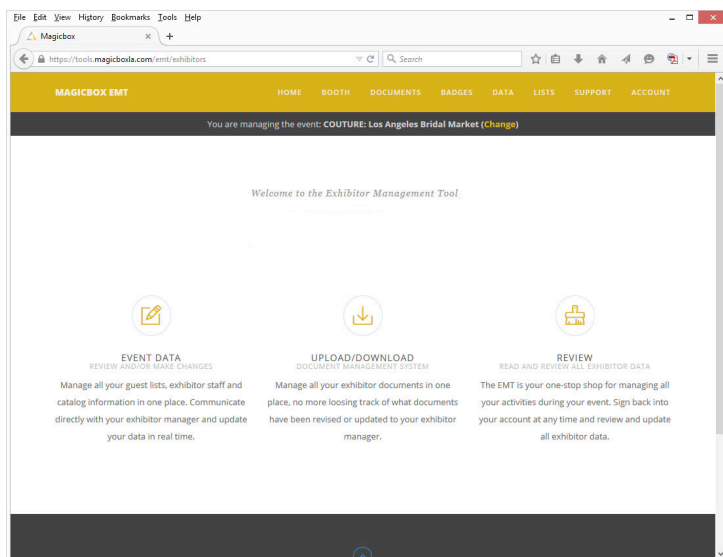


Welcome to LA Baby Show!

Our team here at Magic Box @ The REEF is ready to assist you with your show needs. Please feel free to call upon us as your go-to resource while planning for your show. The REEF is a privately owned, managed and non-union property; as such, exhibitors are permitted to bring in exhibit materials/products and set up your own exhibit space!

This is your Exhibitor Manual, designed to provide you with all the information necessary for a successful show. All the important details contained within this document can be instantly accessed at any time through your Exhibitor Management Tool (EMT) online account, which is also where you will communicate directly with us.

<http://tools.magicboxla.com/go/lababyshow2018>



Your online account has already been set up and login information has been auto-sent to your email address. If you have not received your login information, please contact us at cadmar@magicboxla.com.

We wish everyone an amazing event and look forward to seeing you here at Magic Box @ The REEF!

Sincerely,

Magic Box Team

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LA Baby Show

Event Information:

Location

LA Baby Show is held in THE REEF (the former LA Mart Building) in Downtown Los Angeles.

THE REEF
1933 S. Broadway
Los Angeles, CA 90007

Schedule

Friday, November 2, 2018

8:00 am – 5:00 pm – Exhibitor Check-in

Note:

Exhibitors must provide all tools and equipment necessary for load in/out (ladders, hammers, nails, tape, screwdrivers etc.).

PLEASE NOTE: THERE IS A LIMITED AMOUNT OF TIME TO SET UP YOUR BOOTH ON EVENT OPENING DAY. IT IS HIGHLY RECOMMENDED THAT YOU SET UP YOUR BOOTH PRIOR TO THE EVENT OPENING DAY ON Saturday, November 3, 2018.

Saturday, November 3, 2018

Note:

All Exhibitors must be show ready by 9am

7:00 am – 9:00 am – Exhibitor Check-in and booth installation

10:00 am – 4:00 pm – Public Hours

Sunday, November 4, 2018

10:00 am – 4:00 pm – Public Hours

4:00 pm – 9:00 pm – Load out

Exhibitor Wristbands

All Exhibitors will be issued wristbands, which must be worn at all times inside the event for security purposes. Exhibitor wristbands may be picked up at the check in desk upon arrival.

Exhibitor Wifi

Exhibitors will have access to a wifi network at no cost. Network details will be provided during load in.

Exhibitor booth Information:

Note: All booth packages will come with at least (1) 6ft Expo Table(72" long X 24" wide), (1) Black Table Cloth, (2) White Chairs, a single 500w outlet and access to wifi/internet

Booth Information

Each booth option contains a specified group of items:

(5' x 10')

9' High white wooden walls (3 inches thick)
1 x 6' Dressed table
2 x Chairs
2 x Lights

(10' x 10')

9' High white wooden walls (3 inches thick)
1 x 6' Dressed table
2 x Chairs
2 x Lights

(20' x 10')

9' High white wooden walls (3 inches thick)
1 x 6' Dressed table
2 x Chairs
4 x Lights

(20' x 20')

9' High white wooden walls (3 inches thick)
1 x 6' Dressed table
2 x Chairs
8 x Lights

Height Restrictions

There is a 9ft height restriction in the event hall. Any Exhibitor exceeding that height must contact show management for approval.

