

# SEA OTTER CLASSIC



APRIL 11-14 | 2019

LAGUNA SECA RECREATION AREA, MONTEREY, CALIFORNIA

2019 EXHIBITOR MANUAL

# WELCOME TO THE SEA OTTER CLASSIC!

*Each April more than 70,000 cycling enthusiasts descend upon the historic Laguna Seca Recreation Area in scenic Monterey, California to attend the world's largest, most successful consumer bicycle event – the Sea Otter Classic.*

*As a participating Sea Otter exhibitor, we are delighted to provide you with the following Exhibitor Services Manual which includes everything you need to know about showcasing your brand at the Sea Otter Classic in 2019. For additional questions or concerns, contact [Sarah Timleck](#) or call 250-516-7150.*

*We look forward to seeing you at Sea Otter Classic in 2019!*

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# EXHIBITOR SERVICES

## EXPO LOCATION

Laguna Seca Recreation Area 1021 Monterey Salinas Highway, Salinas, CA 93908

## EXPO HOURS

Thursday, April 11	9:00 a.m. – 5:00 p.m.
Friday, April 12	9:00 a.m. – 6:00 p.m.
Saturday, April 13	9:00 a.m. – 6:00 p.m.
Sunday, April 14	9:00 a.m. – 4:00 p.m.

## MOVING IN AND OUT

### MOVE IN

**Please note: in 2019 there will be NO EXHIBITOR MOVE IN scheduled for Thursday morning. Should you need to make specific move in arrangements due to an inability to meet the schedule below, please contact [Sarah Timleck](#)**

**Even if you have participated in the expo in previous years, steps and times have changed, so please read this section for instructions on check in and set up. Please share this information with the individual(s) responsible for setting up your booth at Sea Otter.**

### Exhibitor Move-In Days:

Monday, April 8	10:00 a.m. – 5:00 p.m.
Tuesday, April 9	8:00 a.m. – 5:00 p.m.
Wednesday, April 10	7:00 a.m. – 6:00 p.m.

Teams Parking Behind the Newman Building may move in Wednesday, April 10 between 7:00 am and 6:00 pm.

### What to do when you arrive:

1. Follow the signs to Exhibitor Check In - now located next to the Gran Fondo Services area in the paddock. To view this area on the map, click [here](#).
2. When you arrive at Exhibitor Check In park your vehicle and proceed into the tent to receive your parking passes and wristbands. This is a great time to ask questions and confirm your booth location.  
**Please note:** wristbands are used during the event and must be shown/worn to enter the marketplace.
3. Once you have checked in please follow the signs to Exhibitor Services located in the Lakebed and from there you will be directed to your booth space. If you are unsure about your exact location, please ask one of our designated expo workers.
4. When you arrive at your booth, please unload your supplies and move your vehicle to the Turn 5 parking lot (BLUE 3 Park signage).



**Important notes regarding move in times:**

- Exhibitors can make arrangements for earlier move in by contacting [Sarah](#) via email or by phone at **250-516-7150**.
- All exhibitors with booth space larger than a 20 x 20 or who plan to place a trailer in their booth space are strongly encouraged to set up on either Monday, April 8, or Tuesday, April 9.

**Important information for exhibitors:**

- Security will be on-site from 6:00 p.m. on Tuesday, April 9, 2019 until 7:00 a.m. Monday, April 15, 2019. Sea Otter Classic is not responsible for any lost or stolen items and does not recommend leaving any merchandise in an unattended booth.
- During the event, vehicle load/unload hours and other vehicle restrictions will be enforced, including a 20-foot fire lane requirement throughout the venue.
- Loading or unloading of vehicles inside the Expo must be outside of Expo hours Thursday-Sunday.

**Important information regarding exhibitor parking:**

- Parking at Laguna Seca is at a premium, and we strongly encourage exhibitors to ride share and carpool where possible. There are a limited number of sponsor and exhibitor parking spaces in the Exhibitor/Sponsor parking on Turn Five, and those spaces will be filled on a first come, first served basis. If you typically use your vehicle to store product during the show, please contact [Sarah](#) regarding utilizing our convenient onsite storage containers.
- Reminder: If you need to drop off product at your booth during show hours, you are welcome to take your vehicle down to the Exhibitor Services container where our operations team will be happy to deliver your product to your booth. For assistance with after-hours booth deliveries please contact [Skip](#) at **831-751-6806**.
- If you need to park in Wolf Hill parking, please be aware that there are golf cart shuttles available to shuttle exhibitors from parking to the expo.
- Those exhibitors needing to park Trailers or Vehicles overnight will be directed to Long Term Vehicle/Trailer Parking for the event. Overnight parking of trailers and trucks will not be allowed in the Turn 5 parking lot.

