

56th Annual Los Angeles Boat Show

February 9-12, 2012

Los Angeles Convention Center

1201 S. Figueroa Street, Los Angeles, CA 90015 (213) 741-1151

Public Show Hours

Thursday, February 9	12pm – 9pm
Friday, February 10	12pm – 9pm
Saturday, February 11	10am – 9pm
Sunday, February 12	10am – 6pm

Exhibitor entrance will open one hour prior to the public show hours.

Move-In Hours

Move-In to the Los Angeles Boat Show will begin **Tuesday, February 7th** for boats and **Wednesday, February 8th for booths**. Each exhibitor will receive a move-in schedule approximately two weeks before the show. The schedule will outline the date and time each exhibitor should begin to move into their space.

Move-Out Hours

South Hall Move-Out

Sunday, February 12	6:30pm – 10pm
Monday, February 13	8am – 8pm
Tuesday, February 14	8am – 12pm

Booth Move-Out

Sunday, February 12	6:30pm – 10pm
Monday, February 13	8am – 1pm

A – Z GUIDE TO GENERAL INFORMATION

ACCIDENTS OR INJURY

Any personal accidents within an exhibitor's space should be immediately reported to the show office by giving the name, address, phone number, age and pertinent details of the party concerned and the nature of the accident. This is for the mutual protection of all parties involved.

ATM

ATM machines are located in the walkway between Concourse Hall and the South Hall Lobby.

BOOTHS

Each booth is enclosed on three sides with 8' tall back wall drape and 3' tall side rail drape. Any other decorations such as carpet, tables, chairs, signs, etc. must either be brought by the exhibitor or rented from the show's official decorator, Total Expo. Furniture and other decorations can be ordered using the forms found at www.losangelesboatshow.com under the Exhibitor Information section or at the show site, where a representative from Total Expo will be taking orders during move-in. Mail or fax all orders directly to Total Expo (not to SCMA). Remember – Pre-ordering can save you \$\$\$!

CHECK CASHING

Due to security reasons, funds are not available in either the show office or the Los Angeles Convention Center business office to allow the cashing of exhibitor's checks.

CLEANING SERVICES

Show management will arrange for cleaning of the aisles, but each exhibitor is responsible for cleaning and maintaining their own display and bulk areas. Cleaning service can be ordered from Total Expo.

CONSTRUCTION LIMITATIONS

Exhibitors using any masonry, gravel or similar building materials on the floor of the display for decorative purposes must first put down a protective covering of roofing paper or similar material. Exhibitors are not allowed to use any form of sawdust as a floor covering.

Any temporarily constructed exhibit more than twelve (12) feet in height **must have a permit from the Building and Safety Department, City of Los Angeles.** The permit process is involved and requires engineering drawings, time and money. **A building permit application is enclosed in this handbook for your convenience.**

ELECTRICITY

The SCMA does not provide electrical outlets in any display area. Electrical outlets may be ordered from the Los Angeles Convention Center. You will find Electrical Service Order Forms showing services available and costs at www.losangelesboatshow.com under the Exhibitor Information section. To order electricity, complete the Electrical Service Order Form and mail or fax directly to the Los Angeles Convention Center (not to SCMA).

FIRE REGULATIONS

All draperies, decoration materials and signs used by exhibitors shall be flame proof material or fire resistant and shall be approved by the Fire Department of the City of Los Angeles. Exhibitors shall not use or permit the use of bunting, tissue paper or crepe paper for decorative purposes. No exhibitor may bring into the exhibition area any explosive, gasoline, kerosene, acetylene or other fuel or combustibles. **All batteries in boats must be disconnected and all gas tanks must be sealed!! Please do this prior to move-in!!**

NOTE: There are several regulations in the Los Angeles City Fire Code, please see enclosed regulations sheet or contact show management with specific questions or problems.

FIRST AID

The First Aid station is located in the South Hall Lobby.

IDENTIFICATION SIGNS

Each exhibit will be provided with a sign listing the company name and booth number. Total Expo will hang larger signs as part of an exhibit. Pre-ordering sign and banner hanging is highly suggested.

LABOR

If you need assistance assembling your display, union laborers will be available for hire at the show through Total Expo. Union laborers are well-trained, experienced, hard working and a helpful addition to your crew. Please visit the Exhibitor Information section at www.losangelesboatshow.com for more details about union labor.

