

LIFETIME[®] SEA OTTER CLASSIC

PRESENTED BY
Continental

EXHIBITOR SERVICES MANUAL



APRIL
10-13
2025

MONTEREY | CALIFORNIA | USA

Welcome to the 2025 Life Time Sea Otter Classic presented by Continental!

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 2025. This list is meant as a helpful tool in activating at Sea Otter. It is not a definitive guide to all planning for the 2025 Sea Otter Classic. Please read this manual in its entirety.

DEADLINE	ACTION	PAGE	LINK TO FORM
February 3, 2025	Apply to be included in the Temporary Structures Permit - only applies to footprints over 400 sq ft or any special structures/buildings of any square footage	5	Upload Here
March 1, 2025	Last chance to order services at a discounted rate	17	Services Offered
March 7, 2025	Submit all Drone paperwork	21	Email Here
March 7, 2025	Submit your booth layout rendering	5	Submit Here
March 21, 2025	Notify Sea Otter Classic of all activations that will include alcoholic beverages	11	Submit Here
March 25, 2025	Do you plan to <u>SELL</u> product and/or food and beverage? 1. Apply for a Temporary Sellers Permit or Sub-Permit 2. Notify Sea Otter of your details and upload permit	8	Information Upload Approved Permit
March 25, 2025	Do you plan to <u>sample or sell</u> FOOD and BEVERAGE? 1. Apply for a Monterey County Health Permit 2. Notify us of your details and upload your receipt	8	Apply Here Upload Receipt
March 20, 2025	Complete the online Demo Form to have your demo listed online	13	List Your Demo
March 27, 2025	Submit your event online to be included in the online Sea Otter Events Calendar	13	Submit Here
March 28, 2025	Last chance to add services (tables/chairs , tents , electricity , ice/beverages) to your order		Exhibitor Profile
April 1, 2025	Advance Shipments with TriCord	18	Shipment Forms
April 2, 2025	Purchase Event WiFi Rental Packages	13	Purchase Here
April 4, 2025	Submit Flame Retardant Fire Certificate for tenting	9	Upload Here
April 4, 2025	Purchase insurance coverage, if needed, under the Sea Otter group policy	6	Purchase Here
April 6-9, 2025	Direct to Show Shipments with TriCord	18	Shipment Forms
April 13, 2025	Outbound Materials shipping with TriCord	18	Shipment Forms

APRIL 10-13, 2025**Laguna Seca Recreation Area**

1021 Monterey Salinas Highway, Salinas, CA 93908

HOURS AT A GLANCE**Exhibitor Pre-Event Move-in Hours:**

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

Earlier move in available upon request. Teams can only move-in Wednesday, April 9 from 7:00 a.m. - 6:00 p.m.

Event Days Load-in/out:**Load-in Hours**

Thursday, April 10	6:30 a.m. - 8:45 a.m.
Friday, April 11	6:30 a.m. - 8:45 a.m.
Saturday, April 12	6:30 a.m. - 8:45 a.m.
Sunday, April 13	6:30 a.m. - 8:45 a.m.

Load-out Hours

Thursday, April 10	6:00 p.m. - 8:00 p.m.
Friday, April 11	6:00 p.m. - 8:00 p.m.
Saturday, April 12	6:00 p.m. - 8:00 p.m.
Sunday, April 13	2:00* p.m. - 8:00 p.m.

Vehicles will not be permitted into the Expo area during Expo hours. Vehicles will only be allowed in the Expo during the load-in/out hours and will be removed by 9:00 a.m. each day. The Expo will be closed, and gates will be locked at 8:00 p.m. each night.

Expo Hours:

Thursday, April 10	9:00 a.m. – 6:00* p.m.
Friday, April 11	9:00 a.m. – 6:00* p.m.
Saturday, April 12	9:00 a.m. – 6:00* p.m.
Sunday, April 13	9:00 a.m. – 2:00 p.m.

*Expo Closes at 5 p.m. Thurs-Sat, but due to safety reasons vehicles will not be permitted into the Expo until 6 p.m. to ensure pedestrian safety.


EXHIBITOR REQUIREMENTS

Booth Layout	<u>5</u>
Exhibit Display Requirements	<u>5</u>
Insurance Requirements	<u>6</u>
Sampling or Selling Food & Beverages	<u>8</u>
Selling Product and/or Food and Beverage	<u>8</u>
Tent Requirements	<u>9</u>

EXHIBITOR INFORMATION

Hours at a Glance.....	<u>3</u>
Alcohol Policy.....	<u>11</u>
Approved Vendors	<u>12</u>
Camping.....	<u>12</u>
Catering, Food & Beverage Services	<u>12</u>
Demos & Ride Zones.....	<u>13</u>
Drone Policy.....	<u>21</u>
Event Safety	<u>13</u>
Exhibitor Promotions	<u>13</u>
Hotels & Travel.....	<u>13</u>
Internet Services	<u>13</u>
Meeting Rooms / Space Rental	<u>13</u>
Moving in and out.....	<u>14</u>
Parking.....	<u>16</u>
Passes (Festival & Parking)	<u>16</u>
Profile.....	<u>16</u>
Rentals	<u>17</u>
Sea Otter Club Hospitality Passes	<u>17</u>
Security	<u>18</u>
Shipping & Receiving	<u>18</u>
Signage.....	<u>19</u>
Storage Options	<u>19</u>
Utility Connections	<u>19</u>
Waste Management	<u>20</u>
Key Contacts	<u>22</u>

BOOTH LAYOUT

 **ACTION – UPLOAD:** All exhibitors are required to submit a simple layout of their booth space. Please use the graph paper [here](#) for your rendering. All layouts must include the following information.