If you have any questions whatsoever regarding move in, parking, long term parking or booth set up, please email [Sarah](#) or call **250-516-7150**.

**MOVE OUT*****Exhibitors may tear down during the following times:***

Sunday, April 14	4:00 p.m. – 8:00 p.m.
Monday, April 15	8:00 a.m. – 5:00 p.m.



## SHIPPING & RECEIVING

**VERY IMPORTANT:** Please be advised there is no area or staff to receive and store shipments of any kind at Laguna Seca Recreation Area before the event begins. Sea Otter Classic works with a local company, TriCord Tradeshow Services, to handle your shipping needs.

### INBOUND SHIPPING

All inbound freight will be shipped to TriCord who will store your freight and deliver it to your booth. For all inbound shipments please complete the proper labels on the forms which can be found in the links below, clearly label each shipment with "Sea Otter Classic" and list the category of items enclosed.

Direct Kit forms can be found [here](#).

### TRICORD ON-SITE MOVE-IN OFFICE HOURS FOR EXHIBITORS AND SPONSORS:

Monday, April 8	By appointment only
Tuesday, April 9	8:00 a.m. – 5:00 p.m.
Wednesday, April 10	8:00 a.m. – 12:00 p.m.
Sunday, April 14	12:00 p.m. – 8:00 p.m.

### OUTBOUND SHIPPING

Starting at noon on Sunday, April 14, TriCord Tradeshow Services will be on hand to help sponsors and exhibitors with outbound freight. If you did not use TriCord's inbound material handling services but plan on using their outbound material handling services, you will need to complete the necessary forms and return them to the TriCord trailer by 12:00 p.m. on Sunday, April 14, 2019. Late orders are subject to a 25% late fee.

You can find the TriCord shipping forms and information for shipping your product [here](#).

Outbound shipping forms can be found [here](#).

For all shipping questions you may contact TriCord Management at **831-883-8600** or visit [www.tricord.net](http://www.tricord.net).



## PARKING AND FESTIVAL PASSES FOR EXHIBITORS

In 2019, exhibitors are entitled to **ONE** parking pass and four event wristbands per 10x10 space purchased.

### Important updated information:

- Parking at Laguna Seca is at a premium, and we strongly encourage exhibitors to ride share and carpool where possible. There are a limited number of sponsor and exhibitor parking spaces in the Exhibitor/Sponsor parking on Turn Five, and those spaces will be filled on a first come, first served basis. If you typically use your vehicle to store product during the show, please contact [Sarah](#) regarding utilizing our convenient onsite storage containers.
- Reminder: If you need to drop off product at your booth during show hours, you are welcome to take your vehicle down to the Exhibitor Services container where our operations team will be happy to deliver your product to your booth.
- If you need to park in Wolf Hill parking, please be aware there are golf cart shuttles available to shuttle exhibitors from parking to the expo.

Parking passes and event wristbands will be issued when you check in, unless other arrangements have been made. The event does not give out Exhibitor Credentials. The color-specific wristband acts as the credential for the event. Please provide names of any anticipated late arrivals to [Sarah](#).



## STORAGE OPTIONS

Sea Otter is pleased to offer exhibitors onsite storage containers which are 12 feet long by 8 feet wide and can be rented for \$350 for the four-day event. Due to size restraints, containers will be located as close to your booth as possible, but we cannot guarantee the containers will be located next to your booth. You may view and order a storage container as part of the exhibitor registration process. To register, click [here](#), or if you have already registered, simply log back into your Sea Otter Exhibitor Account and place your order. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.

## CANOPY RENTALS

Sea Otter has tent/canopy rentals for exhibitors and teams looking for tenting options. Canopies are outdoor type only, with 3 sides and a top, and can be rented for \$650.00 per 10' x 10' space. You may view and order tent rentals as part of the exhibitor registration process. To register, click [here](#), or if you have already registered, simply log back into your Sea Otter Exhibitor Account and place your order. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.

