



South Coast Winery Resort & Spa
34843 Rancho California Road
Temecula, CA 92591
www.wineresort.com

Exhibitor Information & Horticultural Trade Fair Guidelines

At the South Coast Winery Resort & Spa
34843 Rancho California Road, Temecula, CA www.wineresort.com
In the scenic Wine Country of Temecula
June 2nd & 3rd 2010

*Horticultural Trade Fair Showcase starts on Wednesday June 2nd from 6:00 – 8:00 pm
during the Grand Opening Cocktail Reception and continues on
Thursday June 3rd from 10:00 am – 4:00 pm*

Every effort has been made by the San Diego County Flower & Plant Association (SDCF&PA) to place you in the area of your choice. However, in cases of necessity for the total benefit and operation of the show, some placement may be modified. In cooperation with your fellow exhibitors, we ask that you follow these few guidelines:

- * Each booth comes with 6' display table and a chair.
- * Back drops, dividers and curtains are not available.
- * Umbrella's for shade are available for an added cost.
- * Exhibitors are asked not to assign, or sublet any portion, whole or part, of their booth space to any other party to exhibit their product without written consent of SDCF&PA.
- * Exhibitors are prohibited from using any type of sound system and to confine their activities and demonstrations to the space in which they are assigned.
- * Exhibitors will not be permitted to distribute samples, souvenirs or literature except from their own displays.
- * No flammable substances are allowed on the premises of the South Coast Winery.
- * No items (i.e. tables, chairs, product) should be placed outside of the confines of your exhibit space during show hours. Literature on display shall be limited to reasonable quantities with excess stored in an obscure space.
- * Exhibit contents shall have a direct relationship to the horticultural industry and shall represent products and services sold by the exhibiting company.

San Diego County Flower & Plant Association
• 5600 Avenida Encinas, Suite 108 • Carlsbad, CA 92008 •
• (760) 431-2572 • Fax: (760) 431-8834 • E-mail: info@flowerandplant.org •





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Set-up & Take-down

- * All display materials must be delivered and set up between the hours of 8:00 AM to 5:00 PM on Wednesday June 2nd.
- * Loading and unloading can be done from the access road to the east side of the courtyard.
- * Final touches to your display must be completed by the time the showcase opens at 6:00 PM on June 2nd or by 9:00 am on June 3rd if you are coming from the CA Grown Show. Exhibitors are responsible for bringing their own materials to the show and setting up their own displays.
- * No outside assistance is available. No forklifts, bobcats, dollies or handcarts are available. Exhibitors shipping by a third party need to have staff available to accept the delivery.
- * No display may be dismantled or packing started before the show officially closes at 4p.m. on Wednesday, June 3rd. If you would like to donate your plants to the 'Plant Sale' to raise money for our scholarship Fund, we ask that you move them to the designated Plant Sale Area."
- * The sale of material used as display items in the exhibit booth is permitted. However, the purchaser will not be permitted to remove the items from the exhibit hall until the showcase officially closes.

Insurance

While the SDCF&PA's liability insurance is in effect, it is recommended that exhibitors consult their insurance companies for proper coverage on exhibit material. Any damage incurred to display materials, buildings, vehicles, etc. will be the responsibility of the exhibitor involved.

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