Booth Hard Walls

Booth hard walls are 9' high (3 inches thick), are constructed of hollow timber-framed panels with 1/4" plywood, and are painted white. Picture hooks, mirror plates, nails and screws can be used to secure items to the walls. Magic Box recommends the use of cordless drills for this purpose. Please note that each 4ft panel can support a maximum of 50lbs. All screws, nails, and labels must be removed prior to Exhibitor departure at the end of Event. Exhibitors creating any large holes in the panels (larger than 1/4") will be billed \$350 for the replacement of that damaged panel. Exhibitors should refrain from hammering or otherwise installing during exhibition hours.

Exhibitor Booth Design Modifications

Each exhibitor is welcomed to personalize the interior of their booths. Custom built booths must submit a drawing/rendering to show management via a visual diagram or rendering for approval no later than Friday, October 12, 2018

Booth Exterior Hard Walls

Exhibitors with walls adjacent to an aisle may use the outside of these walls. Please note that lighting of outside walls is the responsibility of the exhibitor and that booth package lights may not be used to light exterior walls. Exhibitors that would like to order lights for their outside walls should specify exterior "Aisle" lights when ordering extras via the "BOOTH FLOOR PLAN" page of the EMT.

Overhead Booth ID Signs

Signage will be supplied for each Exhibitor's booth and will be positioned on the entrance of the booth. Please feel free to add any appropriate signage to your space. Please note that LA Baby Show kindly requests that all booths be thoughtfully displayed, and reserves the right to remove signage that could be perceived as offensive.

Booth Extras (Rentals)

Any additional hard wall panels, lighting, or electrical, furniture, etc. that are required should be ordered using the MagicBox EMT (Exhibitor Management Tool). After reviewing the available rental items, please login to your account, open the "BOOTH EXTRAS" tab, choose your item, and pay using a credit card.

Exhibit Booth Customization

Please download your "BOOTH FLOOR PLAN" and draw in any additions/changes to your booth. Please be sure to indicate each wall length on the drawing and note that all walls must be in increments of 2ft or 4ft. Additional panels must be located within the borders of the exhibition space. All build-outs and electrical orders, such as closets or electrical drops, should be included and clearly indicated on the booth plan and uploaded in the MagicBox EMT (Exhibitor Management Tool). You will be contacted if there are any questions or concerns regarding the submitted proposed layout. We encourage you to use the hard walls and get creative with your decorating!

Exhibit Booth Custom Painting Hard Walls

For customized paint orders, please visit the "BOOTH EXTRAS" page. Once you complete the order process, please visit the "BOOTH FLOOR PLAN" page, download your floor plan, and indicate which walls you would like painted, using any particular color references. Booths will be painted for an additional fee prior to Exhibitor arrival. Exhibitors who wish to have their booth painted should provide the necessary information to show management by Friday, October 12, 2018 so that their booth will be ready upon arrival. The indicated fee will cover the cost of paint and the cost of painting, including the repainting of those walls following the event.

Booth Rental Furniture

Exhibitors may either bring their own tables and chairs or rent from the "BOOTH EXTRAS" page on the MagicBox EMT. Exhibitors may store supplies under tables only if tables are covered with tablecloths. Unless previously arranged, all booth furniture will be delivered and placed in the middle of each space (not positioned).

Promotional Activity

LA Baby Show does not allow the promotion of any individual exhibitors or any other business at the event (except by event sponsors) anywhere outside the confines of Exhibitor booths, including the venue, parking lot, and entrance areas into the event. This includes distributing or displaying brochures or posters. Any such promotions will be removed.

Exhibitor Electrical:

Electrical Order Checklist

- € Check rating plates on your equipment to ensure that you will have the necessary power for operating your display.
- € Do you require additional lighting? We can handle a variety of lighting options to enhance your display.
- € If distribution is required, include a detailed electrical floor plan. Indicate both your main power location(s) a minimum of 5 amp per location. You may use your BOOTH FLOOR PLAN (downloadable from your EMT account) for this purpose or provide your own floor plan. Once completed, please login to your Magic Box EMT account and upload your floor plan to the BOOTH FLOOR PLAN.
- € For safety and liability reasons inspections may be conducted at show site for any violations where electrical work was performed by non-Magic Box personnel. A fee may be assessed and assigned.
- € Avoid code violations. Check the electrical code requirements on this information sheet.
- € How much power do you need?