LOST & FOUND

Please return or claim lost items at the SCMA show office.

PARKING PASSES

The Los Angeles Convention Center charges \$12.00 per vehicle per day (cash, no credit cards or checks) for both visitors and exhibitors with no in/out privileges.

PLANT & FLOWER RENTALS

Short Term Plant Rental can provide decorative plants and flowers. Order forms can be found at www.losangelesboatshow.com under the Exhibitor Information section.

PLATFORMS & STEPS

All ramps, scaffolds, steps, and platforms over 24 inches used by the exhibitor **must have the approval of the Building and Safety Department, City of Los Angeles and will require a permit fee TBD.** Please see enclosed Scaffolding & Steps Information Sheet for more information. **A building permit application is also enclosed in this handbook.** For those exhibitors requiring platforms and steps in order for the public to view their boats please contact: Atlas Decking at (310) 322-5193. Order forms are included in this manual for your convenience. You must order in advance.

PRICE SIGNS

All booth signs should be of professional quality. No exhibitor shall display any sign whatsoever indicating “Boat Show Special”, “Reduced”, “Cut”, “Discount”, or “Package” price. Signs may only have one underlined price shown.

PUBLICITY

Please bring attention to any publicity information by using the enclosed media/publicity form. Simply complete the form and mail or fax the form to the SCMA staff.

REMOVAL OF EXHIBIT MATERIALS

No one will be allowed to remove any article from the show without a Pass Out Slip or Receipt. Exhibitors can obtain pass out slips at the show office.

SECURITY

The exhibit areas will be locked up securely one hour after the show closes each night. No one will be allowed in the exhibit area until one hour prior to the public opening each day, except opening day, unless special permission is obtained from the show office.

SHOW OFFICE

We maintain an Exhibitor's Service Office in the boat show office. We can:

- Call a cab
- Send out mail (stamps are available for purchase)
- Provide pens, pencils, paper, and envelopes
- Make a copy, send a fax

SIGN/BANNER HANGING

Total Expo can hang signs from the support beams in the exhibitor buildings. The beams will support a substantial amount of weight, but must be fitted with special sign hanging hardware, so it is important to contact Total Expo prior to move-in. Pre-ordering signs and banner hanging is highly suggested. Arrangements to hang electrical signs must be made with the convention center electrical department on the first day of move-in, Tuesday, February 7, 2012. Also, signs over 100 lbs. must be approved by the convention center to hang.

TELEPHONES

The Los Angeles Convention Center can provide telephone service. The Los Angeles Convention Center will only provide service; exhibitors must bring their own telephone. Order early to ensure service. Order forms can be found at www.losangelesboatshow.com under the Exhibitor Information section.

TRAILER/CAMPER PARKING

No boat trailers, house trailers, campers, or similar vehicles will be allowed to remain in the Los Angeles Convention Center parking lots following show closing each day. Contact Convention Center Parking with any camping requests.

WILL CALL

Will call is a free service provided for your convenience by SCMA at the box offices, allowing you to leave passes for your select customers, family, and friends. Please be considerate to your customers and guests; **if you tell anyone that you will leave them passes, please do so!** Include a business card or a note with your space location to assist your guests in finding you in the show. They will appreciate a hassle-free entry into the show.

MOVE-IN INFORMATION

Move-In to the Los Angeles Boat Show will begin **Tuesday, February 7th** for boats and **Wednesday, February 8th for booths**. Each exhibitor will receive a move-in schedule approximately two weeks before the show. The schedule will outline the date and time each exhibitor should begin to move into their space.

A great many exhibitors must be moved into their spaces in a very short period of time. *It is necessary that each exhibitor follow the move-in schedule as closely as possible so that there will be a minimum of delays and the show will open on time.* If you have any questions or problems concerning your move-in time, please contact show management.

EARLY ARRIVALS

For any boats arriving before their scheduled move-in time, there will be a staging area. The staging area will be located off-site because of other shows taking place at the convention center. A 24-hour guard will be stationed at the lot. More details will follow in the specific Move-In Schedule that will be mailed before the show.

