exhibitors are welcome to include the logo in advertising and on other printed materials as well.

CUSTOMIZED EMAIL BLAST

Let us assist you in promoting your company's participation in WestEdge. We've made it easy for you to invite your clients to see you at the event, and we will provide an HTML email blast file that you can forward to your guests. Please keep an eye out for that communication in mid-August. You will also receive a COMP code in August to invite your VIP network to visit the fair with complimentary admission.

SELLING AT THE FAIR

Exhibitors may choose to sell items and/or stock an inventory at the fair if appropriate. Hand-carried items will require a paid receipt to be taken out of the fair. Larger items sold during the event may be removed from your display upon the conclusion of the fair (5pm on Sunday, October 27th). Please arrange for purchases to be picked-up by - or delivered to - the buyer on Monday, October 28th, during move-out hours taking place from 8am – 5pm.

SPONSORSHIP OPPORTUNITIES

WestEdge offers a variety of ways to elevate your brand message and maximize your event experience. [CLICK HERE](#) for the list of sponsorship opportunities or contact us to explore a customized idea.

BOOTH PROMOTIONS

Promotions, incentives and/or special events may provide an incentive for attendees to visit your space. If you would like our assistance in promoting a cocktail reception, book signing, party, etc. in your space during fair hours, please contact Megan Reilly at megan@westedgedesignfair.com

OFFICIAL WESTEDGE RAFFLE GIVE-AWAYS

We are hosting a series of daily raffles at the event Friday-Sunday to drive engagement. If your brand would like to donate an item (\$400+ value) for one of 9 giveaways, please provide a description of the offering, your logo, and image of item. The donating companies will be promoted with a special page on our website, via social media channels and with on-site signage at fair entrance. Submissions may be sent to megan@westedgedesignfair.com

OFFICIAL PROGRAM DIRECTORY ADVERTISING

The Fair Directory, including schedule of events, floor plan and exhibitor list, is distributed to all attendees. Each exhibiting company will receive a listing on the on-site guide. In addition, [advertising opportunities are available in the Directory](#). Please see the Rate Card at the end of this document or contact Megan Reilly at megan@westedgedesignfair.com or (917) 822-0350.

PROMOTIONAL OFFERS FROM WESTEDGE PARTNERS

DESIGN MILK

As part of the media partnership between WestEdge and Design Milk, Design Milk is offering special exclusive discounts, rates and special show opportunities to exhibitors for advertising and sponsorships. Opportunities include content partnerships to banner advertisements to custom promotional videos and social media. Contact melissa@design-milk.com for details.

DERING HALL OFFER FOR MADE:MODERN PARTICIPANTS

Included with your WestEdge MADE:MODERN participation, your products can be featured for free on Dering Hall and Chairish for designers to shop and share through the end of the year. You can [register here](#) or contact ce@deringhall.com. See [FAQs](#) for more details.

HOTEL ACCOMODATIONS

Marina Del Rey Hotel

13534 Bali Way
Marina Del Rey, CA 90292
T: 310.301.1000

[CLICK HERE TO MAKE A WESTEDGE BOOKING.](#)

Situated in a scenic waterfront location on the world's largest man-made small-craft harbor, the Marina Del Rey Hotel invites guests to unwind and indulge in equal balance. This waterfront hotel near Santa Monica and Venice features **boutique accommodations**, delightful dining at **SALT Restaurant & Bar**, and a year-round heated infinity pool & spa – all with gorgeous views of Marina Del Rey.

Rates are available from October 18-29 and start at **\$269** plus taxes and parking based on availability.

To book this rate through the website, [CLICK HERE.](#)

You can also call the Hotel's Reservation Department directly at 310-301-1000. Guests must ask for the WestEdge Design Fair rate in order to receive this special group rate. Any individual cancellations or changes must be made at least 24 hours prior to the arrival date. **The rate is valid until October 1 pending room block availability.**

PREFERRED AND RECOMMENDED VENDORS

AUDIO-VISUAL SERVICES

Audio Video LA
Richard Didcoate
t. 424.247.8472 | richard@audiovideola.com

CATERING

PEZ Cantina
Lucy Thompson
t. 213.258.2280 | lucy@pezcatina.com

Temptations Catering
Lori Lawson
t. 818.606.6610 | lori@temptationscookies.com
www.temptationscookies.com

CAR SERVICES

Uber and Lyft both offer car service apps with convenient and reliable service throughout LA. Please see links below for details:
<https://www.uber.com/cities/los-angeles>
<https://www.lyft.com/>

COURIERS + MESSENGERS

Eagle Express
113 W. Las Tunas Drive, Suite #205
San Gabriel, CA 91776
t. 626.288.1023

Premier Eagle
6671 W. Sunset Boulevard, Suite 1519
Los Angeles, CA 90028
t. 323.969.0000

POST OFFICES + SHIPPING

FedEx General Line (use to schedule pick-ups)
t. 800.463.3339

FedEx Braches

11209 National Boulevard
Los Angeles, CA 90064
t. 310.478.1050

FedEx Office Print & Ship Center
601 Wilshire Boulevard
Santa Monica, CA 90401
t. 310.576.7710

FedEx Office Ship Center
925 Wilshire Boulevard
Santa Monica, CA 90401
t. 310.394.2947

US Post Office Branches:

1653 7th Street
Santa Monica, CA 90401
t. 310.576.6539

11270 Exposition Boulevard, Suite 1
Los Angeles, CA 90064
t. 310.478.6376

The UPS Store

11301 West Olympic Boulevard, Suite 121
Los Angeles, CA 90064
t. 310.445.4014

OFFICE SUPPLIES

Staples
1610 Wilshire Boulevard
Santa Monica, CA 90403
t. 310.828.7779

Staples
11341 National Boulevard
Los Angeles, CA 90064
t. 310.445.4041

Office Depot
2231 South Barrington Avenue
Los Angeles, CA 90064
t. 310.478.7103

HARDWARE & LUMBER

Home Depot
1675 Wilshire Blvd.
Los Angeles, CA
t. 213.273.8464

Ace Hardware
2020 South Bundy Drive
Los Angeles, CA
t. 310.893.1143

Fisher Hardware & Lumber
1600 Lincoln Blvd.
Santa Monica, CA
t. 310.395.0956

WESTEDGE STAFF CONTACT INFORMATION

OPERATIONS / EXHIBITOR SERVICES

t. 312.527.7902

exhibitorservices@showstrat.com

MARKETING, SPONSORSHIPS, PROGRAMMING AND SPECIAL EVENTS

Megan Reilly

Co-Founder + Principal, Marketing

t. 917.822.0350

megan@westedgedesignfair.com

SALES, FRONT LINE OPERATIONS, PRODUCTION

Troy Hanson

Co-Founder + Principal, Sales

t. 917.297.3299

troy@westedgedesignfair.com

SALES SUPPORT

Alex Cabat

Sales Manager

t. 914.953.0234

alex@westedgedesignfair.com

EVENT TICKETING & BOX OFFICE/REGISTRATION SUPPORT

TEN31

t. 312.527.7603

support@ten-31.com

PUBLIC RELATIONS

The Consultancy PR

Etosha Moh

t. 714.743.3550

westedge@theconsultancypr.com
