LIFE TIME®

SEA OTTER CLASSIC



2027 SPONSOR SERVICES MANUAL

APRIL
15 - 18
2027

MONTEREY | CALIFORNIA | USA

WELCOME TO THE 2027 LIFE TIME SEA OTTER CLASSIC

As a participating Sea Otter Sponsor, we are pleased to provide you with the following Sponsor Services Manual, which includes important information and resources to help you successfully showcase your brand at the 2027 Sea Otter Classic. This guide is intended to serve as a helpful tool as you plan and execute your activation at the event.

DEADLINE	ACTION	PAGE	LINK TO FORM
January 1, 2027	Last chance to order services at a discounted rate	18	Services Offered
February 5, 2027	Apply to be included in the Temporary Structures Permit - only applies to footprints over 400 sq ft and/or any special structures/buildings/truss of any square footage	5	Upload Here
March 11, 2027	Submit all Drone paperwork	23	Email Here
March 15, 2027	Submit your booth layout rendering	5	Submit Here
March 24, 2027	Complete the online Demo Form to have your demo listed online	13	Submit Here
March 24, 2027	Submit your event online to be included in the online Sea Otter Events Calendar		Submit Here
March 26, 2027	Notify Sea Otter Classic of all activations that will include alcoholic beverages	11	*Coming Soon!*
April 1, 2027	Do you plan to SELL 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	*Coming in January*
April 1, 2027	Do you plan to GIVEAWAY or SELL food or beverage? 1. Apply for a Monterey County Health Permit 2. Notify us of your details and upload your receipt	8	*Coming in February*
April 1, 2027	Last chance to add services (tables/chairs, tents, electricity, ice/beverages) to your order		Sponsor Profile
April 1, 2027	Submit Flame Retardant Fire Certificate for tenting	9	Upload Here
April 6, 2027	Advance Shipments with TriCord	19	Shipment Forms
April 7, 2027	Purchase insurance coverage, if needed, under the Sea Otter group policy	6	Purchase Here
April 12-14, 2027	Direct to Show Shipments with TriCord	19	Shipment Forms
April 18, 2027	Outbound Materials shipping with TriCord	19	Shipment Forms

APRIL 15-18, 2027

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

HOURS AT A GLANCE

Sponsor Pre-Event Move-in Hours:

Monday, April 12	10:00 a.m. – 5:00 p.m.
Tuesday, April 13	8:00 a.m. – 5:00 p.m.
Wednesday, April 14	7:00 a.m. – 7:00 p.m.

Earlier move in available upon request. Teams can only move-in Wednesday, April 14 from 7:00 a.m. - 6:00 p.m.

Event Days Load-in/out:

Load-in Hours

Thursday, April 15	6:30 a.m. - 8:45 a.m.
Friday, April 16	6:30 a.m. - 8:45 a.m.
Saturday, April 17	6:30 a.m. - 8:45 a.m.
Sunday, April 18	6:30 a.m. - 8:45 a.m.

Load-out Hours

Thursday, April 15	6:00 p.m. - 8:00 p.m.
Friday, April 16	6:00 p.m. - 8:00 p.m.
Saturday, April 17	6:00 p.m. - 8:00 p.m.
Sunday, April 18	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 15	9:00 a.m. – 5:00* p.m.
Friday, April 16	9:00 a.m. – 5:00* p.m.
Saturday, April 17	9:00 a.m. – 5:00* p.m.
Sunday, April 18	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 pedestrian traffic has cleared.

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BOOTH LAYOUT

🗁**ACTION – UPLOAD:** All sponsors 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 and include measurements: canopies, weights, side walls, tables, chairs, containers, trailers, etc.
- Draw the location of tent opening and the direction it should be facing.

Please upload your rendering by **March 15, 2027**.



