



## **EXHIBITOR MANUAL**

### **Table of Contents**

Welcome Letter.....	Page 2
General Information.....	Page 3
Show Dates and Hours.....	Page 4
Frequently Asked Questions.....	Page 5
Hotel Accommodations.....	Page 6
Rules and Regulations.....	Page 7-9

### **ADDITIONAL FORMS**

Exhibitor Registration Form.....	Attached
Electrical Labor Order Form.....	Attached
Electrical Order Form.....	Attached
Computer Order Form.....	Attached
Audio/Video/Data Order Form.....	Attached
Request for Voice/Data Services Form.....	Attached
Oversized Machinery Display Form.....	Attached
Long Beach Convention & Entertainment Center Map.....	Attached
Local Freeway Map.....	Attached

THE 2009  
**TURFGRASS  
& LANDSCAPE**  
DESIGN • BUILD • MAINTAIN EXPO

Dear 2009 Turfgrass & Landscape Expo (TLE) Exhibitor:

November will be here before you know it and it is time to start planning for another successful show! This year we have moved to an exciting new location, the Long Beach Convention Center.

The information provided in this manual can help save you time and money, so please read it carefully and note the important deadlines and show regulations. Make sure you place any necessary orders early, to take advantage of the discounted rates the decorator and electrical companies are offering. Please do not wait until the day of the show to order your electricity, Internet, etc.

We are using the same decorator as last year to ensure an easy transition to Long Beach and have also made a forklift available free of charge to all exhibitors.

All of the forms, rules and regulations, information for exhibiting, as well as travel and hotel information are included in this Exhibitor Service Manual.

Please make sure that all staff members coordinating your participation know that the entire Exhibitor Service Manual is available online at [www.LandscapeOnline.com](http://www.LandscapeOnline.com), by clicking on the tab labeled, "Exhibitor Information." If you would like to obtain a CD containing the exhibitor manual rather than downloading it from our web site, please let me know.

Remember to book your hotel early to take advantage of the discounted blocking booking rates we have arranged.

Note: Exhibitors who intend to have a vehicle on display in their indoor booth must complete and submit the VEHICLE DISPLAY form to expedite the move-in process. Please also make sure you send in your insurance certificate to us BEFORE the show.

We are dedicated to making this year's event a tremendous success and look forward to working with you in the weeks!

Sincerely,

Margot Boyer  
Show Manager  
(714) 979-5276 Ext. 123  
[tinfo@landscapeonline.com](mailto:tinfo@landscapeonline.com)



## General Information

## On-Site Registration Hours

Exhibit Hall Registration	8:30 AM - 2:30 PM
Seminar Registration	8:00 AM - 12:30 PM

## Show Colors

Black/Ivory

## Exhibitor Parking

There will not be a charge for parking during Move In and Move Out times and a pass will be issued to you with In/Out privileges.

During show hours all exhibitor vehicles will use the Arena Lot at a charge of \$10.00/day (Oversized vehicles will be subject to an additional charge).

## Forklift and Material Handling

LCI will provide a FREE forklift with a driver for Exhibitors during move in and move out. This service is available from 8:00 AM until 4:00 PM during move in and from 2:30 on the day of move out until 8:00 PM. After that time additional costs will be applied. Please view the decorator packet for pricing information.

## ATM Machines

There is an ATM machine located in the exhibit hall as well as in the lobby of Hall C.

## Official Expo Service Providers

### Decorator

EZ Expo Services  
440 E. Bonita Ave  
Pomona, CA 91768  
Ph: (909) 624-1697  
Fax: (909) 626-6589  
gerry@sprezrents.com

### Electrical Company

Edlen Electrical Services  
715 Hundley Way  
Placentia, CA 92870  
Ph: (714) 985-1800  
Fax: (714) 985-1481  
anaheim@edlen.com

### Audio Visual

Projection Presentation Technology  
Long Beach Convention Center,  
300 East Ocean Blvd  
Long Beach, CA 90802  
Ph: (562) 499-7546  
Fax: (562) 499-7683  
Event#: 119122LA

### Catering

Savor  
Jennifer Christ  
Convention Services Catering Manager  
Long Beach Convention Center  
300 East Ocean Blvd  
Long Beach, CA 90802.  
Ph: (562) 499-7565  
Fax: (624) 499-7532  
jchrist@smgcatering.com

### Voice Data Services

Priority Networks  
Long Beach Convention Center  
300 East Ocean Blvd  
Long Beach, CA 90802  
Ph: (800) 214-7780  
Fax: (562) 499-7610  
csr@prioritynetworks.com