LATE ARRIVALS

Boats not arriving on schedule will be moved to the end of the day's schedule, and any overtime involved in unloading and placement will be charged to the exhibitor.

CRANE SERVICE

5 ton, 14 ton, and 27 ton cranes will be available for boat placement during move-in and move-out. It is **IMPERATIVE** that ANY and ALL crane service be coordinated through an SCMA floor manager. Any overtime use of the crane will be at the exhibitor's expense, so be sure to plan ahead. If you have any unusual lifting needs, contact the SCMA office at (714) 633-7581 prior to move-in.

FORK LIFTS

Forklifts with drivers will be available during straight time hours to assist with Move-In. Handcarts will also be available for lighter loads, but will obviously be in great demand, so plan on bringing your own cart to expedite your Move-In. If you need a forklift to assist in boat placement it is **IMPERATIVE** that arrangements are made with the floor manager.

MOVE-IN INFORMATION

ADMISSION INFORMATION

Admission to the Los Angeles Boat Show is **\$12.00** for adults, with children under 12 admitted free. **Weekday Discount Coupons** will also be available at the SCMA website – www.scma.com.

The coupons, used in conjunction with extensive television, radio, newspaper, and magazine advertising are a very effective way of advertising the show.

NAME BADGES

Exhibitors will gain admission to the show using a name badge provided by the SCMA. The SCMA will provide a limited number of name badges to each exhibitor to be used for employees working your exhibit. These badges are valid for admission up to one hour before opening time each day. A form is provided for ordering name badges. **Please fill it out and fax to (714) 633-9498 or mail it to the SCMA office before Friday January 20, 2012** so that your badges will be ready when you arrive at the show. Badges and other show information can be picked up at the Show Office.

GUEST PASSES

In addition to name badges, each booth and bulk space exhibitor will receive **Guest Passes**. Each Guest Pass is good for one free admission to the show any time during regular show hours. **SCMA has additional Guest Passes available for their boat show exhibitors at the rate of \$6.00 (\$6.00 less than normal admission cost)**. They may be purchased any time at the boat show office. Under SCMA's program, you will only be charged for the tickets that are redeemed at the \$6.00 rate. We recommend that you use the Guest Passes to invite prospective buyers, good customers, or your family to the show as your guest. Guest passes are valid only during show hours (no early admission).

ADMISSION

HOTELS / MOTELS

Omni Los Angeles Hotel at California Plaza
(800) 843-6664 or (800) THE-OMNI
251 South Olive Street
Los Angeles, CA 90012

Holiday Inn
(213) 748-1291
1020 South Figueroa St.
Los Angeles, CA 90015

Los Angeles Days Inn
(213) 380-6910
457 S. Mariposa
Los Angeles, CA 90020

Ramada Inn Wilshire – Los Angeles
(213) 736-5222
3900 Wilshire Boulevard
Los Angeles, CA 90010

Econo Lodge & Suites
(323) 876-0330
7370 West Sunset Blvd
Los Angeles, CA 90046

RESTAURANTS

El Cholo
(323) 734-2773
1121 South Western Ave.
Mexican

Engine Co. No. 28
(213) 624-6996
644 South Figueroa St.
American

La Bella Cucina
(213) 623-0014
949 South Figueroa St.
Italian

The Original Pantry
(213) 972-9279
877 South Figueroa St.
Breakfast, Steaks, ribs

Pacific Dining Car
(213) 483-6000
1310 West 6th St.
Steaks & Seafood

Philippe
(213) 628-3781
1001 North Alameda St.
French Dipped Sandwiches

Taylor's Steak House
(213) 382-8449
3361 West 8th St.
Famous Steaks

Windows, Steaks & Martinis
(213) 746-1554
1150 South Olive St.
(located in Transamerica Bldg.)

RESTAURANTS

HAVE YOU ORDERED?