UPLOAD

Structures exceeding 400 square feet and certain special structures may require structural engineering documents for review and approval. **All truss structures require structural engineering documents, regardless of size or square footage.** Documents must be prepared and stamped by a California-licensed structural engineer and submitted before the EXHIBIT DISPLAY REQUIREMENTS deadline below. Failure to meet the deadline may result in additional fees. **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, including stages, elevated display construction, raised viewing platforms, and any other display or installation that may present a safety concern, regardless of booth size. **All truss structures, regardless of dimensions, must be accompanied by structural engineering documents prepared, signed, and stamped by a structural engineer licensed in the State of California. In addition, all structures exceeding 400 square feet—including tents and canopies—must submit engineering plans demonstrating that the structure has been designed, constructed, and properly anchored in compliance with the adopted 2025 California Building Code and applicable California safety standards.**

Sponsors 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 2027 Approved Vendor List (see "approved vendors" for more info).

All sponsors 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 5, 2027**, via the "submit plans" button below. Please click the "information" button below for submittal requirements.

INFORMATION **SUBMIT PLANS**

VERY IMPORTANT: After the deadline, sponsors requiring permits, including temporary structures over 400 square feet, and all truss structures—will be responsible for any late submittal fees. Sponsors purchasing space after the deadline should contact Jamie McCray via email to coordinate permit submissions.

INSURANCE REQUIREMENTS

Sponsor 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. Sponsor 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 Sponsor 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 Sponsor 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 Sponsor 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: SPONSORS 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.

Sponsors who do not have the insurance coverage required can obtain coverage through an affordable group policy prepared for Sea Otter sponsors. **All sponsors 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.**

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

1/1/2027

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).

SAMPLE

PRODUCER	CONTACT NAME: Insurance Agent
Insurance Agency 123 Sample Street Phoenix, AZ 12345	PHONE (A/C, No, Ext): (123)555-1234 FAX (A/C, No): E-MAIL ADDRESS: agent@insuranceco.com

INSURED	INSURER(S) AFFORDING COVERAGE	NAIC #
Sponsor/Vendor 123 Sample Drive Phoenix, AZ 12354	INSURER A : Sample Insurance Carrier	123456
	INSURER B :	
	INSURER C :	
	INSURER D : (May have multiple	
	INSURER E : companies listed)	
	INSURER F :	

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 X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE | X | OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: X POLICY | PRO-JECT | LOC	Y	Y	Policy #XXXXX	01/12/2020	12/31/2020	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 100,000
							MED EXP (Any one person)	$ 5,000
							PERSONAL & ADV INJURY	$ 1,000,000
							GENERAL AGGREGATE	$ 2,000,000
							PRODUCTS - COMP/OP AGG	$ 2,000,000
								$
	AUTOMOBILE LIABILITY X ANY AUTO X ALL OWNED | X SCHEDULED AUTOS X HIRED AUTOS | X NON-OWNED AUTOS X AUTO PHYSICAL DAMAGE						COMBINED SINGLE LIMIT	$ 1,000,000
							BODILY INJURY (Per person)	$ 1,000,000
							BODILY INJURY (Per accident)	$ 1,000,000
							PROPERTY DAMAGE (Per accident)	$ 1,000,000
								$ 1,000,000
	UMBRELLA LIAB OCCUR **EXCESS LIAB** CLAIMS-MADE DED | RETENTION $						EACH OCCURRENCE	$
							AGGREGATE	$
								$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? N / A **(Mandatory in NH)** DESCRIPTION OF OPERATIONS below						WC STATU-TORY LIMITS | OTH-ER	1,000,000
							E.L. EACH ACCIDENT	$ 1,000,000
							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) The ACORD name and logo are registered marks of ACORD

GIVING AWAY OR SELLING FOOD & BEVERAGE

Sponsors planning to give away or sell any type of FOOD and/or BEVERAGE to the public are REQUIRED to obtain a health permit from the Monterey County Health Department. **This includes FOOD and/or BEVERAGE products that are pre-packaged and unopened. No glass is allowed! You will NOT be allowed to give away or sell FOOD and/or BEVERAGE to the public until the Health Department has inspected your setup and issued a health permit.** Applications will be accepted between **February 11 – April 1, 2027.**

🗁**ACTION – APPLY:** *More information will come on or around February 11.*

SELLING PRODUCT AND/OR FOOD AND BEVERAGE

🖉**ACTION – APPLY:** All sponsors 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 15– April 1, 2027**.