- Sketch out and list what is within your booth space: canopies, weights, side walls, tables, chairs, containers, trailers, etc. If ordering electrical, identify desired location for electrical access.
- Draw the location of tent opening and the direction it should be facing.
- Include measurements of your booth space.

Please upload your rendering by **March 7, 2025**.



UPLOAD


If you have a structure in your booth in excess of 400 square feet, you may be required to submit a Temporary Structure Permit. See '[Exhibit Display Requirements](#)' below. **All booth space that is 400 square feet or more will be required to provide one fire extinguisher with a rating of 2A 10BC classification or greater.** See '[Tent Requirements](#)' for more information.

EXHIBIT DISPLAY REQUIREMENTS

Monterey County requires the permitting, review, and inspection of all temporary structures such as stages, construction displays at grade or above, viewing areas constructed above grade, **and other displays that might be considered a safety hazard regardless of the booth square footage.** All structures in excess of 400 square feet, including any tents or canopies, require engineering plans demonstrating the structure has been designed and built and anchored to the ground to meet California architectural safety standards per the adopted 2022 edition of the California Building Code.

Exhibitors that wish to use canopies in excess of 400 sf. may also choose to work with an [Approved Vendor](#) which may meet the County's safety requirements. You should ensure the tent company has the correct structural engineering documents and engineer stamp for tents larger than 400 square feet. **If you are considering a temporary canopy or structure of ANY SIZE,** contact Jamie McCray via [email](#). To source a tenting supplier, check our [2025 Approved Vendor List](#) (see "[approved vendors](#)" for more info).

All exhibitors are required to submit a booth rendering for review to make sure the display meets the county requirements. See "[Booth Layout](#)" above for more information.

 **ACTION – UPLOAD:** All required plans should be submitted by **February 3, 2025**, via the "submit plans" button below. Please click the "information" button below for submittal requirements.

INFORMATION

SUBMIT PLANS

VERY IMPORTANT: After the above **deadline**, exhibitors with temporary structures over 400 square feet or any other booth requiring a permit, will have to apply separately with the county through the event permit coordinator. The exhibitor is responsible for paying these permit fees after this date and will not be part of the event parent permit. Exhibitors purchasing space after this date and/or requiring a permit will need to contact Jamie McCray via [email](#) to coordinate the extra submittal.

INSURANCE REQUIREMENTS

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 the Event. Exhibitor must provide Life Time a certificate of Insurance with the minimum limits of liability as noted below, naming "Life Time, Inc. and its affiliates" as additional insureds. Certificates of liability insurance must be provided to Life Time before the Exhibitor will be allowed to set-up for the Event at the Facility. 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; and,
- Business automobile liability insurance, covering all motor vehicles, including leased, non-owned, and hired vehicles, used in providing services under this Agreement, with a combined single limit for Bodily Injury and Property Damage of not less than \$1,000,000 per occurrence; and
- Workers' Compensation Insurance, if Exhibitor employs others in the performance of this Agreement, in accordance with California Labor Code section 3700 and with Employer's Liability limits not less than \$1,000,000 each person, \$1,000,000 each accident and \$1,000,000 each disease; and
- Professional liability insurance, if required for the professional services being provided, in the amount of not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate, to cover liability for malpractice or errors or omissions made in the course of rendering professional services. If professional liability insurance is written on a "claims- made" basis rather than an occurrence basis, the Exhibitor shall, upon the expiration or earlier termination of this Agreement, obtain extended reporting coverage ("tail coverage") with the same liability limits. Any such tail coverage shall continue for at least three years following the expiration or earlier termination of this Agreement.

📖 ACTION – READ ME: EXHIBITORS ARE NO LONGER REQUIRED TO SUBMIT A COI TO SEA OTTER; HOWEVER, YOU ARE STILL REQUIRED TO CARRY THE APPROPRIATE INSURANCE. WE MAY REQUEST A CERTIFICATE OF INSURANCE AT ANY TIME.

If a COI is requested, list Life Time, Inc., its subsidiaries and affiliates as additional insured. The certificate holder should be listed as Life Time, Inc., 2902 Corporate Place, Chanhassen, MN 55317.

