



Conference: Tuesday, March 27 • Expo Hall: Wednesday, March 28 & Thursday, March 29  
 www.cabinetsandclosetsexpo.com

## General Information

### Location

**Pasadena Convention Center**  
 300 East Green Street  
 Pasadena, CA 91101  
<https://pasadenacenter.visitpasadena.com/>

### Exhibits Schedule

Monday, March 26	
Move-in/Installation	8:00am – Noon (machinery only) Noon - 5:00pm
Tuesday, March 27	
Exhibitor Registration	8:00am - 5:00pm
Move-in/Installation	8:00am - 5:00pm
Wednesday, March 28	
Exhibitor Registration	8:00am - 5:00pm
Expo Open	10:00am - 5:00pm
<i>Awards Gala, Top Shelf Awards on Exhibit Floor</i>	<i>Time TBD</i>
Thursday, March 29	
Exhibitor Registration	8:00am - 3:00pm
Expo Open	10:00am - 3:00pm
<i>Auction on Exhibit Floor</i>	<i>Time TBD</i>
Dismantling/Move-Out	3:00pm - 8:00pm

### Key Contacts

Exhibit Space Assignment, Booth Relocation,  
 Future Shows

Michael Litwicki, Hall-Erickson, Inc.  
 (800) 752-6312, (630) 434-7779  
[mlitwicki@heexpo.com](mailto:mlitwicki@heexpo.com)

Ryann Lomas, Hall-Erickson, Inc.  
 (800) 752-6312, (630) 434-7779  
[rlomas@heexpo.com](mailto:rlomas@heexpo.com)

### Housing

Follow this link to the Cabinets & Closets  
 Conference and Expo Housing page:  
<http://www.woodworkingnetwork.com/events-contests/cabinets-closets-conference-expo/cabinets-closets-expo-hotel-information>

Conference Program

Kim Lebel, Hall-Erickson, Inc.  
(800) 752-6312, (630) 434-7779  
[klabel@heiexpo.com](mailto:klabel@heiexpo.com)

Program Listings

Penny McQuality, Hall-Erickson, Inc.  
(800) 752-6312, (630) 434-7779  
[pmcquality@heiexpo.com](mailto:pmcquality@heiexpo.com)

## Included in the Cost of Your Booth

Your Booth Includes: 8' High Back Drape –  
Alternating panels of blue, forest green, light blue  
3' High Draped Side Rails (blue)  
Standard Carpet (forest green)  
ID Sign with company name and booth number  
Complimentary listing in the on-line and printed Exhibits Directory.

## Cost-Saving Packages

**Furniture Package:** (1) 6' draped table, (2) side chairs, (1) wastebasket \$245.70

### Machinery Rates: (200 lb. minimum)

Machinery weight between 0 and 1,000 pounds at Event Site	\$ 0.42/lb.
Machinery weight between 1,001 and 2,000 pounds Event Site	\$ 0.40/lb.
Machinery weight between 2,001 and higher at Event Site	\$ 0.38/lb.

## Value-Added Promotions:

### Exclusive Value-Added Promotions for CCCE Exhibitors

- Exhibitor Product Listings: 50-75 words of descriptive copy and a photo showcased on [CabinetsandClosetsExpo.com](http://CabinetsandClosetsExpo.com)
- Exhibitor Product E-Blast: One product for each participating exhibitor highlighted in a special Cabinets & Closets Expo e-newsletter deployed before the show
- Exhibitor Listing: Minimum of six months post-show visibility of each exhibiting company's key contact information and product category listings on [CabinetsandClosetsExpo.com](http://CabinetsandClosetsExpo.com)
- Unique VIP code to invite customers to attend the CCCE for free as your guest. Please email [CCCE@heiexpo.com](mailto:CCCE@heiexpo.com) to receive your code.

## Marketing Tool Kit

Visit this page for the Marketing Tool Kit:

<https://www.woodworkingnetwork.com/cabinets-closets-conference-expo/marketing-toolkit/Marketing-Toolkit.html>

This Toolkit makes it easy for you to tell customers, vendors, media and business prospects that you will be exhibiting at the show. More people at the show means more business at your booth, it's that simple.