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 you 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 15 – April 1, 2027**.

INTERNATIONAL SPONSORS: 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 – APPLY & UPLOAD:** *More information will come on or around January 15.*

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 sponsor is responsible for supplying this information when requested. Failure to do so may result in loss of sponsor space at the event. **Deadline: April 1, 2027**.

  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.

  - **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 sponsor 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 sponsor 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 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 sponsor account and add by clicking the big blue button on the right (see "profile" for log in help).

To source a supplier such as our sponsor, E-Z UP, check our 2027 Approved Vendor List (see "approved vendors" for more info).

IMPORTANT: Monterey County requires the permitting, review, and inspection of all temporary structures, including stages, elevated display construction, raised viewing platforms, and any other display or installation that may present a safety concern, regardless of booth size. **All truss structures, regardless of dimensions, must be accompanied by structural engineering documents prepared, signed, and stamped by a structural engineer licensed in the State of California. In addition, all structures exceeding 400 square feet—including tents and canopies—must submit engineering plans demonstrating that the structure has been designed, constructed, and properly anchored in compliance with the adopted 2025 California Building Code and applicable California safety standards.** See the "Exhibit Display Requirements" on page 5 for more information.

ALCOHOL POLICY & BEVERAGE SERVICES

We want you and your guests to have a fun, memorable experience at the Sea Otter Classic! If you're planning to offer beer or wine at your booth or a private gathering, we have convenient beverage programs to help make planning easy.

In accordance with California Department of Alcoholic Beverage Control (ABC) regulations, our Monterey County Special Event Use Permit, and our insurance policy, only beer and wine are permitted at the Sea Otter Classic. Please keep the following guidelines in mind:

- **Age requirement:** Alcohol may only be purchased, served, possessed, or consumed by individuals age 21 and older. Valid ID is required.
- **Approved vendors:** Beer and wine must be purchased through Sea Otter-approved vendors.
- **Personal consumption:** Beer and wine purchased from approved vendors may be enjoyed in single-serving containers.
- **Hosted gatherings:** Alcohol served at promotional events, private parties, or organized gatherings must be coordinated through Sea Otter Classic beverage services.
- **Kegs:** Beer kegs must be provided through Sea Otter Classic beverage services.
- **Advance notice:** All events involving alcohol must be submitted to Sea Otter Classic for approval by the applicable deadline.

BEVERAGE OPTIONS

Beer & Wine Tickets

An easy option for teams and guests to enjoy drinks throughout the four-day event. Tickets may be redeemed for beer or wine at any Sea Otter-approved pouring station.

- Sold in packets of 50; available for advance purchase; non-refundable.

Order in advance by March 26, 2027. Click “Order Tickets” below to purchase your beer & wine tickets.

Promotional Events & Private Parties

Hosting a reception or gathering? We can help coordinate beer and wine service for your guests. Drink tickets will be provided for distribution to your guests and redemption through the event's beverage service.

- Minimum of 50 servings; a dedicated server is required (three-hour minimum).
- Advance approval is required. Requests submitted after the applicable deadline may not be approved.

Planning a gathering? Submit your request by March 26, 2027 to coordinate beverage service. Click “Book a Party” below to get started. Requests received after the deadline may not be approved.

We look forward to helping you create a great experience for your guests at Sea Otter Classic!

COMING SOON! *COMING SOON!*

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 sponsor 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 sponsor playing music or utilizing any amplification device must be sensitive to their neighbors and if there are noise complaints the sponsor will be asked to shut down that device.

APPROVED VENDORS

The Sea Otter Classic has a list of 2027 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 Expo access. If you wish to use a vendor not on the list, please contact Jamie McCray via email prior to **April 2, 2027**, for approval. Unapproved vendors may be denied access, which could impact on-site deliveries and services.

BOOTH ASSEMBLY & REMOVAL

Sponsors 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. See Waste Policy.

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. 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 26, 2027**, 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 2027 Approved Vendor List (see "approved vendors" for more info).

Bottled water, soda and ice will be available for advance purchase soon.