Exhibitors who do not have the insurance coverage required can obtain coverage through an affordable group policy prepared for Sea Otter exhibitors. **All exhibitors located outside of the United States are required to obtain coverage through the Sea Otter group policy. If needed, you can apply for coverage [here](#).**



CERTIFICATE OF LIABILITY INSURANCE

1/1/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Insurance Agent PHONE: (123) 555-1234 FAX: (A/C, No): ADDRESS: agent@insuranceco.com
Insurance Agency 123 Sample Street Phoenix, AZ 12345	INSURER(S) AFFORDING COVERAGE INSURER A : Sample Insurance Carrier INSURER B : INSURER C : INSURER D : (May have multiple INSURER E : companies listed) INSURER F :
INSURED	NAIC # 123456
Exhibitor/Vendor 123 Sample Drive Phoenix, AZ 12354	

COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:			
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.							
INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
	GENERAL LIABILITY	Y	Y	Policy #XXXXX	01/12/2020	12/31/2020	EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR						MED EXP (Any one person) \$ 5,000
							PERSONAL & ADV INJURY \$ 1,000,000
							GENERAL AGGREGATE \$ 2,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER:						PRODUCTS - COMP/OP AGG \$ 2,000,000
	<input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC						\$
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT \$ 1,000,000
	<input checked="" type="checkbox"/> ANY AUTO						BODILY INJURY (Per person) \$ 1,000,000
	<input checked="" type="checkbox"/> ALL OWNED						BODILY INJURY (Per accident) \$ 1,000,000
	<input checked="" type="checkbox"/> HIRED AUTOS						PROPERTY DAMAGE (Per accident) \$ 1,000,000
	<input checked="" type="checkbox"/> AUTO PHYSICAL DAMAGE						\$ 1,000,000
	<input checked="" type="checkbox"/> SCHEDULED AUTOS						
	<input checked="" type="checkbox"/> NON-OWNED AUTOS						
	UMBRELLA LIAB						EACH OCCURRENCE \$
	EXCESS LIAB						AGGREGATE \$
	DED						\$
	RETENTION \$						
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY	Y/N					WC STATUTORY LIMITS \$ 1,000,000
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	<input type="checkbox"/>	N/A				E.L. EACH ACCIDENT \$ 1,000,000
	DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE \$ 1,000,000
							E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, If more space is required)

Life Time, Inc., its subsidiaries and affiliates shall be named as additional insureds with respect to liability issues arising from activities performed by or on behalf of Named Insured.

CERTIFICATE HOLDER

Life Time, Inc.
2902 Corporate Place
Chanhassen, MN 55317

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Signature of Representative

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ACORD 25 (2010/05)

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SAMPLING OR SELLING FOOD & BEVERAGES

Exhibitors planning to hand out, distribute or sell consumable products to the public at their booths are required to obtain a health permit from the Monterey County Health Department. This includes consumable products that are pre-packaged and unopened. **No glass allowed! You will NOT be allowed to hand out, distribute or sell consumable products to the public until the Health Department has inspected your setup and issued a health permit.** Please apply by March 25, 2025.


If you choose to **mail your application**, call the office first at (831) 647-7654 so they can tell you how much the permit will cost. Application should be mailed to: Monterey County Health Department, Attention Jennifer Lamb, 1200 Aguajito Road – Ste 007, Monterey, CA 93940 by **March 25, 2025**.

You can also **submit your application via email** to [Jennifer Lamb](#), by **March 25, 2025**. Once the application has been received, the office will be in touch with questions and the permit fee.

Once you've applied and paid for a health inspection, you must upload your receipt below.


[APPLICATION](#)[UPLOAD](#)

SELLING PRODUCT AND/OR FOOD AND BEVERAGE

 **ACTION – APPLY:** All exhibitors selling product and/or food and beverage at Sea Otter Classic are subject to the collection of California sales tax and **must obtain** a seller's permit from the California Department of Tax and Fee Administration. **Information on applying for a temporary seller's permit is available [here](#).** The application must be completed between **January 9 – March 25, 2025**.

If you already hold a California Sellers Permit for your permanent place of business, you will also need to register for a sub-permit for the temporary location. You will report the sales made at these locations when filing your sales and use tax returns after the event. You can apply by logging into your [CDTFA account](#) or in person at any of the CDTFA offices. For more information, please visit the CDTFA website [here](#) or call 1-800-400-7115. The application must be completed between **January 9 – March 25, 2025**.

INTERNATIONAL EXHIBITORS: A California Sellers Permit is still required. Please call (916) 227-6600 for assistance on how to proceed. Once you've received a tax ID #, you can apply online.

 **ACTION – UPLOAD:** Once you have obtained the appropriate sellers permit, you must upload a copy below. You must have your permit readily available in your booth during the event as inspectors from the CDTFA may be at the event and will require proof of compliance.

Note: Your temporary sales location address is 1021 Monterey Salinas Highway, Salinas, CA 93908

[APPLY](#)[UPLOAD](#)

TENT REQUIREMENTS

This is an outdoor event on the coast of California, which brings coastal winds. Because of this, it is **mandatory you weigh down your products and tents in addition to dropping your tent at night before leaving the Expo.**

If you're bringing a structure onsite such as pop-up canopies and/or tents, or similar, we ask that the following is observed:

- **The structure must meet or exceed the minimum requirements of flame resistance established by the California State Fire Marshal for products identified in Section 13115, California Health and Safety Code.** Most pop-up canopies and/or tents have a label attached bearing the approval from the California State Fire Marshal. If a label cannot be found on the canopy or tent, check with the manufacturer for the necessary certification.

