

# Exhibitor Information and Guidelines

## Exhibitor/Sponsor Signup

Sign up to exhibit and sponsor begins January 18<sup>th</sup> and closes October 15<sup>th</sup>. Booth spaces are limited and are therefore subject to availability. No booth space reservations are final until the completed contract(s) and full payment have been received.

## Refund/Cancellation Policy

Booth spaces are nontransferable and nonrefundable. In the event that government mandate should limit travel, conditions necessitate a format change (host virtually for example), or should we need to cancel the events altogether, full refunds or fee transfers shall be offered to all affected vendors.

## Insurance Requirements

Exhibitors must submit proof of insurance to Malcolm Media prior to the event with combined single limits (CSL) coverage of no less than \$500,000 per occurrence. The certificate of insurance must list Malcolm Media and the applicable fairgrounds (Citrus Fairgrounds, Big Fresno Fairgrounds or Stanislaus County Fairgrounds) as additional insured.

## Sponsors

Please submit your top choices for booth space as soon as requested, along with your high-res logo. Booth spaces are subject to availability so this must be done well in advance to ensure the desired booth(s) is available. You may bring up to 3 banners for Malcolm Media staff to hang in high profile locations on setup day. If you reserved a special sponsorship such as coffee, tote bags, etc. please ship all materials ahead of time to ensure we have them on hand for the day of the event.

## Booth Set-up

Standard display booth size is 10 feet wide and 8 feet deep. Large equipment booth size is 20 feet by 20 feet. No part of the exhibit may extend beyond these dimensions. Be courteous. If you need more space, plan accordingly and reserve more space. If your exhibit doesn't fit, it will need to be modified until it does. Tables, chairs, skirting, etc., must be arranged for by each exhibitor. An 8' table and two chairs may be provided if requested and paid for in advance. Please do not remove tables and chairs from other booth areas. Electricity is also provided upon request. We suggest you bring a 25' extension cord just in case. **It is highly advisable to pick up your credentials on set-up day.** Waiting until the morning of the expo will most likely cause delay in getting to your booth. Set-up is the **DAY BEFORE** the expo, from 1pm to 5pm. Please do not arrive early for setup. ***There is no set-up on expo day!***

## Exhibit Hours

Exhibit hours are from 7am to 2pm on expo day. Lunch and breakfast are complimentary.

## Breakdown Hours

Breakdown is at the conclusion of the event from 2pm to 4pm. No exhibitor may begin dismantling prior to 2pm on the day of the expo. All exhibits must be removed by 4pm on expo day.

## Contact

Hyrum Malcolm: Expo Manager  
Email: [hyrum@malcolmmmedia.com](mailto:hyrum@malcolmmmedia.com)  
Office: 559-298-6020 ext.107  
Cell: 559-203-4468

Marina Malcolm: Exhibitor Relations Manager  
Email: [marina@malcolmmmedia.com](mailto:marina@malcolmmmedia.com)  
Office: 559-298-6020 ext. 102