DEMOS & RIDE ZONES

Sponsors are welcome to demo bicycles at Sea Otter. If you will have bikes available, please fill out the demo form—*coming soon!* Sponsors 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! *COMING SOON!*

EVENT COMMUNICATION

Leading up to the event and during show week, we will send important sponsor communications via email and text message. These communications may include critical deadlines, necessary permits, move-in and move-out information, operational updates, weather notifications, and other important event details. **Reading and understanding these emails will dramatically affect the success of your event participation.**

Please make sure all relevant members of your on-site team receive these communications. You may either forward information internally or introduce your on-site contacts to Jamie so she can add them to the distribution list directly.

We also strongly encourage all sponsors and on-site staff to sign up for on-site text messaging alerts for timely updates during the event.

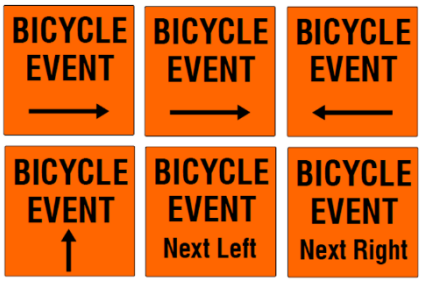
Please be sure to trust and allow emails from no-reply@mg.map-dynamics.com to help ensure important event communications are delivered to your inbox. If you are not receiving Sea Otter emails, please contact Jamie McCray via email as soon as possible so we can verify your information.

EVENT ENTRY, ACCESS & EXITING

Event entry can be challenging during peak times. Follow these guidelines to help ensure a smooth arrival:

1. Move-in & Event Day Access: **Event entry for 2027 will be available for sponsors via both A Road and South Boundary**.

   PLEASE BE AWARE – Most navigation apps will direct you to A Road as the main event entrance. **Please use the following address if you would like to enter via South Boundary: S Boundary Rd, Monterey, CA 93940.**
2. If arriving after 8:00 AM, expect significant traffic delays. We strongly encourage arriving early each day to avoid congestion and allow extra time for entry.
3. Event directional signage will be posted on local roads and highways. Please follow all directions on posted signs.
4. South Boundary will open at the end of each event day for two outbound lanes.



These procedures help keep traffic flowing and improve access for everyone.

EVENT SAFETY

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

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. *More information coming this fall!*

INTERNET SERVICES

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).

1. DeVeera is the official internet provider for Laguna Seca. Be sure to review their rental packages and place your order by April 5, 2027, as pricing will increase after that date.
2. Trade Show Internet is another affordable option for service. Available options include 5G INTERNET KIT or STARLINK SATELLITE FLY-PACK. Order here: Starlink Satellite Fly-Pack - Order Form or 5G Internet Kit - Order Form

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 26, 2027.**

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 sponsors 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 Ann Bixler via email. **Earlier move-in dates may be required based on booth layout.**
- **All sponsors 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 13 or Tuesday, April 14.**
- 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 Show Services located in the lakebed. From there you will be directed to your booth space. If you are unsure about your exact location, ask one of the designated Expo staff. *Festival Map coming this fall!*
2. When you arrive at your booth, unload your supplies, and **move your vehicle** to temporary move-in parking located in the Turn 5 parking lot (Blue 3 park signage) or the Paddock. Sponsor parking during the event will be located in either the Paddock or Turn 5 based on your area color. Please see the parking section for more information. Due to congestion and in order to keep the aisleways 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 to the appropriate parking lot as soon as possible!**
3. Once you are settled in your booth space, come by the Sponsorship Services office to pick up your wristbands & passes for event week or contact Ann Bixler at 831-277-7022.

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 vehicle(s) parked in the Sponsor parking areas. See 'parking' for more information.

2:00 p.m. **Moss, Purple**, **Blue** and **Gold** vehicles (**passenger trucks, box trucks, trailers under 25ft ONLY**) may enter with a moss, purple, blue or gold vehicle pass.

3:00 p.m. **Silver** and **Yellow** vehicles **(passenger trucks, box trucks, trailers under 25ft ONLY**) may enter with a silver 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?