Each exhibitor is responsible for supplying this information when requested. Failure to do so may result in loss of exhibitor space at the event. **Deadline April 4, 2025.**

👉 ACTION – CONFIRM: ‘USE THE SAME COPY PROVIDED IN PRIOR EVENTS’ OR ‘UPLOAD A NEW FLAME RETARDANT FIRE CERTIFICATE’

CONFIRM

- The tent or canopy should be designed and installed to withstand the elements of weather and prevent collapsing.
- ➡ • **NEW NO STAKING IS ALLOWED IN THE EXPO.** You are not allowed to use the landscape as a way of staking your tent down. Otherwise, you will need to secure your tents/signage with water barrels, concrete blocks, sandbags, etc. Please double check the structure is well tied down with adequate weights placed inside your footprint.
- The Sea Otter Classic strongly recommends that each exhibitor have a wind management plan in place for times of inclement weather or high wind events.



- The event requires that you provide and operate within structures suitable for outdoor use and within foreseeable Monterey Peninsula weather conditions. You can expect some extreme winds (60 MPH) at some point of the day, so please come prepared with items such as tie downs, bungee cords, etc.

- **Every exhibitor or sponsor with booth space at or exceeding 400 square feet is required to provide in their booth a minimum of one fire extinguisher with a rating of 2A 10BC classification or greater.** The fire extinguisher shall be mounted near a main exit area from the booth, no higher than 5 feet from the finished floor.
Note: If you are renting a canopy/tent from one of the event contractors, they normally provide the required fire extinguishers but please check to make sure they are on the contract for the installation.
- You must abide by any request from the Event Organizers or their representatives, they may ask you to re-secure or take down your structure.
- Monitor your structure and if you have any concerns about its stability or safety in any way, take it down, ensuring you have enough staff to do so safely.
- The structure should not be left alone at any time when it is expected to be windy. Please lower the canopy during a high wind event and/or at the conclusion of each day's expo.
- If you have any concerns about your tent or any other structure, please notify the Operations team at Show Services or Jamie McCray via [email](#).
- Torn or damaged structures should not be used. If a structure is damaged, "amateur repairs" are not acceptable. A bent pole should be thrown away and not bent back into shape.

Sandbags can be ordered in advance and will be delivered to your booth prior to the start of the event. There are a limited number available on-site; order ahead to ensure availability. To order, [log in](#) to your exhibitor account and add under "general services" (see "[profile](#)" for log in help).

To source a supplier such as our sponsor, [E-Z UP](#), check our [2025 Approved Vendor List](#) (see "[approved vendors](#)" for more info).

IMPORTANT: Monterey County requires the permitting, review, and inspection of all temporary structures such as stages, construction displays at grade or above, viewing areas constructed above grade, and other displays that might be considered a safety hazard regardless of the booth square footage. All structures in excess of 400 square feet, including any tents or canopies, require engineering plans demonstrating the structure has been designed, built and anchored to the ground to meet California architectural safety standards per the adopted 2022 edition of the California Building Code. See the "[Exhibit Display Requirements](#)" on page 5 for more information.

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 unless and 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.
- Sea Otter Classic must be notified of all events that include alcoholic beverages prior to **March 21, 2025**.

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 all Sea Otter-approved pouring stations. The tickets will be sold in packets of fifty, may be purchased in advance, and are non-refundable. **To order, please click “order tickets” below.**
- **Promotional Events and Private Parties:** These are private functions, serving your "guests" alcoholic beverages provided by Sea Otter. Therefore, simple tickets will be provided. As the host, you will pass out these tickets to your guests to be redeemed by your server. There is a minimum of 50 servings and a server must be hired (3 hour minimum). **If you intend to host a Promotional Event or Private Party at Sea Otter that includes alcoholic beverages, please fill out the request form below prior to March 21, 2025.** Requests for alcoholic beverage support after that date may not be approved.

[ORDER TICKETS](#)[BOOK A PARTY](#)

APPROPRIATE ATTIRE AND ACTIVITIES

Please be advised that Sea Otter is a family-friendly event. All booth workers must be clad in appropriate attire and all booth activities must be appropriate for all ages. Attendants dressed in bikinis, bathing suits, scanty attire or any outfit deemed inappropriate will be asked to change. Any exhibitor hosting or engaging in any activity deemed unsuitable for a family audience will be asked to cease that activity immediately or will risk being asked to leave the Expo. Any exhibitor playing music or utilizing any amplification device must be sensitive to their neighbors and if there are noise complaints the exhibitor will be asked to shut down that device.

APPROVED VENDORS

The Sea Otter Classic has a list of [2025 Approved Vendors](#) for your use. This extensive list includes caterers, tent and tradeshow suppliers, event decorators, security, and more.

IMPORTANT: ONLY Approved Vendors will be granted access into the Expo. Vendors not on this list will not be granted access into the Expo. If you wish to use a vendor not on our list, please contact Jamie McCray via [email](#) prior to **March 28, 2025**, in order to gain clearance and approval for their arrival. Failure to do so will result in issues receiving your product on-site.

BOOTH OCCUPANCY

Your booth must be staffed during event hours in order to provide attendees the maximum value. You may not dismantle your booth prior to event close at 2:00 p.m. on Sunday. Please make sure to bring trash bags, pick up all of your trash and dispose it in the dumpsters located nearest to your booth.

CAMPING

Camping reservations are available to book online. We do sell out, so book early. For more information, please visit our [website](#) and/or signup for the Sea Otter Classic [newsletter](#) to receive event communications.