## TABLES AND CHAIRS

Exhibitors may rent tables and chairs for their booths as part of the registration process or through their registration account. Exhibitors will need to provide their own table covers.

***The following tables and chairs are available for rent when you register for the event:***

8 Ft Table (8 Ft long by 30 inches wide by 30 inches high)	\$40/per (limit 10 per order)
6 Ft Table (6 Ft long by 30 inches wide by 30 inches high)	\$35/per (limit 10 per order)
4 Ft Round Table	\$35/per (limit 10 per order)
Folding Chairs	\$25/per (limit 20 per order)

You may view and order table and chair rentals as part of the exhibitor registration process. To register, click [here](#), or if you have already registered, simply log back into your Sea Otter Exhibitor Account and place your order. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.





## UTILITY CONNECTIONS

### ELECTRICITY

Sea Otter exhibit spaces do not come with electricity. You may purchase power (15 amp) as part of the exhibitor registration process. Please note:

- Exhibitors are responsible for bringing their own extension cords. We recommend bringing NO LESS than 100 ft of extension cord
- If you are purchasing multiple adjacent booths, only one connection needs to be purchased, not one for each booth.
- There are some booths for sale that will NOT have power. Please make sure you order electricity to an area that will be serviced. Booths without electricity are clearly marked on the Sea Otter map.
- All exhibitors who purchase power will receive a colored band from Sea Otter staff for their extension cord. Exhibitors who have purchased power must use the colored band on their extension cord. Any cords found plugged into power without bands will be removed.

You may view and purchase electricity as part of the registration process. To register, click [here](#), or if you have already registered, simply log back into your Sea Otter Exhibitor Account and place your order. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.

### WATER

Non-potable water stations are available throughout the Expo – please view the expo map to see non-potable water locations. View the expo map [here](#). The truck wash is located down “B” road next to the gun range, a short distance from the Expo area. Look for directional signs. Please use the truck wash to clean your vehicle and do not inconvenience your neighbor by washing in your Expo spot.



## SEA OTTER CLUB HOSPITALITY PASSES

Treat your team or valued clients to a One-Day or Four-Day Sea Otter Club Pass for this year's Sea Otter Classic. Each Club Pass includes:

- A relaxing, luxurious environment to conduct bike industry business, set comfortably apart from the bustling Expo.
- Complimentary continental breakfast including gourmet coffee, fresh fruit, hot rolls, and more.
- Complimentary expanded buffet lunch featuring a different menu every day.
- Complimentary beer and wine served with lunch and throughout the day.
- Cost per Pass - \$175/One-Day or \$650/Four-Day.

You can view and purchase your Sea Otter Club passes as part of the registration process. To register, click [here](#) or if you have already registered, simply log back into your Sea Otter Exhibitor Account and place your order. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.

## ALCOHOL POLICY

The California Department of Alcoholic Beverage Control (ABC) strictly enforces the laws regarding alcohol consumption at special events, such as the Sea Otter Classic. In accordance with our Monterey County Special Event Use Permit and insurance policy, only beer and wine are permitted at the Sea Otter Classic and the following rules must be observed:

For the safety and enjoyment of all who attend Sea Otter, the following rules must be observed:

- Beer and wine only. No other alcoholic beverages are permitted.
- Beer and wine may only be served to—or possessed, consumed, or purchased by—individuals age twenty-one and up. A valid ID is required.
- Beer and wine may only be sold by pre-approved vendors.
- Personal use of beer and wine in single-serving containers is permitted if purchased from pre-approved vendors.
- Distribution of beer and wine at promotional events or private parties/organized gatherings is only allowed if purchased through the Sea Otter Classic beverage services outlined below.
- Beer kegs are not allowed unless provided by the Sea Otter Classic beverage services.



For your convenience, we have developed two programs to facilitate ease of compliance with these Alcohol Policy rules:

- Beer and Wine Tickets: As a sponsor or exhibitor, drink tickets can be purchased in advance for your group to use throughout the four-day event. The tickets can be redeemed for beer or wine at Sea Otter-approved pouring stations. The tickets will be sold in packets of fifty and may be purchased from Zeph Despard, Sea Otter Food & Beverage Coordinator, via [email](#) or at **831-229-3238**.
- Promotional Events and Private Parties: Beer and wine tickets are required for promotional events and private parties/organized gatherings. For details and rules contact [Zeph Despard](#), Zeph Despard or call **831-229-3238**.