For Additional Questions or Concerns:  
Contact: Margot Boyer  
(714) 979-5276 Ext.123  
mboyer@landscapeonline.com

# THE 2009 TURFGRASS & LANDSCAPE DESIGN • BUILD • MAINTAIN EXPO

## Show Dates and Hours

**Wednesday, November 4**                      **9:00 – 2:30 PM**  
**Thursday, November 5**                      **9:00 – 2:30 PM**

### Move-In Hours:

Tuesday, November 3                      8:00 – 8:00 PM

All Exhibits must be complete by 8:00PM on Tuesday November 3, 2009. If an exhibitor fails to install in its assigned space by that time, LCI reserves the right to take possession of the space and no refund will be provided to the exhibitor.

### Move-Out Hours:

Thursday, November 5                      2:30 – Midnight

Early teardown is not allowed. All members of the public must be out of hall before vehicles are allowed to enter for teardown. All exhibits must be removed from the Long Beach Convention Center by 12:00 Midnight, Thursday, November 5, 2009. All exhibitor displays or materials left in booths after this time will be packed and shipped at the discretion of show management, and all applicable service charges will be applied to the exhibitor.

### Exhibitor Badges:

Please register your booth staff in advance to save time using the Staff Registration Form in this exhibitor manual and fax to (714) 979-3543.

The exhibit booth staff can pick up their badges at the Exhibitor Registration Counter from 8:30 AM - 5:00 PM on Tuesday, November 3, 2009, or at 8:00 AM on Wednesday, November 4 and Thursday, November 5, 2009.

### Address:

Long Beach Convention Center  
300 E. Ocean Blvd  
Long Beach, CA 90802

### Indoor Booth Sizes

Inline 10' x 10' and endcaps are draped  
10' x 20' and larger booths are floor  
marked only.

### Outdoor Booth Sizes

20' x 10', 20' x 18', 20' x 35'

The following information must be provided to Landscape Communications, Inc. (LCI) BEFORE you exhibit. Please either fax your certificate to (714) 979-3543 or mail a copy to LCI, 14771 Plaza Drive, Suite M, Tustin, CA 92780.

Please also make sure LCI is named as an additional insured.

### Certificates of Insurance:

Exhibitors **must** maintain Commercial General Liability and Blanket Contractual Liability insurance. The limits for bodily injury and property damage combined shall be at least \$1,000,000. Certificates of insurance stating such limits shall also state the policy may not be cancelled without 15 days advance written notice to LCI.

All property of the Exhibitor is understood to remain in their custody and control in transit to or from the confines of the exhibit hall, subject to the Official Rules and Regulations as agreed on the Exhibit Space Contract.

**Expo and/or Institute Exhibiting companies must provide certificates of insurance evidencing the required insurance coverage.**

This coverage must be in effect November 3, 2009 through November 06, 2009 for the Expo.

LCI must be named as an additional insured on certificate. These certificates must be provided to LCI prior to exhibiting at the show. Failure to provide the certificate will cause the exhibitor to be prevented from exhibiting at the show and the said exhibitor shall forfeit all monies paid for at the said event.

For Additional Questions or Concerns:  
Contact: Margot Boyer  
(714) 979-5276 Ext.123  
mboyer@landscapeonline.com



## Frequently Asked Questions

### ***Where Can I Find Information Regarding Seminars?***

Please visit the Landscape Online website at:

[www.LandscapeOnline.com](http://www.LandscapeOnline.com)

Click on one of the 2009 Turfgrass & Landscape Expo banner ads to be directed to the TLE expo information center. Then select the "Seminar Schedule" Link on the left side of the page for information regarding seminars.

### ***Is There A Current List of Exhibitors?***

Please visit the Landscape Online website at:

[www.LandscapeOnline.com](http://www.LandscapeOnline.com)

Click on one of the 2009 Turfgrass & Landscape Expo banner ads to be directed to the TLE expo information center. Then select the "List of 2009 Exhibitors" Link on the left side of the page for a current list of 2009 exhibitors.

### ***Who Can I Contact For Assistance With My Booth?***

All inquiries related to booth setup, (For example, cleaning services, banner hanging or furniture requests) should be directed to the official show decorator:

EZ Party Rents (909) 624-1697.