CATERING, FOOD & BEVERAGE SERVICES

The Sea Otter Classic has an approved list of F&B vendors that would be delighted to assist you with your catering, food and beverage needs. F&B vendors not on our approved list, will not be allowed into the Expo. Once F&B arrangements have been made, please contact Jamie McCray via [email](#) prior to **March 28, 2025**, so that arrangements can be made to allow the vendors access into the exhibit area. Failure to do so will result in issues receiving your F&B on-site. Check out our [2025 Approved Vendor List](#) (see “[approved vendors](#)” for more info).

Cases of Splendor Water bottles, soda and ice are available at a discounted price through **March 1, 2025**. After this date, beverages and ice can continued to be ordered through March 14. No refunds will be issued once an order has been confirmed. To order, [log in](#) into your exhibitor account and add/pay under “general services” (see “[profile](#)” for log in help).

DEMOS & RIDE ZONES

Exhibitors are welcome to demo bicycles at Sea Otter. If you will have bikes available, please fill out the demo form [here](#). Exhibitors demoing bikes should provide a waiver and ensure proper safety standards are met by participants. Each one of our three unique riding areas are designed for the bikes and riders that will be using them.

See our demo information packet for more information!



DEMO PROGRAM

EVENT SAFETY

We are committed to making Sea Otter Classic as safe as possible and follow the highest safety protocols as recommended by health officials and government agencies during the event.

EXHIBITOR PROMOTIONS

Get more buzz at Sea Otter! The Sea Otter Classic is delighted to provide our Expo participants with multiple promotion opportunities to help you generate exposure for your brand and excitement among our 74,000+ attendees! Make sure you take advantage of our free promotional opportunities [here](#). Make your booth a must-visit with fun and [engaging activations](#)! Consider ideas that are simple, fast, and fun. Think about your core audience and activities they like to do.

EXPO HOURS + LOCATION

See [page 3](#).

HOTELS & TRAVEL

Book your hotels online through the Sea Otter [website](#). Please note that all requests are on a first-come, first-served basis so book early to receive your hotel of choice.

We are proud to offer discounts on flights, car rentals and shuttles. Click [here](#) for more information.

INTERNET SERVICES – NEW

DeVeera will be on-site and offers 3 different packages, all of which cover the entire event and include on-site support. Check out our Event WiFi Rental Packages Starting at \$699 [here](#) by April 2, 2025.

Trade Show Internet is another affordable option for service. Available options include [5G INTERNET KIT](#) or [STARLINK SATELLITE FLY-PACK](#)

MEETING ROOMS / SPACE RENTAL

Need a private space to host a very important meeting? How about a totally awesome party? We have lots of unique spaces available for rent upon request and welcome creative out-of-the-box ideas too.

Please request space prior to March 24, 2025.



REQUEST SPACE

MOVING IN & OUT INFORMATION

Please read this section for instructions on check-in, set-up & tear down and share this information with the individual(s) responsible for setting up your booth at Sea Otter. Refer to [page 3](#) for the complete schedule.

Arriving and setting up

- All exhibitors must be moved in by end of day on Wednesday. Should you need to make specific move-in arrangements due to an inability to meet the [schedule](#), contact Jamie McCray via [email](#). **Earlier move-in dates may be required based on booth layout.**
- **All exhibitors with booth space larger than a 20 x 30 or who plan to place a vehicle or trailer in their booth space are required to set up on either Monday, April 7, 2025 or Tuesday, April 8, 2025.**
- Load/unload hours during the event days will have strict vehicle restrictions enforced. This will include a 20-foot fire lane clear and accessible at all times for emergency vehicles.
- If you need to drop off product at your booth during show hours, you are welcome to drive your vehicle down to Show Services where our operations team will be happy to deliver your product to your booth. A drop-off tag is required and can be picked up at one of our will call locations, South Boundary or Athlete Registration. You may NOT leave vehicles unattended at Show Services and should remain with your vehicle at all times. Vehicles will be towed if left unattended.
- **If you plan on using a forklift, please contact Jamie McCray via [email](#) for more information.**

What to do when you initially arrive:

1. Follow the signs to Exhibitor Check-in, located in the Paddock. See [Festival Map](#).
2. When you arrive in the Paddock, park your vehicle where indicated and proceed to Exhibitor Check-in, in order to receive ONE exhibitor parking pass and allotted festival wristbands. This is a great time to ask questions and confirm your booth location. Note: Festival wristbands are used during the event and must be shown/worn in order to enter the Expo.
3. Once you have checked-in, follow the signs to Show Services located in the lakebed and from there you will be directed to your booth space. If you are unsure about your exact location, ask one of the designated Expo workers at Show Services.
4. When you arrive at your booth, unload your supplies, and **move ONE vehicle** to the your designated parking lot and all other vehicles to Wolf Hill. Due to congestion and in order to keep the aiseways clear, **we are not allowing anyone to park their vehicle inside the expo, unless it's part of your booth display. You must unload quickly and move your vehicle as soon as possible!** Please see the [parking section](#) for more information on where your ONE vehicle is parking throughout the event. All other vehicles will need to park on Wolf Hill.