Features include:

- Postcard mailer
- Print Ads
- Digital Ads
- CCCE Logo/Web button (perfect to add to your website)

Contact Carroll Henning -- 847-226-7969 or [carroll.henning@woodworkingnetwork.com](mailto:carroll.henning@woodworkingnetwork.com) -- if you need additional information on how to use this toolkit.

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## Aisles

All aisle space belongs to the Exposition. No exhibit component may extend beyond your assigned space into the aisle. Any demonstration or activity which results in the obstruction of aisles or prevents ready access to neighboring exhibitors' booths is prohibited. Soliciting in the aisles and distributing literature in common areas is also prohibited.

## Balloons

The display and distribution of balloons will not be allowed at any time within the exhibit hall. Balloons create many housekeeping problems and are particularly detrimental to the fire detection systems installed in the exhibit hall. **Their use is strictly prohibited.**

## Catering

Centerplate is the exclusive provider of food & beverage within the Pasadena Convention Center. All food and beverage items must be ordered through Centerplate. Exhibitors may not bring in their own food and beverage for distribution from their exhibit.

## Crate Storage

Empty crates, boxes, skids, etc. that exhibitors have labeled "Empty" will automatically be removed from exhibitors' booths, stored and returned at the conclusion of the Exhibition. "Empty" stickers will be available at the Service Desk. Crate storage is provided with Material Handling Service at no additional charge. **No storage of any kind will be permitted behind your display.**

## Damage to Property

Exhibitors are responsible for damage to uncrated or improperly packed shipments, concealed damage, loss or theft of material after delivery to booth or before material is picked up for return movement. It is expressly understood that the exhibitor will make no claim of any kind against Show Management for any loss, damage or destruction of goods.

## Display Rules

Display rules are outlined in detail in this online Exhibitor Manual and must be adhered to on-site, to avoid additional costs or delays before the Show opens. Follow these links to view the Exhibit Booth Configuration Regulations:

<http://iebms.heiexpo.com/closets/CCCE18displayregs.pdf>, and Exhibit Rules and Regulations:  
<http://iebms.heiexpo.com/closets/CCCE18backofcontract.pdf>.

Note: All demonstration equipment including operator's position must be located at least two feet removed from the aisle line of the exhibit area. Exhibitor warrants and agrees that the Exhibitor is solely responsible for assuming that its exhibit, demonstration(s) and all related materials are accessible to persons with disabilities and complies with all applicable provisions of the Americans with Disabilities Act. Follow this link to review the ADA guidelines:

<http://iebms.heiexpo.com/closets/CCCE18ADAGuidelines.pdf>.

Your agreement to abide by these display rules is a part of the space contract, and they will be strictly enforced by our Floor Managers.

## Early Dismantling

No exhibitor will be allowed to dismantle any portion of their exhibit prior to the end of exhibit hours on the final day of exhibits. This is a distraction to those attending the Show and to your neighboring exhibitors.

## Exhibitor Registration

Use this link to the exhibitor registration website: <https://www.microspec.com/mars/ExLogin.cfm?code=CCE2018>. To pick up your badges, bring your registration confirmation containing a barcode to exhibitor registration located in the Convention Center.

Use this link to order lead retrieval equipment: <https://www.microspec.com/mars/lrapp.cfm?code=CCE2018>.

## Exhibitor Service Desk

The Service Desk will be located in the Exhibit Hall.

## **Housing**

Use this link to access the Cabinets & Closets Conference and Expo Housing page:

<http://www.woodworkingnetwork.com/events-contests/cabinets-closets-conference-expo/cabinets-closets-expo-hotel-information>.

## **Insurance**

Exhibitors are required to provide their own floater insurance coverage, protecting against damage, loss or theft. The drayage contractor cannot be held responsible for the disappearance of an exhibitor's materials after delivery to the booth, or before the materials are picked up for loading out after the exhibition. CCI Media, LLC, their agents, Hall-Erickson, Inc., GES and the Pasadena Convention Center and their respective agents will not be responsible in any way against theft, fire or accident.

