

# Trade Show Facts

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## Western Fairs Association Convention & Trade Show January 3-6, 2016

### Trade Show, January 4 & 5

#### Trade Show Dates and Location:

January 4 & 5, 2016

Anaheim Marriott, Marquis Ballroom

#### Trade Show Hours:

<b>Date:</b>	Monday, January 4	Tuesday, January 5
<b>Time:</b>	12-4 pm	12:30-3:30 pm

#### Exhibit Set-Up:

<b>Date:</b>	Sunday, January 3	Monday, January 4
<b>Time:</b>	9 am-5 pm	8 am-11:45 am

Exhibitors needing additional time must contact Trade Show Manager Liz Waxstein ([lizw@fairsnet.org](mailto:lizw@fairsnet.org)) before December 15, 2015. **Set-Up must be complete by 11:45 am, Monday, January 4.**

#### Exhibitor Badges: *Please see the new badge policy for exhibitors.*

**NEW:** Exhibitors will receive four (4) complimentary badges for one, 10' x 8' booth, and two (2) complimentary badges for each booth thereafter.

*For Example: Exhibitors who have two booths will receive six (6) total complimentary badges; exhibitors who have three booths will receive eight (8) total complimentary badges.*

*Additional badges, (above and beyond the example above) are **\$25 each**, (\$50 each onsite) and **all badges will reflect the name of the company who has reserved the booth.***

#### Exhibitor Registration:

Everyone who attends the convention must register. Filling out the Trade Show reservation form does not register you for the convention. By registering you let us know, how many people will be in your booth, what name to put on the badge, and allows you to purchase tickets to events that require an additional fee or ticket.

To register for badges and buy tickets for ticketed events, [click here](#). Registration closes **December 11, 2015**, and additional fees apply when you register onsite.

#### Company Description:

Please fill-out the **attached form** with your 30-words or less description of your company, product or act. To guarantee inclusion in the Convention materials, forms are due no later than **December 11, 2015**.

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#### Room Reservations:

The Anaheim Marriott is offering a \$99 (+ tax) room rate to convention attendees when you make your reservation before **December 11, 2015**.

Anaheim Marriott  
700 West Convention Way  
Anaheim, CA 92802

You can reserve your room two-ways: By calling 1(877) 622-3056, and referencing the **WFA Convention**, or online by going to our dedicated [reservations](#) webpage.

#### Booth Details:

Single exhibit booths measure 10' wide and 8' deep with 8' high back drape and 36" high side drape. All drapes are black, and each booth has one-7" x 44", two-line identification sign. The show floor is carpeted.

Exhibits should not exceed 8' high without permission from management, and may not exceed 8', in depth.

#### Exhibit Tear Down:

All booth exhibits **must** be removed before 7 pm on Tuesday January 6, but **may not** be removed before 3:30 pm.

#### Setting-Up Your Exhibit:

Exhibitors may install and remove their booth as long as those doing the work are full-time employees of your company.

You may hand-carry one load in through the exhibitor entrance only. No dollies, carts or pallet jacks can be used for "hand-carried loads." Cart loads require an **\$85 cart charge** each way.

#### Electricity:

Electricity for your booth must be purchased through Encore Event Technologies and the Anaheim Marriott. (see attached form) Fax completed form to (714) 748-2476. (5 amps, discounted rate, \$104 for two-days)

#### Show Decorator: **Shepard Exposition Services**

Due to exhibitor feedback, we are using a new decorator in Anaheim. Please see the attached [Exhibitor Kit](#) to order tables and chairs. Discount deadline is **December 11, 2015**.

#### Insurance Requirements:

Every exhibitor is required to furnish an original certificate of insurance to the WFA office prior to exhibiting. The certificate must cover January 3-5, 2016 and coverage must be for General Liability with a combined single limit minimum of \$1,000,000 and be on an occurrence policy naming WFA and the Anaheim Marriott as an additional insured.