Breaking down and moving out on Sunday

MUST READ, in order to maintain a safe environment and fire lane minimums, we are enforcing a **NEW staggered move-out plan**. Each area will have a separate move-out time you must adhere to. Please read the below and pass this onward to your on-site teams. Click the [Expo Map](#) for area colors.

- 2:00 p.m.** ALL AREAS can begin tearing down booth displays and HAND CARRYING products to their ONE vehicle parked in either Turn 5 or Paddock parking areas. See '[parking](#)' for more information.
- 2:00 p.m.** **Moss, Purple**, and **Silver** vehicles (**passenger trucks, box trucks, trailers under 25ft ONLY**) may enter with a moss, purple or silver vehicle pass.
- 3:00 p.m.** **Blue, Gold** and **Yellow** vehicles (**passenger trucks, box trucks, trailers under 25ft ONLY**) may enter with a blue, gold or yellow vehicle pass.
- 4:00 p.m.** **Aqua** and **Red** vehicles (**passenger trucks, box trucks, trailers under 25ft ONLY**) may enter with an aqua or red vehicle pass.
- 5:00 p.m.** **Lime** vehicles (**passenger trucks, box trucks, trailers under 25ft ONLY**) may enter with a lime vehicle pass.
- 6:00 p.m.** ALL vehicles may enter including trailers, rigs, etc.

What to do before it's our time to enter?

I would recommend hand carrying as much as you can while you wait. Please do not line vehicles up in the parking lots. You will be able to enter the lakebed when it's your time to enter.

Where do we hand carry product to?

You can hand carry product to your vehicle parked in either Turn 5 or the Paddock parking lots. Any vehicle in the Paddock will be accessible by the tire bridge track crossing at any time. Any vehicle in Turn 5 will be accessible via the Sea Otter Bridge or track crossing near the Sea Otter Bridge. The Sea Otter Bridge is open at all times but does have stairs to navigate. The track crossing near the Sea Otter Bridge will be accessible through a pedestrian gate that will open at approximately 2:00 p.m. when the track is clear of racing and will not have any stairs to navigate. See map [here](#).

How do we enter the lakebed once it's our turn to enter?

Your vehicle entry pass(es) will be included in your packet at Exhibitor Check-in. You will need this pass to enter the expo during move-out at your given time.

Tips on how to get out on Sunday

1. Ensure you are parking the vehicle you plan on loading in your designated lot specifically on Sunday. You may hand carry product to your vehicle starting at 2:00 p.m. on Sunday prior to your vehicle entry time. See above for vehicle entry time. See '[parking](#)' for your designated lot.
2. Bring a hand cart or dolly to assist with loading out product.
3. Hire TriCord for outbound shipping. Pack and label your product adequately and leave for TriCord. You must work with TriCord prior. See '[outbound info](#)' here.

PARKING

Each exhibiting brand will be allocated **ONE PARKING PASS** to park in designated lots, based on your area color. **The [move-out process](#) has changed**, and we want to ensure each brand has access to hand-carry product during move-out, until vehicles are allowed to enter the lakebed. All other vehicles will be directed to park at Wolf Hill. Any vehicle larger than a sprinter van, trailers, trucks and overnight parking will not be allowed in these lots and will be directed to Long Term Vehicle/Trailer Parking at Wolf Hill for the event. There are shuttles available to shuttle exhibitors to the Expo from Wolf Hill. See below for your designated parking lot and the [move-out section](#) for more information.

Area Color	Parking Lot
Gold Exhibitors	Turn 5
Blue Exhibitors	Turn 5
Purple Exhibitors	Turn 5
Moss Exhibitors	Turn 5
Yellow Exhibitors	Turn 5

Area Color	Parking Lot
Lime Exhibitors	Paddock
Aqua Exhibitors	Paddock
Red Exhibitors	Turn 5
Silver Exhibitors	Turn 5

Parking at Laguna Seca is at a premium. We strongly encourage exhibitors to ride share and carpool when possible. See “[Storage Options](#)” if you are interested in utilizing our convenient on-site storage containers.

PASSES – PARKING & FESTIVAL

Exhibitor Parking and Festival Passes will be issued when you check-in, unless other arrangements have been made. If you anticipate arriving late outside of [check-in hours](#), please provide a list of names to Jamie McCray via [email](#) no later than **March 28, 2025**.

The event does not give out badge credentials. Instead, the color-specific wristband acts as the credential for the event. One exhibitor parking pass will be allocated to park in a designated lot based on your area color. For more information on ‘[parking](#)’ please see above.

Exhibitors will be issued 2 festival passes for every 10x10 booth space purchased. If you require more passes, you may [log in](#) to your profile and adjust as needed under the ‘Exhibitor Wristbands’ tab by **March 14, 2025**.

PROFILE

To update your exhibitor profile and order services, each brand will need to create an account. An automatic email with instructions on how to create an account was sent to the account admin directly after the booth purchase was made.

If you already created your account, you may [log in](#) and complete your exhibitor profile information and order services. If you have not created your account, please refer to that email. If you need further assistance, contact Jamie McCray via [email](#) or view our “how to use your profile” document for assistance [here](#).

RENTALS

Canopies

Sea Otter has canopy rentals available for exhibitors looking for tenting options. You may view and order canopies in 10' x 10' increments by logging into your exhibitor profile. [Here is a list of available services offered](#). To order, [log in](#) to your exhibitor account and add under “general services” (see “[profile](#)” for log in help). To source another supplier, check our [2025 Approved Vendor List](#) (see “[approved vendors](#)” for more info).