All other questions should be directed to:

Margot Boyer (714) 979-5276 Ext. 123

### ***Are Any Discounted Hotel Rates Available?***

Block/Courtesy bookings have been arranged at several area hotels. Please note that these discounted rates will only be available until October 5, 2009. Refer to the hotel accommodations section of this manual for additional information.

### **Show Management:**

Landscape Communications, Inc.  
14771 Plaza Drive, Suite M  
Tustin, CA 92780  
Ph: (714) 979-5276  
Fax: (714) 979-3543  
[tleinfo@landscapeonline.com](mailto:tleinfo@landscapeonline.com)

### **Exhibit Hall Hours:**

Wednesday, November 4, 2009  
9:00 AM – 2:30 PM

Thursday, November 5, 2009  
9:00 AM – 2:30 PM

### **Seminar Hours:**

Wednesday, November 4, 2009  
1-hour Seminars:  
8:30 AM – 1:30 PM

2-hour Seminars:  
8:30 AM – 10:30 AM  
10:30 AM – 12:30 PM

Thursday, November 5, 2009  
1-hour Seminars:  
8:30 AM – 1:30 PM  
2-hour Seminars:  
10:30 AM – 12:30 PM  
11:30 AM – 1:30 PM

### **Registration Hours**

Wednesday, November 4, 2009  
9:00 AM – 2:30 PM

\* Registration will open at 8:00 AM for seminars starting at 8:30 AM

Thursday, November 5, 2009  
9:00 AM – 2:30 PM

\* Registration will open at 8:00 AM for seminars starting at 8:30 AM

For Additional Questions or Concerns:  
Contact: Margot Boyer  
(714) 979-5276 Ext.123  
[mboyer@landscapeonline.com](mailto:mboyer@landscapeonline.com)



## **Hotel Accommodations**

**EXPO RATES:** Block/Courtesy bookings have been arranged at the following local hotels. Please note that these discounted rates will only be available until October 5, 2009.

### **Westin Hotel**

(Nearest to the Long Beach Convention Center)

Rate: \$149 per night plus tax

(562) 436-3000

<http://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0902188993&key=75C4E>

### **Best Western Hotel at the Long Beach Convention Center**

Rate: \$109 per night plus tax

(562) 285-0281

\*Please refer to the "Landscape Group" for discounted rates

### **Hilton Long Beach & Executive Meeting Room Center**

\* Please note this hotel is not within easy walking distance of Hall C

Rate: \$139 per night plus tax

(562) 983-3423

<http://www.hilton.com/en/hi/groups/personalized/LGBLHHF-TUR-20091103/index.jhtml>

## **Deadline Date**

Hotel reservations should be made as far in advance as possible. The deadline to guarantee block/courtesy rates is October 5, 2009, however, additional rooms may still be available after the deadline at a higher rate.

## **Cancellation Policy**

Reservations must be cancelled at least two days prior to the arrival date to avoid a "No Show" charge, which consists of one night's room rate plus tax.





## **RULES AND REGULATIONS**

### **Insurance:**

It shall be the responsibility of the exhibitor to maintain Commercial General Liability Insurance and Blanket Contractual Liability Insurance. The limits for bodily injury and property damage combined shall be at least \$1,000,000.00. Certificates of Insurance stating such minimum limits shall also provide that the policy may not be canceled without fifteen (15) days advance written notice to Landscape Communications, Inc. (LCI). Also property of Exhibitor is understood to remain under its custody and control in transit to or from the confines of the Exhibit area, subject to the Official Rules and Regulations. Each Exhibitor must provide certification of coverage that demonstrates compliance with these requirements, and should be provided to the Show Management BEFORE the show. Please either fax the information to 714.979.3543 or mail to Landscape Communications, Inc. 14771 Plaza Drive, Suite M, Tustin, CA 92780 Attention: Margot Boyer.

### **Exposition Cancellation:**

Should any event occur beyond the control of LCI which delays, prevents or renders impracticable the obligations LCI has agreed to herein, LCI shall not be held liable for any expense or loss incurred by the exhibitor, except such portion of the space fee as is calculated by LCI which may be refunded to the exhibitor after reduction is made of LCI's expenditures and commitments.

### **Service Contractor:**

LCI will appoint an official service contractor prior to show. LCI will designate contractors to provide various services to the exhibitor. Such contractors will provide all show services other than supervision of construction of the exhibitor's space, which is to be performed by an authorized representative of the exhibitor. Exhibitor personnel can move and erect their own "products" or "equipment". The Exhibitor Service Manual will outline all spotting fees and regulations.