Calculate your lighting needs by adding wattage in each location. For other equipment, read the rating from the metal plates attached to each unit. One drop will be provided within the booth when power source is in the ceiling, or it will be placed in one location on the perimeter when power source is in the floor.

Los Angeles Electrical Code

Electrical requirements for exhibitors are for the safety of all exhibitors and are based on national electrical codes and local ordinances. Much too frequently fires are traceable to faulty wiring, and are often due to carelessness and/or lack of understanding of the risks involved.

In the interest of public safety, exhibits may be inspected to determine if any violations exist. If so, qualified electricians are available to correct any problems. If an exhibitor does not wish to have the fault corrected, electrical service to their booth will not be connected.

- All wiring must have a 3-wire grounded cord with a minimum of #14 gauge.
- Spot or flood lighting is a hazard when lamps are too close to fabrics or other materials that can be affected by heat.
- The use of clip-on signs, sockets, latex, or lamp cord wire in displays, and the use of 2-wire clamp on fixtures is prohibited by order of the fire Marshall at all events at Magic Box. Please leave all 2-wire cords at home!
- Exhibitor is responsible for providing surge protectors for their goods. Magic Box is not responsible for loss or damage resulting from power surges. Furthermore, Magic Box's liability for any and all loss or damage is limited to the value of the cost of electrical services provided or depreciated value of goods (whichever is less).

Overhead Booth Lighting Plan

Based on your booth, you will receive the associated allotment of lighting. Above each booth is its respective lighting track, where lighting can be moved into position and focused. Please note that only our in-house electrical team can make adjustments to your lighting.

Exhibitor Material Handling:

Freight Elevator

6.6' High x 10' Wide x 17' Deep
See "Dock Specs" under the "Documents" Tab.

Advanced Shipping

Magic Box will begin accepting advanced shipments starting Wednesday October 17. Please schedule all deliveries during normal dock operating hours 8:30am-5:00pm Monday-Friday. Material Handling is included in your booth package at no extra cost.

LA Baby Show exhibitors are free to choose their own means of shipping. All agents must be instructed to deliver crates directly to the appropriate booth and should be addressed as follows:

LA Baby Show
(Exhibitor Name)
(Booth #)
1933 S. Broadway
Los Angeles, CA 90007
c/o Shipper's Name, address and phone number

Important Dock Receiving Information

Please note that all items must be delivered between 8:30 am – 5:00 pm Monday thru Friday. LA Baby Show makes no warranty as to the quality of any shipper and disclaims any liability for any loss or damage to any items whilst in the care of any shipper.

Shipping Charges

Please prepay all shipping charges. LA Baby Show and Magic Box will not accept or be responsible for C.O.D. shipments.

Material Handling

Access to the loading dock is on Hill Street. Exhibitors are allowed to hand carry materials. Please note that exhibitors are allowed to unload at any of the exterior drives surrounding the facility. Exhibitors may only use handcarts, flatbeds, or dollies at the loading dock area. Once pulled into the loading dock area you will be directed where to park to unload your vehicle. Once your material has been unloaded you will need to park your vehicle in the main parking lots.

Crates

Exhibitors should bring their own tools (power drills, etc.). LA Baby Show does not provide tools of any kind. Exhibitors are required to open their own crates. All crates must be clearly labeled with the Exhibitor name and booth number to ensure delivery to the proper booth.

Outbound Shipping

Exhibitors can ship out directly from the venue post show. Please ensure that all your packages are securely wrapped and labeled. Shipments should be left in your booth. A bill of lading will be provided to ensure secure shipping. UPS and Fedex ground do not need to set up an appointment for pickup as the building has regular daily pickup. All freight pickups should be scheduled before 12pm on Monday November 5, 2018.

Exhibitor Load-In Process

Exhibitor will park vehicle up to the parking meters located on Hill Street for off load staging. Trucks will be directed into the dock bays. Exhibitors must check in at the dock and only then will be given dock assistance and equipment to unload their vehicle. Dock assistants will assist exhibitors to their booth and help unload their carts if required. Once carts are unloaded, exhibitors are to return to their vehicle and remove it from the loading dock. Vehicles left in the loading dock or at the permitted meters will be ticketed and towed after 30 minutes.