Tables and Chairs

You can rent tables and chairs and other items through Sea Otter. [Here is a list of available services offered](#). Please keep in mind, exhibitors must provide their own table covers. To order, [log in](#) to your exhibitor account and add under “general services” (see “[profile](#)” for log in help). To source another supplier, check our [2025 Approved Vendor List](#) (see “[approved vendors](#)” for more info).

DEADLINE TO ORDER SERVICES AT A DISCOUNTED PRICE IS MARCH 1, 2025. AFTER THIS DATE, SERVICES CAN CONTINUED TO BE ORDERED THROUGH MARCH 28.

SCAM & FRAUD ALERT

Sea Otter Classic never distributes business or individual contact information to unauthorized parties. If you receive a telephone call, email, or other correspondence from an unknown source claiming to represent the Sea Otter Classic, this is likely a scam. The scammers may try to sell you databases, lodging reservations, event entries, and so forth. If you have any doubt, please contact our team via [email](#) and we will direct you to a trusted source.

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 - \$290/One-Day or \$825/Four-Day.

You can purchase your Sea Otter Club passes by logging into your profile. To order, [log in](#) to your exhibitor account and add under “general services” (see “[profile](#)” for log in help).

SECURITY

Overnight security will be roving on-site from 6:00 p.m. on Tuesday, April 8, 2025 until 7:00 a.m. Monday, April 14, 2025. Sea Otter Classic is not responsible for any lost or stolen items and does not recommend leaving any merchandise in an unattended booth. If you want to have your own security assigned to your booth you can arrange for it. To source a supplier, check our [2025 Approved Vendor List](#) (see “[approved vendors](#)” for more info).

SHIPPING & RECEIVING

VERY IMPORTANT: There is no area or staff to receive and store shipments of any kind at Laguna Seca Recreation Area before the event begins. All items will need to be shipped to TriCord Tradeshow Services. Prior to shipping, you must complete and return the material handling form, authorization to provide material handling form, and the payment form to TriCord.

No vehicles over 30’ will be allowed inside the expo to drop off items on Wednesday. Please work with TriCord directly to handle all loading and offloading logistics or arrive earlier. If you plan on using a forklift, please contact Jamie McCray via [email](#) for more information. Additional information will be required for any company planning to use a forklift. If information is not received by show management, privately operated forklifts and drivers will not be allowed to operate.

Inbound Shipping: Advance Ship to Warehouse

All inbound freight will be shipped to TriCord who will store your freight and deliver it to your booth. Material Handling charges include: the receipt of the shipment at the warehouse, up to 30 days free storage prior to the event, delivery to the exhibit site and placement of items in exhibitor’s booth space. This does not include tracking service to the TriCord warehouse. You will need to track your own shipment to ensure it has made it to TriCord. For all inbound shipments, please complete the **Advance to Warehouse shipping forms. You must clearly label each shipment with “Sea Otter Classic”, booth # and list the category of items enclosed.** This will help ensure your items make it to the correct Expo space. **ADVANCE SHIPMENT RECEIVING WINDOW: MARCH 3, 2025 – APRIL 1, 2025**

Direct to Show Shipping and Material Handling

The Sea Otter Classic at Laguna Seca WILL NOT accept direct shipments to the venue. All inbound shipments must be handled by TriCord. For all inbound shipments, please complete the **Direct to Exhibit Site shipping forms. You must clearly label each shipment with “Sea Otter Classic”, booth # and list the category of items enclosed.** This will help ensure your items make it to the correct Expo space. **DIRECT SHIPMENTS CAN ONLY ARRIVE BETWEEN APRIL 6 – APRIL 9, 2025.**

Outbound Shipping

Starting at noon on Sunday, April 13, 2025, TriCord Tradeshow Services will be available to assist with outbound freight. **It is important that if you plan to use this service, you complete the necessary forms and return them to the TriCord trailer near Show Services by SUNDAY, APRIL 13, 2025.** Late orders are subject to a 25% late fee.

SHIPPING INFO

TriCord Trailer Hours for Move-In/Out:

Monday, April 7	10:00 a.m. – 5:00 p.m. (By appointment only)
Tuesday, April 8	8:00 a.m. – 5:00 p.m.
Wednesday, April 9	7:00 a.m. – 6:00 p.m.
Sunday, April 13	2:00 p.m. – 8:00 p.m.
Monday, April 14	8:00 a.m. – 1:00 p.m.

TriCord Reps will be available at 12 noon on Sunday to collect paperwork. For all shipping questions you may contact Candace Jimenez (831) 264-6222 or via [email](#).

SIGNAGE

Exhibitors can have brand specific signage (signs, flags, etc.), as long as, it remains within your booth space. Signs found outside of your booth space will be discarded by Management.

To source a supplier such as our sponsor, Omni Promotional, check our [2025 Approved Vendor List](#) (see “[approved vendors](#)” for more info).

SOUND

Exhibitors must regulate the level of sound in their booths so as not to inhibit the ability of neighboring exhibitors. Management reserves the right to terminate use of equipment determined to be a nuisance.