For all alcohol related questions and pricing contact Zeph Despard, Sea Otter Food & Beverage Coordinator, by email at [zeph@seaotterclassic.com](mailto:zeph@seaotterclassic.com) or at **831-229-3238**.

## CATERING & TRADESHOW SERVICES

The Sea Otter Classic has an approved list of vendors that would be delighted to assist you with your catering and expo service needs. After arranging for any of the approved vendors to help you at Laguna Seca during the event, please advise Skip Latham via email at [Skip Latham](mailto:Skip.Latham) or call **831-751-6806** so that arrangements can be made to allow the vendors into the exhibit area.

Click [here](#) for our Approved List of Sea Otter Catering and Expo Vendors.

## INTERNET SERVICES

Wi-Fi service for the general public is not available at Laguna Seca, so if your display set-up requires internet service we recommend you plan accordingly. Wi-Fi services will be provided by Livewire Information Systems.

To view pricing and to order Wi-Fi from Livewire, please access the Livewire order form by clicking [here](#).

Please note: All Network Order Forms are due 3 weeks prior to the date when connection is needed and qualify for Advanced Pricing. Orders received after the 3-week mark will be subject to Base Pricing. See form in the link above for pricing details. A 25% late fee will be added to all orders received any later than 1 week prior to connection date.

For questions, or to return completed forms please contact: Livewire Information Systems: IT Building Phone **831-643-9473** Email [ap@livewireis.com](mailto:ap@livewireis.com) Fax **831-641-9473**.



## EXHIBITOR INSURANCE REQUIREMENTS

Without limiting Exhibitor's duty to indemnify, Exhibitor shall maintain in effect throughout the term of the Agreement a policy or policies of insurance issued by companies which hold a current policy holder's alphabetic and financial size category rating of not less than A- VII, according to the current Best's Key Rating Guide or a company of equal financial stability that is approved by Sea Otter. The policy shall have the following minimum limits of liability:

- Commercial general liability insurance, including but not limited to premises and operations, including coverage for Bodily Injury and Property Damage, Personal Injury, Contractual Liability, Broad Form Property Damage, Independent Contractors, Products and Completed Operations, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate.
- **Certificate of Liability Insurance:** Exhibitor must provide proof of general liability coverage with the minimum limits of liability as noted above naming both the Sea Otter Classic, Inc., and the Sea Otter Classic Foundation, Inc. as additional insured. Other additional insureds may be required by Sea Otter. Certificates of liability insurance must be provided to Sea Otter before the Exhibitor will be allowed to set-up for the Event at the Facility.

**YOU MAY BE REQUIRED TO PROVIDE ADDITIONAL COVERAGE, AND YOU WILL BE CONTACTED BY A SEA OTTER CLASSIC STAFF MEMBER TO LET YOU KNOW IF ADDITIONAL COVERAGE IS REQUIRED.**

Exhibitors who do not have the insurance coverage required can obtain coverage through an affordable group policy prepared for Sea Otter Exhibitors. To apply for coverage, click [here](#) and complete the form.



## SELLING YOUR PRODUCT

Any Exhibitor offering for sale any item that is subject to sales tax must obtain a seller's permit from the California State Board of Equalization. Information on applying for a temporary seller's permit is available [here](#)

Once you have obtained the permit, the permit number must be emailed to [Skip Latham](#) on BOE form 410. The link to the form can be found [here](#). If you have questions regarding the state temporary license, please call the BOE office at **916-227-6600**.

## SELLING OR SAMPLING FOOD & BEVERAGES

### Sampling

Exhibitors and teams planning to sample food or beverage products at their booths are required to obtain a permit from the Monterey County Health Department at least ten business days prior to the event. You can access the permit [here](#).

For questions on sampling please call the Monterey County Health Department Aguajito Office at **831-647-7654**.

Please note: any liquids sampled at the event must not be handed out in the original full-size containers. The bottles/cans must be opened and poured into no larger than six-ounce cups before distribution.

### Selling

Exhibitors who are interested in selling any food or beverage item must first contact [Zeph Despard](#), Sea Otter Food & Beverage Coordinator, by [email](#) or at **831-229-3238**.