We 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(s) parked in the Sponsor 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 Sponsor 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 sponsor has an allocation of parking passes in their agreement. These parking passes will be divided up between the Turn 5 and the Paddock parking lots based as close as possible to your booth space. Please note, not all sponsor parking passes will be for the same lot. **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 sponsors 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 Sponsors	Turn 5
Blue Sponsors	Turn 5
Purple Sponsors	Turn 5
Moss Sponsors	Turn 5
Yellow Sponsors	Turn 5

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

Oversized vehicles, trailers, trucks, and overnight parking must use Long Term Vehicle/Trailer Parking at Wolf Hill.

Parking at Laguna Seca is limited. We strongly encourage ride sharing and carpooling when possible. See "Storage Options" for information on convenient on-site storage containers.

PASSES – PARKING & FESTIVAL

Sponsor 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 Ann Bixler via email no later than **March 26, 2027**.

The event does not give out badge credentials. Instead, the color-specific wristband acts as the credential for the event. Parking pass will be allocated to park in a designated lot based on your area color. For more information on 'parking' please see above.

Festival passes will be issued per your sponsor agreement terms, if you require more contact Ann Bixler via email.

PROFILE (MAP DYNAMICS)

To update your sponsor profile and order services, you must first create an account. Instructions were automatically emailed to the assigned email following your booth purchase.

If you have already created your account, you may log in to complete your sponsor profile and order services. If you have not yet created your account, please refer to the setup email sent to the account administrator. For additional assistance, contact Jamie McCray via email or review the "How to Use Your Profile" guide.

RENTALS

Canopies

Sea Otter has canopy rentals available for sponsors looking for tenting options. You may view and order canopies in 10' x 10' increments by logging into your sponsor profile. Here **is a list of available services offered.** To order, log in to your sponsor account and add by clicking the big blue button on the right (see "profile" for log in help). To source another supplier, check our 2027 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, sponsors must provide their own table covers. To order, log in to your sponsor account and add by clicking the big blue button on the right (see "profile" for log in help). To source another supplier, check our 2027 Approved Vendor List (see "approved vendors" for more info).

DISCOUNTED SERVICE PRICING ENDS **JANUARY 1, 2027.**
UPDATED PRICING TAKES EFFECT **JANUARY 1, 2027.**
ON-SITE PRICING BEGINS **MARCH 1, 2027.** NO REFUNDS ON SERVICES AFTER THIS DATE.
SERVICE ORDERS ACCEPTED THROUGH **APRIL 1, 2027** AT ON-SITE PRICING.

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. Enjoy a relaxing, upscale space to connect, entertain clients, and take a break from the excitement of the Expo.

Each Club Pass includes:

- A comfortable, upscale setting for conducting bike industry business away from the busy Expo
- Continental breakfast featuring gourmet coffee, fresh fruit, hot rolls, and more
- An expanded buffet lunch with a different menu each day
- Beer and wine served with lunch and throughout the day

Cost per Pass – $325/One-Day or $875/Four-Day

For ordering information, please contactPlease contact Ann Bixler via email for more information on how to order.

SECURITY

Overnight security will be roving on-site from 6:00 p.m. on Tuesday, April 13 until 7:00 a.m. Monday, April 20. 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 2027 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 sponsor'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 8 – APRIL 6, 2027**

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 12 – APRIL 14, 2027.**

Outbound Shipping

Starting at noon on Sunday, April 18, 2027, 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 18, 2027**. Late orders are subject to a 25% late fee.

SHIPPING INFO

TriCord Trailer Hours for Move-In/Out:

Monday, April 12	10:00 a.m. – 5:00 p.m. (By appointment only)
Tuesday, April 13	8:00 a.m. – 5:00 p.m.
Wednesday, April 14	7:00 a.m. – 6:00 p.m.
Sunday, April 15	2:00 p.m. – 8:00 p.m.
Monday, April 19	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 Crystal Soto (831) 264-6221 or via email.