STORAGE OPTIONS

Sea Otter is pleased to offer exhibitors on-site storage containers which can be rented 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. **If you wish to place the container within your booth space, a layout of your booth space is required in advance to Jamie McCray via email.** To order, [log in](#) to your exhibitor account and add under “general services” (see “[profile](#)” for log in help). All containers must be ordered no later than **March 14, 2025.**

If you rent a container, PLEASE clean out all of your trash and leave the container in the condition you found it in.

UTILITY CONNECTIONS

Electricity

Sea Otter exhibit spaces do not come with electricity. Each unit ordered (quantity 1) includes **1 outlet of power, approximately 1200 watts (15 amp) provided within 100 feet of your booth. From there, the exhibitor is responsible for providing an extension cord in order to get power directly to their booth.** If more power is needed, please add more electricity to your order to get the total watts needed (1200 watt/15 amp increments only). **More information is on the next page.**

- We recommend using energy efficient appliances and LED lights where necessary.
- Standard 15-amp receptacles are suitable for typical household appliances, lamps, and other accessories. A 20-amp receptacle is for heavy-duty appliances and power tools, such as air compressors.
- The event will provide power within 100 feet of your booth only. The exhibitor is responsible for providing an extension cord in order to get power directly to their booth.
- Extension cords and power strips ARE NOT provided by Sea Otter Classic. If you think you will need extension cords, in addition to what is required (see above), you must bring your own. We recommend they are a minimum of 100 feet in length, and a power strip to plug into. An extension cord will not be available on-site so please plan accordingly!
- If you are purchasing multiple adjacent booths, only one connection (15 amp/1200 watts) may need to be purchased based on electrical needs. Just be sure to bring the appropriate cords to connect.
- **All exhibitors who purchase power will receive a colored band from Sea Otter staff for their extension cord. These colored bands will need to be secured to your extension cord(s). Any cords found plugged into power without bands will be removed.**

IMPORTANT – Be sure to double check your extension cord gauge is compatible with total watts/amps ordered.

To order, [log in](#) to your exhibitor account and add under “general services” (see “[profile](#)” for log in help).

ACTION – CONFIRM: Once you’ve added electricity to your order, please fill out the questionnaire [here](#).

Water

Non-potable water stations are available throughout the Expo and are located on 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. Use the truck wash to clean your vehicle and do not inconvenience your neighbor by washing in your Expo spot. Bottled drinking water is for sale within the expo.

WASTE MANAGEMENT

IMPORTANT – Leave No Trace – Pack it in, Pack it out. This means, take everything you brought with you home, or place in the trash cans or proper receptacles located around the expo.

We work with a number of local organizations to donate what we can, left over from the event. If you anticipate larger items, please work with us in advance so we can plan accordingly. **Please review the material diversion policy [here](#):**



SEE POLICY HERE

PRIVACY POLICY

This Privacy Policy ("Privacy Policy") describes the way Life Time, Inc., and its Life Time branded affiliates and subsidiaries, including Life Time Digital, LLC ("Life Time Digital") (collectively, "Life Time", "we", "us" or "our(s)"), collects, uses, stores, discloses, and shares information about you when you interact with Life Time through this website, however accessed ("Website"), or our mobile applications ("App") (collectively, the "Site").

If a separate or different privacy policy applies to a specific App or Website operated by Life Time rather than this Privacy Policy, we will indicate that by posting that separate specific privacy policy on that App or other Website (each, a "Specific Privacy Policy"). With respect to that other App or Website, that Specific Privacy Policy, rather than this Privacy Policy, will apply and describe our privacy practices on that other App or Website. To the extent there is a conflict between the terms of this Privacy Policy and the Specific Privacy Policy, the terms of the Specific Privacy Policy shall apply to your use of that other App or Website.

By interacting with Life Time through your use of our Site, you expressly and directly consent and agree to the practices set forth on our [website](#).

DRONE POLICY

DRONE REGULATIONS ARE IN EFFECT FOR 2025. Only legally operated drones will be allowed at the Sea Otter Classic. To legally operate a drone, ALL of the following steps must be completed:

- Obtain a valid FAA 107 commercial license to operate a drone – no recreational flyers allowed.
- Register drone with the FAA and obtain proof of registration [here](#). Ensure compliance with new Remote ID through the FAA. Please click [here](#) to see new requirements as of September 16, 2023.
- Obtain a certificate of insurance including language required by the Sea Otter Classic and the County of Monterey. Click [here](#) to see Drone Insurance Requirements.
- Because of proximity to Monterey airport, the Sea Otter Classic is within restricted air space. Request and obtain the waiver of [FAA Title 14 CFR part 107.41](#) from the FAA (include copy of plan of action submitted to the FAA along with a copy of the waiver OR receive FAA authorization to fly through the [LAANC system](#) and submit a copy of your authorization).
- Receive approval for media credentials for the event [here](#).
- Submit all of the above to Sarah Stutman via [email](#) no later than March 7, 2025. Only drones that have received official Sea Otter Classic approval will be allowed to fly. THERE WILL BE NO ON-SITE APPROVALS OF DRONES, no exceptions.

SEA OTTER SALES

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SEA OTTER EXPO OPERATIONS

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SHIPPING & RECEIVING

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