Exhibitor Load-Out Process

At the close of the show, it is the Exhibitors' responsibility to remove all nails, screws, and labels from the show walls.

- Load-Out is based on a first packed, first moved policy.
- Exhibitors will be given instructions and two both ID forms prior to Load-Out.

- Exhibitors must pack up their booth in its entirety prior to requesting pickup.
- Once completely packed, exhibitors will turn in form 1 to the dock representative located at the freight elevators.
- Dock assistance will arrive based on received form from exhibitors. Once your items have been picked up you will be permitted to move your vehicle to the dock where the second BOOTH ID will be placed in the windshield of your vehicle.
- When the carts arrive on the dock, the booth ID number will be called and the vehicle matching will be directed to pull into the dock and load up.
- Please note this process ensures that the dock inventory matches the vehicle picking up your items, and supports the smooth flow of the dock area.

Empty Container Storage

Storage will be provided on the premises for empty crates. All crates must be empty of items, or anything valuable, and must be labeled with "Empty" stickers. When your containers are empty, obtain "EMPTY" labels from the Exhibitor Service Desk. Use the labels to mark your crates, boxes and containers with your company name and booth number. Leave the containers in the aisle. For your convenience, these empty labeled containers will be picked up by Magic Box staff and returned to you at the end of the show. Please remember that you will not have access to these containers during the show.

Rules & Regulations:

Failure to Comply with Terms & Conditions

All payments due to Magic Box must be paid in full prior to Exhibitor installation. LA Baby Show shall be entitled to close the booth of any exhibitor whose officers, agents, employees or other representatives fail to perform, observe, and/or comply with any terms or conditions set forth or as stipulated in the LA Baby Show Terms and Conditions. In any such event, LA Baby Show may immediately remove the Exhibitor's display at the Exhibitor's expense, and LA Baby Show may rent the space to others.

Limits of Liability

Maker City LLC, Magic Box, & THE REEF is not responsible for damages to crated or uncrated materials, materials improperly packed, concealed damages, loss, theft, or disappearance of any materials before, during, or after the event. Maker City LLC, Magic Box, & THE REEF is not responsible for loss, damage, or delay due to fire, Acts of God, strikes, lockout, or work stoppages of any kind or to causes beyond our control. Maker City LLC, Magic Box, & THE REEF is not liable to any extent whatsoever for any actual, potential, or assumed loss of profits or revenues, or for collateral costs, which may result from any loss or damage to an Exhibitor's materials, and which may make it impossible or impractical to exhibit it such material.

Exhibitor Liability Insurance Requirements

As an exhibitor you are required to carry commercial general liability insurance, including products and completed operations, contractor's personal injury, and blanket contractual liability insurance at limits of a least \$1,000,000 per occurrence and \$2,000,000 aggregate. This coverage must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. Coverage should begin from your first move-in day and last through your last move-out day and name Magic Box LA, Maker City LA LLC, and LA Baby Show as additional insureds. The Certificate of Insurance must be provided at least 30 days before the move-in date by logging into your account in the Magic Box EMT and uploading it to the "Data" page.

Display Regulations

To maintain the integrity of LA Baby Show, any display considered unprofessional by show management will not be permitted. Exhibitors must adhere to the following guidelines:

- Should any Exhibitor or their contractor cause damage to the exhibition hall or to the booth walls (beyond reasonable nail and screw holes), it will be the sole responsibility of the Exhibitor to pay the cost of the repair.
- Exhibitors may have their booths painted custom colors, provided that they order and pay via the "BOOTH EXTRAS" page on the MagicBox EMT (Exhibitor Management Tool).

Fire Regulations

- No obstruction may be placed in any aisles, passageways, or exits leading to fire extinguisher appliances. All tables and chairs must be placed within the booth, not in the aisle.
- Open flames are not permitted anywhere within the premises.
- Cut flowers, living trees, plants etc. are permitted, provided they are maintained in a healthy condition. Decorative greens containing pitch or straw are prohibited. Artificial flowers or floral decorations which are not flameproof are prohibited (these regulations apply to display decoration and packing materials only; exceptions are made for Exhibitor product/merchandise).

Exhibitor displays are subject to inspection and testing at any time during installation and throughout the exhibition by the Fire Inspector. Should any part of a display not meet Fire Department standards, the item(s) in question must be immediately flame proofed or removed from the building at the Exhibitor's expense.

