

SEA OTTER CLASSIC | TOP 10, DON'T FORGET

All Sea Otter Exhibitors should pay close attention to the following details.

1. **NO STAKING IS ALLOWED IN THE EXPO.** You are not allowed to use the landscape as a way of staking your tent down. You may only 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.
2. **INTERNET.** Laguna Seca does not provide complimentary Wi-Fi. If your activation requires internet access, please plan to bring a hotspot or use a listed third-party provider (Sea Otter is not responsible for any issues) listed in the Exhibitor Service Manual.
3. **DIRECT TO SHOW FREIGHT.** Under no circumstances should you ship directly to the show venue. All shipments must go to Tricord, and ALL necessary paperwork must be submitted to Tricord prior to shipment arrival. It is your responsibility to track inbound shipments, unless other arrangements are made with the Tricord team.
4. **GRASS PODS.** Vehicles and trailers are not allowed on the grass anywhere in the venue, especially the grass pods.
5. **BOOTH ASSEMBLY & REMOVAL.** Exhibitors are responsible for the complete setup and removal of their booth within the designated event timeframe. Any excessive trash or materials left behind may result in disposal fees.
6. **ELECTRICAL.** All electrical orders should be purchased in advance and require the Exhibitor to provide their own 100' extension cord. Extension cords are available for onsite purchase if needed. Each Exhibitor will need to look for the closest hookup point to their booth. Please alert us of any special power needs, ie, coffee maker or espresso maker, etc, [here](#).
7. **GETTING IN & OUT.** Morning load-in hours are between 6:30-8:45 am. No vehicles will be permitted to enter after 8:45 a.m. All vehicles not parked within the designated exhibitor footprint will be required to exit before 8:45 a.m. each morning. No vehicles will be allowed to enter the venue prior to show close each day.
8. **CONSUMABLE PRODUCTS.** If you plan to give away or sell food or beverage products to the public, a health permit is required. This includes food and drink products that are pre-packaged and unopened.
9. **PARKING.** Each exhibiting brand will be allocated ONE PARKING PASS to park in designated lots, based on your area color. Please review the service manual for the most updated information.
10. **COMMUNICATION.** Leading up to the event and during show week, important exhibitor updates will be sent via email and text message. Please ensure all relevant on-site team members are included in these communications. **To avoid missing updates, please be sure to trust and allow emails from no-reply@mg.map-dynamics.com to help ensure important event communications are delivered to your inbox.** If you are not receiving Sea Otter communications or need to add additional team members, please contact Jamie McCray via [email](#).

... **AND SO MUCH MORE!**



SERVICE MANUAL