All exhibitors must use LCI's choice for the official service contractor. LCI's show manager can make an exception to this ruling for independent service contractors only in cases where permission has been requested in writing by the exhibitor and received by LCI before October 14, 2009. Notification from an independent service contractor is not acceptable. Any request must come from the exhibitor and will not be considered if made by telephone or by a third party. FAX communication is acceptable. Contractors must carry insurance acceptable to LCI and provide LCI with certificates of insurance.

All employees, representatives or agents representing the exhibitor (including independent service contractors) must be fully identified by the official LCI badge. The official drayage contractor will have complete control of all loading facilities. The official drayage contractor will receive all direct and advance shipments and van loads, handle all freight and provide all rigging, labor and equipment. All services not ordered in advance must be procured through the official service contractor.



## **RULES AND REGULATIONS continued**

### **Types of Displays:**

Show management reserves the right at any time to refuse the rental of exhibit space to any company whose display of goods or services are not, in the opinion of show management, compatible with the general character and objectives of the Expo, or to remove or change exhibits it finds offensive.

### **Subletting of Exhibit Space:**

Exhibitors are prohibited from assigning or subletting booths or any part of the space allotted them except upon written permission from LCI.

### **Liability:**

Neither the LCI nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or to the exhibitor's employees or property from any cause whatsoever including administrative errors in assigning, designating or denoting exhibit and booth space(s). Under no circumstances will LCI be liable for lost profits or other incidental damages. LCI shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of LCI. LCI shall not be liable for any injury whatsoever to property of the exhibitor or to person conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitor agrees to abide by existing agreements and regulations covering the use of services or labor in the exhibit facility. The exhibitor assumes full responsibility and liability for the actions of its agents, employees, or independent contractors, whether acting within or without the scope of their authority resulting directly or indirectly, or jointly, from other causes which arise because the actions or omissions of its agents, employees or independent contractors, whether acting within or without the scope of authority.

These Official Show Rules and Regulations become a part of and are incorporated into the Official Contract for Exhibit space. There is no other agreement or warranty between the exhibitor and LCI except as set forth in this document. The rights of LCI under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of LCI. California law shall govern this contract.

### **Security:**

Semi-secure conditions will prevail for all hours when the Exhibit is closed. Valuable items are the responsibility of the individual exhibitors and should be secured when the exhibits are not open. Security personnel will be on duty, but the presence of such personnel shall not be deemed to increase the liability of LCI, its members, representatives or official service contractors, employees of the Fairgrounds, its representatives and employees.





## **RULES AND REGULATIONS continued**

### **Defacement of Facility:**

Exhibitors are directly responsible for any damage to the event venue. Nothing may be affixed to any wall, ceiling or floor without express written permission to show management. Any damage caused by equipment or an individual will be the direct responsibility of the exhibitor.

### **Fire and Safety Regulations:**

Gasoline operated vehicles on inside display must have all fuel removed from the tanks. Fuel tank gas caps must be locked or taped, battery cables must be disconnected or taped. No LP tanks, empty or filled, are authorized to be stored in the building. All rotary mower blades must be removed or rendered inoperative. No gasoline or other type of fuel-operated engines may be demonstrated inside the exhibit hall during the Expo. See show management for questions regarding outdoor regulations.

### **Space Regulations:**

All demonstrations, advertising and promotional activities of an exhibitor must be confined to the limits of the assigned exhibit space or designated demonstration areas. Exhibitors must take every reasonable precaution to minimize the noise of operating exhibits. Noise levels objectionable to other exhibitors will not be permitted.

Exhibitors may sell product only if LCI receives a copy of the Exhibitor's Business License and California Sellers Permit by date indicated in Exhibitor Manual. Neither LCI nor its agents or representatives will be responsible for any sales tax or penalties, it is the sole responsibility of the Exhibitor to collect and pay all sales tax for any and all sales during the expo. Exhibitors may advertise product discounts on future delivery orders in the exhibit area. Exhibitors may not use the term "raffle" in any promotion. Money cannot be exchanged during the Expo for any "opportunity drawing" (a term that is suggested). The use of gambling or gambling equipment in the exhibit and in promotion is strictly prohibited. LCI reserves the right to stop any product demonstration during the Expo, which is determined by show management to be a safety hazard.

### **Reservation of Right to Make Changes:**

Any matters not specifically covered herein are subject to decision by LCI. LCI reserves the right to make such changes, amendments and additions to these rules as considered advisable for the proper conduct of the Exposition, with the provision that all exhibitors will be advised of the change.