Floors

The indoor exhibition area has sealed concrete flooring.

Cleaning

Any small or delicate items should be placed in a secure location before and after show hours to avoid damage or accidents during cleaning. Valuables, such as cash boxes, laptops and mobile phones, should be removed when the booth is not attended. Our cleaning service will sweep aisles and remove trash from all booths each day. Exhibitors who do not wish anyone to enter their booths at the close of the day must leave trash bins in the aisle just outside of their booth and must tape off their booth. Please note that booths will not be swept daily.

At the end of LA Baby Show, exhibitors are required to leave their booth area in the same condition in which it was found, reasonable wear and tear excepted.

Smoking Policy

Smoking is not permitted anywhere within the premises including the exhibition halls and restrooms. Exhibitors wishing to smoke may step outside to the designated smoking area.

Code of Practice

Booths must be staffed at all times during the exhibition. No Exhibitors are to dismantle booths before event hours have ceased and all visitors have left the premises.

Vendor Information:

Exhibitor Parking

Exhibitors may park in the parking lot adjacent to the venue. Parking passes are available for purchase on the portal. Weekend passes for exhibitors are \$40 which includes 1 validation for a load in day and 2 validations for the event dates.

Driving Directions

From LAX

Take the 105 East (Century Freeway) to the 110 North (Harbor Freeway). Exit on Adams. Turn right on Adams. Take Adams to Broadway, turn left. Magic Box @ THE REEF is at the corner of Broadway and Washington (1933 S. Broadway).

From Long Beach/Orange County

Take the 5 (Santa Ana/Golden State Freeway) to the 10 West (Santa Monica Freeway). Take the Los Angeles Street exit. Take 17th Street to Broadway. Turn left on Broadway. Magic Box @ THE REEF is at the corner of Broadway and Washington (1933 S. Broadway).

From the San Fernando Valley

Take the 101 South (Ventura Freeway) to the 110 South (Harbor Freeway) to the 10 East (Santa Monica Freeway). Take the Grand Avenue exit, proceed to Broadway. Turn right on Broadway. Pass Washington Blvd. Magic Box @ THE REEF is on the right (1933 S. Broadway).

From the San Gabriel Valley/Inland Empire

Take the 10 West (Santa Monica Freeway) or the 60 West (Pomona Freeway) to the 10 West. Take the Los Angeles Street exit. Take 17th Street to Broadway. Turn left on Broadway. Magic Box @ THE REEF will be on your right (1933 S. Broadway).

From Santa Monica

Take the 10 East (Santa Monica Freeway). Take the Convention Center/Grand Ave/ San Pedro exit onto W 18th St. toward Convention Center/ Grand Ave. / Olive St. Turn right on Broadway and Magic Box @ THE REEF will be on the right (1933 S. Broadway).

By Train/Metrolink /Bus

The venue is within 0.25 miles of the Blue Line Grand Ave station and within 0.5 miles the 23/Flower Expo line station. The area is serviced by many major bus lines from throughout the city. To plan your trip, visit www.metro.net. For information on train transportation that originates from all over Southern California, log onto Metrolink at www.metrolinktrains.com.

Security

While LA Baby Show will exercise reasonable care in safeguarding property, neither LA Baby Show nor any of its officers, agents, or employees assume any responsibility for such property or carry any insurance for Exhibitors' merchandise or fixtures. Please note, Exhibitors are responsible for the security of their exhibition space, personal belongings, and merchandise.

Please be advised that the venue may be occupied overnight for cleaning purposes. For this reason, it is strongly advised that Exhibitors lock up or remove any small or valuable items such as laptops, mobile phones, and other small portable objects.

Helpful Security Suggestions

- Do not leave valuable items in your booth; remove them on a nightly basis.
- Hire a security guard for your own personal use.
- Do not list contents on the outside of your boxes (e.g. "Box #1: Personal Computer").
- Carry a detailed list of what you ship, in which box it was packed, and repack it in the same box. Keep a copy of this list in our office and check your shipment when it returns.
- At the end of the show, there is little or no security. The following is recommended:
- Hire a security guard specifically to watch over your items.

Contact Information

Magic Box @ THE REEF

Website: www.magicboxla.com

Email: emt@magicboxla.com

Phone: (213) 222-1440

Address: 1933 S. Broadway, Los Angeles, CA 90007