## **Work Rules**

Exhibitors are encouraged to review the Show Site Work Rules as noted in the exhibitor manual. Union labor will be required for certain aspects of your exhibit handling. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

## **Media Representatives Zero-Tolerance Policy for On-Site Soliciting**

Tradeshaw and Trade Press representatives are reminded that the following activities are prohibited during the 2018 Cabinets & Closets Conference and Expo:

- Discussing opportunities or distributing literature with the sole purpose of soliciting advertising or trade show/conference participation.
- Setting up appointments between exhibitors and publication representatives for further on- or off-site business dealings.

Anyone found conducting such practices without prior, written consent from show management may have their credentials revoked and be removed from the premises for the duration of the show.

Please contact Cabinets & Closets Conference and Expo Management at, [ccce@heiexpo.com](mailto:ccce@heiexpo.com), (800) 752-6312, or (630) 434-7779 if you have any questions.

## **No Smoking Policy**

Smoking is prohibited in the Exhibit Halls or meeting rooms.

## **Online and Directory Company Listing**

If you have not already done so at the time of application, please submit your listing information by logging onto your Exhibitor Portal.

Sign In to the Exhibitor Portal here:

<https://hallerickson.ungerboeck.com/prod/ungerboeck.cshml?AppCode=ESC&EvtID=5019&OrgCode=38>

Enter your company information as you wish it to appear. Descriptions are limited to 200 characters, including spaces. When you are finished, click Save & Complete.

**The deadline for the print Directory of Exhibits is March 1, 2018.** If you have any questions, or need assistance, please contact [helpiebms@heiexpo.com](mailto:helpiebms@heiexpo.com).

## **Parking/Directions**

[Click here](#) for Directions to the Pasadena Convention Center. Parking cost is \$13 a day for up to 16 hours; \$18 a day for in-and-out privileges (subject to change).

## **Retail Sale of Goods & Services**

Retail sales are permitted in the hall. It is the exhibitor's sole responsibility to comply with federal, state and local Laws, concerning such sales, including tax and license fees. Exhibitor agrees to hold Hall-Erickson, Inc. and the Pasadena Convention Center harmless with respect to such compliance.

## Shipping Options

Review each transportation option in terms of cost, time frame, and type of shipment, and choose the one that best fits your situation. When possible, ship in advance to the warehouse. The drayage contractor will receive materials and provide up to 30 days storage before delivering them to the Pasadena Convention Center. Although **the advance receiving rates cost more than the direct shipping rates** due to the additional handling, shipping your materials in advance is a good investment for the following reasons:

- You can verify receipt of your materials in Pasadena well in advance of the exhibition, without worrying about lost or misdirected shipments.
- You won't have to deal with stand-by charges from your motor freight carrier while your direct shipment waits in line to be unloaded at the Pasadena Convention Center.
- You can be assured that your materials will be in your booth space when you, or your set-up crew, arrive to begin the installation process.

**Also note that we strongly suggest that exhibitors consolidate their shipments as much as possible. The material handling rates have a 200 lb. minimum. Plan ahead and put as much into one shipment as possible to save money.**

If you choose to ship direct, be sure to forward a copy of your material handling order form/bill-of-lading to the drayage contractor to aid in tracing your shipment. Shipping addresses and timelines are included in the GES exhibitor manual.

## Security

From the first day of move-in through the last day of move-out, 24-hour perimeter badge-checkers will control access to the exhibit floor in a safe and organized manner. This level of security is not intended as individual security for your booth and materials. The Pasadena Convention Center is a public building to which hundreds of individuals have access - let alone the number of individuals involved in the shipping of your materials to and from the exhibition, setting up and tearing down displays. Exhibitors should take proper precautions to safeguard their investment in the exhibition. Do not leave items of value in your booth overnight without protecting them. Consider an overnight booth security guard from the security vendor or remove them from the exhibit floor. The security of your product is your responsibility—don't take chances!

## Show Directory Distribution

One Program will be distributed to each 10x10 space.