- ❑ FURNITURE, CARPETING, DECORATIONS, & LABOR
(Total Expo)
- ❑ BOOTH CLEANING
(Total Expo)
- ❑ TELEPHONE SERVICES
(Los Angeles Convention Center)
- ❑ TELEPHONE
(Bring Your Own)
- ❑ PLATFORMS & STEPS
(Atlas)
(Los Angeles Department of Building and Safety)
- ❑ ELECTRICITY
(Los Angeles Convention Center)
- ❑ FLOWERS & PLANTS
(Short Term Plant Rental)
- ❑ NAME BADGES & GUEST PASSES
(SCMA)
- ❑ MAILED FINAL PAYMENT
(SCMA)
- ❑ FILED YOUR CALIFORNIA SELLER'S PERMIT
(State Board of Equalization & SCMA)

OTHER HELPFUL PHONE NUMBERS:

New York Hardware	(213) 614-0023
Kinko's	(213) 627-6441
Ship Shape Yacht Service	(562) 431-8447
L.A. Taxi	(213) 627-7000
Independent Cab Co.	(213) 385-8294
Secure Transportation (Limos)	(800) 856-9994
Western Union	(800) 325-6000

RECEIVED FROM SCMA

DATE _____
BY _____

56th ANNUAL LOS ANGELES BOAT SHOW
NAME BADGE & GUEST PASS ORDER FORM
FILL IN AND FAX IMMEDIATELY TO: (714) 633-9498

MAIL TO: SCMA
1006 East Chapman Avenue
Orange, CA 92866

NAME BADGE LIST:

Legibly, PRINT the list of **employees** requiring name badges for admission to the show. PLEASE RETURN BY FRIDAY, January 20, 2012

1.	11.
2.	12.
3.	13.
4.	14.
5.	15.
6.	16.
7.	17.
8.	18.
9.	19.
10.	20.

We understand that we are to pick up name badges and Guest Passes at the BOAT SHOW OFFICE during Move-In.

Exhibitor Co. Name:	
Authorized By:	
Address:	
City, State, Zip:	
Telephone Number:	
Fax Number:	

CALIFORNIA SELLER'S PERMIT IMPORTANT INFORMATION!!

56th Annual Los Angeles Boat Show

IF YOU ARE:

1. A **new** SCMA exhibitor.
2. A company that has made changes that require a **new** seller's permit.

YOU NEED TO:

1. Complete a show seller's information form (enclosed in this manual) and mail it to SCMA for our permanent file.
2. Keep a copy of your seller's permit in your booth or exhibit.

IS THIS IMPORTANT?

YES!! Any business that sells a product in the State of California regardless of whether or not you actually sell at the show site needs to obtain a California Seller's Permit. You will not be allowed to participate in an SCMA boat show until you can provide this permit number or prove you are exempt as a non-taxable service. There is no fee for the permit.

The State Board of Equalization office located closest to the Los Angeles Convention Center is in Culver City. The phone number is (310) 342-1000. Hours are 8:00am to 5:00pm, Monday through Friday. Permits can be handled over the phone. Out of state exhibitors can obtain a temporary permit.

You will not be allowed to set up a display until we have the seller's permit information on file with your permit number on it! Please phone the SCMA with questions: (714) 633-7581. Thank you for your cooperation!

Mail Seller's Permit form to: SCMA
 1006 East Chapman Avenue
 Orange, CA 92866



LOS ANGELES BOAT SHOW • February 9-12, 2012

Subject: Boat Viewing Ramps & Platforms

The following is a list of prices for the installation of boat viewing ramps. The price of the ramps is governed by the length and height, and includes one (1) set of stairs. The height is set so that no stair tread is greater or less than seven (7) inches. If possible, a layout of your requirements should be returned with this form so we can quote a firm price based on your needs. Boats should be set in place so as to allow complete guard rails on both ramp and stairs.

5' x 10' to 69" \$850.00
5' x 15' to 69" \$1050.00
5' x 20' to 69" \$1250.00
5' x 25' to 69" \$1500.00
5' x 30' to 69" \$1925.00

Please return this form with your order as soon as possible so we can schedule your ramp.

Our prices have remained the same since 2001. Out of necessity, our terms are C.O.D.

If you need any additional information, give us a call.

Name of Company

Address _____

City, State, Zip _____

Phone _____ Booth _____

Boat or Display Name _____

Signature _____

Date _____

NOTE: AN ADDITIONAL PERMIT FEE OF APPROX. \$135.00 MAY BE CHARGED BY THE LOS ANGELES CITY BUILDING INSPECTOR UPON INSPECTION DURING MOVE-IN OF THE SHOW.