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#### Shipping Instructions:

Exhibits shipped to the Shepard warehouse must be shipped before December 25, 2015. Shipping label must include: **(Company Name, and Booth #) Western Fairs Association Convention & Trade Show, c/o Shepard Exposition Services, 2315 E. Locust Court, Ontario, CA 91761.**

Exhibits shipped directly to the Anaheim Marriott may not arrive before January 3, 2016. Shipping label must include: **c/o Shepard Exposition Services, (Company Name, and Booth #) Western Fairs Association Convention & Trade Show, Anaheim Marriott, 700 West Convention Way, Anaheim, CA 92802.**

#### Animals:

Exhibitors who use animals in their exhibit must send show management a list of those animals being exhibited during the show. Send list to [lizw@faisnet.org](mailto:lizw@faisnet.org).

#### Cooking & Sampling:

Cooking and sampling must be approved by show management and the Anaheim Catering Department, and will incur the following additional charges: **Two-days, per exhibitor to cook one item each day: \$100. Two-days, per exhibitor to repeatedly cook and/or refresh several items each day: \$200.** To request kitchen use, please fill-out the **attached form** and return to trade show manager Liz Waxstein at [lizw@fairsnet.org](mailto:lizw@fairsnet.org), no later than **December 11, 2015.**

#### Demos & Performances:

Demonstrations and performances in exhibit booths cannot disturb, disrupt or hinder adjacent exhibitors and their patrons or, extend to the aisle ways. Musical instruments may be used only without P.A. systems. No hazing, smoking or fog is permitted with any exhibit.

#### Motorized Vehicles:

Batteries in all motorized vehicles must either be removed or disconnected. Fuel tanks must be less than a quarter full and must be locked or sealed with tape. The hotel requires that visqueen be placed under all motorized vehicles.

#### Drawings:

WFA will hold drawings for attendees on Tuesday during the Trade Show. You are responsible for any drawings at your booth and WFA will not announce winners for booth drawings. All drawings must be approved by show management. ([lizw@fairsnet.org](mailto:lizw@fairsnet.org).)

#### Coke Lounge:

The Coke Lounge provides food and beverage for those visiting your booths; while helping to retain people in the Trade Show. Exhibitors should eat lunch before the show, and refrain from eating in your booth.

# Marketing Opportunities

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## Western Fairs Association Convention & Trade Show January 3-6, 2016

### Showcase:

A Showcase is your 15-minute audition in front of fair entertainment buyers. There are several opportunities to showcase your musical group, magic show or dance act in front of fair CEOs, directors, and fair entertainment buyers. [Click here](#) for showcase details and applications.

### Video Showcase:

A Video Showcase is your 90 second "commercial" for grounds acts, interactive exhibits, and nonmusical entertainment, advertising your product or act. Video showcase slots are reserved for WFA members and must have purchased a Trade Show booth. The 90 second videos will be featured during the Showcase acts stage turnovers. Our video engineer will add your "business card" at the end of your video which will include: 1) Your name and business or act name 2) Trade Show booth number 3) phone number, email address, and website.

Videos must be submitted by November 15, 2015 and a \$75 fee must be included. Check the WFA website for an updated application.

### Found Space Acts Showcase:

**NEW:** This Showcase opportunity is for entertainers who can perform in a 8' x 8' space. This is not a strolling opportunity. Those selected, will showcase during the Welcome Reception at the Anaheim Marriott on Sunday, January 3. [Click here](#) for the application and details. A \$300 fee applies.

### Bag Stuff:

Put your advertisement in every Convention attendees' hands through WFA's *Bag Stuff Program*. Send 1,200 fliers or promotional items to the WFA office by December 11, 2015 and we will include it in every giveaway bag. Cost: \$500 per every 1,200 items when purchased with a Trade Show booth, \$900 per 1,200 items when purchased without a Trade Show booth. Size limitations may apply. Call Liz at (916) 927.3100 for more details.