## EXHIBIT DISPLAY REQUIREMENTS

The Sea Otter Classic is the premier venue where brands can actively engage and educate 70,000+ bicycle enthusiasts hungry for the latest cycling products and services, and we encourage our exhibitors to be as creative as possible with your displays.

With that in mind, Monterey County does require the permitting, review and inspection of all temporary structures (such as tents, stages, displays, etc.) in excess of 400 sq. ft. All structures in excess of 400 sq. ft., including canopies, require engineering plans demonstrating the structure has been designed and built to meet California architectural safety standards.

The following document accessed [here](#) will give you the requirements to follow from the county of Monterey with your submittal.

Exhibitors wishing to use canopies in excess of 400 sq. ft. may also choose to work with one of several local companies who have rental canopies available which meet the County's safety requirements. The Sea Otter Classic can assist you with this process. If you are considering a temporary canopy or structure in excess of 400 sq. ft. email [Skip Latham](#) or call **831-751-6806**.

**Very important:** the deadline to be included in the Sea Otter Classic master permit for temporary structures is February 1, 2019. Exhibitors purchasing space after this date will be responsible for handling all aspects of the permitting process including all applicable fees.



## MARKETING OPPORTUNITIES

### SEA OTTER FESTIVAL GUIDE ADVERTISING

We are excited to once again partner with Bicycle Retailer & Industry News to produce the official guide to the Sea Otter Classic. With distribution of 20,000 print copies and 30,000 digital copies, the Sea Otter Festival Guide is the best way to announce your presence at this year's annual season-opener! Click [here](#) for more information.

### FREE PROMOTIONS

Get more buzz at Sea Otter! The Sea Otter Classic is delighted to provide our Expo participants with the following programs designed to help you promote your brand and generate excitement among our 70,000+ attendees! Make sure you take advantage of these easy and FREE opportunities!

### PROMOTE YOUR NEW PRODUCT LAUNCH!

Planning to roll out ground breaking product at Sea Otter this year? Let us help you promote your launch! Be sure to check YES on the "Launching New Product" question box during the registration process. This information will pull through to the Sea Otter Classic consumer facing map and on [www.seaotterclassic.com](http://www.seaotterclassic.com) and helps us promote your product launch to 70,000+ consumers and 450+ media! To register, click [here](#), or if you have already registered and need to check the product launch box, simply log back into your Sea Otter Exhibitor Account. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.

### PROMOTE YOUR DEMOS!

Planning to demo product or bicycles at Sea Otter? We can get the word out to thousands of consumers hungry to get their hands on all the latest models! Make sure you check YES on the "Planning to Demo Product" question box during the registration process. This information will pull through to the Sea Otter Classic consumer facing map and on [www.seaotterclassic.com](http://www.seaotterclassic.com) and helps us promote your demo opportunity to 70,000+ consumers and 450+ media! To register, click [here](#), or if you have already registered and need to check the planning demos box, simply log back into your Sea Otter Exhibitor Account. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.

### GET YOUR PRESS RELEASE TO OUR MEDIA LIST!

Planning an event, product launch or something super exciting that will attract the attention of journalists attending Sea Otter? We can help you get the word out. Simply upload your press release to our website and we will distribute it to all registered media. To upload your press release now, click [here](#).

To view the up-to-date list of attending media, click [here](#).

For questions contact [Sarah Timleck](#) or call **250-516-7150**.



## SEA OTTER EVENT SCHEDULE LISTING

When 70,000+ cycling enthusiasts descend on the Sea Otter Classic they will be looking to attend all the exciting activities hosted by our exhibitors, such as athlete signings, live demonstrations, giveaways and more! As a special, no-charge benefit for our exhibitors you can have your event listed in the Sea Otter Classic online schedule and in the printed Sea Otter Classic Festival Guide. To get your event listed simply click [here](#) and complete the online form. To be listed in the printed Festival Guide be sure to submit your event no later than March 1, 2019.

## EXHIBITOR PLUS! - ENHANCED LISTING

The Sea Otter Classic wants to help our customers get even more exposure with this powerful, free upgrade! Simply complete your Exhibitor Plus profile as part of your exhibitor registration to share product news, videos, social networking info and more as part of your exhibitor profile! To register, click [here](#), or if you have already registered, simply log back into your Sea Otter Exhibitor Account. Having problems accessing your account? Contact [Sarah Timleck](#) or call **250-516-7150**.