SIGNAGE & BRANDING

Sponsor Banners

Omni Promotional, a Sea Otter Classic sponsor, is the approved vendor for all banners as well as other signage and related materials. Please check out Omni's pricing and product availability on their website for more information or contact Dave Skiffich (303) 443-8595 or via email. Omni will deliver all pre-ordered items directly to the event on your behalf.

All sponsor **banners** must be made to the following specifications:

- Size: 39" H x 96" L
- Materials: 4mm Coroplast
- 3 grommets on top and 3 grommets on bottom
- One-sided, color printing preferred

Only Coroplast banners will be displayed as official sponsor banners in the venue. No vinyl banners will be accepted. Within your own Expo space, sponsors may use any type of signage.

All sponsor **fencing** must be made to the following specifications:

- Size: 150'
- Type: If ordering from Omni, Event Fencing

All sponsor branding must be delivered onsite by **April 5, 2027**.

Canopies & Flags

E-Z UP, a Sea Otter Classic sponsor, is our approved vendor for canopies, fencing, and flags. Check out E-Z UP's website for more information or contact Alex Aiken 800-45-SHADE ext. 3100 or via email. E-Z UP will deliver all pre-ordered items directly to the event on your behalf.

For any branding products not ordered through Omni or E-Z UP, please make arrangements for delivery with Ann Bixler via email. All approved fencing and banners must be received onsite by **April 5, 2027**.

Sea Otter will automatically store all sponsor banners and fencing from year to year at no charge. If you need any materials returned at the end of the event, please advise Ann by EOD **April 12, 2027**. Once the items are in storage, they cannot be accessed until the following year.

SPONSOR PROMOTIONS – REACH THE ATHLETES

Take advantage of the Virtual Event Bag, your direct connection to the athletes and registered participants. The Virtual Event Bag reaches a large audience of dedicated cyclists and has seen consistent engagement and conversion rates in previous years. As a sponsor, you are entitled to one [1] posting in this year's Virtual Event Bag. Access opens March 8, and postings are due March 31, so don't miss your chance to connect directly with our athletes! Make sure you take advantage of this free opportunity if it is outlined in your sponsor agreement. Keep an eye out for your invitation from Active.com.

SOUND

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

STORAGE OPTIONS

Sea Otter is pleased to offer sponsors 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 sponsor account and add by clicking the big blue button on the right (see "profile" for log in help). All containers must be ordered no later than **March 20, 2027**.

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 sponsor 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).

- 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 sponsor 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 needed based on electrical needs. Please bring the appropriate cords to connect.

- **All sponsors 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 sponsor account and add by clicking the big blue button on the right (see "profile" for log in help).

ACTION – CONFIRM: Once you've paid for electricity, 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

To ensure the safety of athletes, attendees, staff, participants, and spectators, all unmanned aircraft systems (UAS), commonly referred to as drones, operating at the Life Time Sea Otter Classic must receive prior approval and comply with all applicable federal, state, local, venue, and event regulations.

No drone operations are permitted without prior written approval from Sea Otter Classic.

Submission of a drone request does not guarantee approval. Due to airspace restrictions, safety considerations, and the high volume of requests, drone operations are limited and may be denied at the sole discretion of Sea Otter Classic.

Submit all of the below to Sarah Stutman via email **no later than March 11, 2027. Only drones that have received official Life Time Sea Otter Classic approval will be allowed to fly. THERE WILL BE NO ON-SITE APPROVALS OF DRONES, no exceptions.**

Drone operation requests must include details outlined here and further described in the section below (Drone Requirements + Submissions):

- Operator name and contact information
- FAA Part 107 certificate number
- Aircraft make and model
- FAA registration number(s)
- Proof of FAA airspace authorization (if required)
- Proof of insurance
- Description of intended operations, flight locations, and dates

Incomplete applications may not be reviewed.

SPONSORSHIP ACTIVATION

Ann Bixler
Account Manager
ABixler@lt.life
(831) 277-7022

Ben Meltzer
Event Activation Intern
BMeltzer@lt.life
(831) 713-6321

SHIPPING & RECEIVING

TriCord Management
Crystal Soto
crystal@tricord.net
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SPONSOR BANNERS

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(303) 443-8595
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