

LA ART SHOW 2015

HISTORIC | MODERN | CONTEMPORARY

JANUARY 14-18

LA CONVENTION CENTER / SOUTH HALL J & K

PAINTING, SCULPTURE, WORKS ON PAPER, PHOTOGRAPHY, VIDEO
THE MOST COMPREHENSIVE ART SHOW IN THE WORLD.
OVER 150 PROMINENT GALLERIES FROM AROUND THE GLOBE

LAARTSHOW.COM



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DEADLINES

1. NOVEMBER 15, 2014: CATALOGUE PAGE SUBMISSION
2. NOVEMBER 15, 2014: TECHNICAL FLOOR PLANS
3. NOVEMBER 15, 2014: ALL ORDER FORMS
4. NOVEMBER 15, 2014: EDLEN POWER FORMS
5. DECEMBER 19, 2014: PHOTO BADGES

DEAR EXHIBITOR,

We are delighted to welcome you as an exhibitor in the 20th Anniversary LA Art Show, January 14th-18th, 2015. We hope you will enjoy your participation in the Show and your time in the heart of our great city in downtown. Please read this booklet carefully and in its entirety. All protocols and instructions for your attendance in the Show are put forth herein, and have changed from last year. If you require any assistance, contact us and we will be happy to help. It is our goal to create a rewarding and trouble-free Show for all exhibitors.

We would also like to welcome you to Collectorsnet.com, our international web marketplace. Run by dealers, collectorsnet.com is a vetted site strategically designed to connect you to the world's collectors and designers 24 HOURS A DAY, 7 DAYS A WEEK, 365 DAYS A YEAR.

Thank you for participating in this wonderful event and we look forward to seeing you in January!

DIRECTORY

SHOW OFFICES:

LOS ANGELES OFFICE

Allison Starcher and the LA Team
1154 Grant Avenue
Venice, CA 90291
Phone: 310.822.9145
Fax: 310.822.9179
Email: tech@laartshow.com

CATALOGUE:

Please send all catalogue material to:

LOS ANGELES OFFICE

Helga Taylor
Email: lacatalogue@palmbeachshow.com
Fax: 310.822.9179

PUBLIC RELATIONS:

Please send all PR material to:

LOS ANGELES OFFICE

AGK Media
Agnes Gomes-Koizumi & Treanne Gomes
1137 Meadowbrook Avenue
Los Angeles, CA 90019
Phone: 323.937.5488
Email: agnes@agkmedia.com

PALM BEACH SHOW GROUP

Kellie Ross
500 North Dixie Highway
Lake Worth, FL 33460
Phone: 561.822.5440

WHEN SHIPPING TO THE LOS ANGELES CONVENTION CENTER:

LA Art Show, Exhibitor Name, Booth #
Los Angeles Convention Center
1201 South Figueroa Street
South Hall, J and K
Los Angeles, CA 90015

PALM BEACH SHOW GROUP

Laurie Green
500 North Dixie Highway
Lake Worth, FL 33460
Phone: 561.822.5440
Fax: 866.822.3505
Email: laurie@palmbeachshow.com

SHOW INFORMATION

OPENING NIGHT PREMIERE PARTY & VANGUARD ENTRANCE:

We are proud to announce that this year's beneficiary is St. Jude Children's Research Hospital®. St. Jude Children's Research Hospital® is leading the way the world understands, treats and defeats childhood cancer and other deadly diseases. On this special evening of art and philanthropy, international top collectors and benefactors will enjoy entertainment and a delicious array of culinary delights from Los Angeles' finest restaurants while getting the first glimpse at the Show floor. All ticket proceeds for this event go to St. Jude Children's Research Hospital.

OPENING NIGHT HOURS:

Wednesday: January 14 7 pm - 8 pm Vanguard Entrance (Vanguard & Patron Tickets)
Wednesday: January 14 8 pm - 11 pm Opening Night Premiere Party (Friend, Vanguard, Patron Tickets)

COMPLIMENTARY TICKETS:

Each booth will receive the following allotment of tickets according to size of booth and section, upon request, free of charge:

Modern & Contemporary - and - Historic & Traditional Contemporary Sections:

Opening Night Premiere Party:
≥ 480 sq. ft: 4 Vanguard Tickets, 24 Friend Tickets
192-360 sq ft: 2 Vanguard Tickets, 14 Friend Tickets

All booths receive:
Exclusive Tickets: 40

Project Space, Works on Paper, and Littletopia:

Opening Night Premiere Party:
2 Vanguard Tickets, 6 Friend Tickets

All booths receive:
Exclusive Tickets: 40

You are responsible for delivering tickets and passes to your guests. Tickets and passes can either be in the form of a printed hard ticket that we mail to you, an e-ticket that can be emailed to your clients, or a combination of the two. Please indicate on the setup form how you would like to receive your tickets.

COMPLIMENTARY OPENING NIGHT PREMIERE PARTY INVITATIONS & SHOW BROCHURES:

If you would like to order brochures and ONPP invitations, please indicate quantity on the order form. The 4-fold, full-color brochure explains the Show details, times, dates, and other important information. The ONPP Invitation is a card stock formal invitation, and we ask that you limit the quantity for preferred clients. *Please note that these invitations do not offer free entrance to the Opening Night Premiere Party or admission to the Show during general hours. Tickets are required for all guests to enter the Show.*

VIP PROGRAM:

Our VIP program will feature a variety of unique offerings including free admission to the Show, exclusive after parties, and elite art experiences for your discerning collectors.

AFTER PARTIES:

Information about the LA Art Show after parties will be announced. You will receive email updates as the schedule is finalized.

MOVE-IN

REGISTRATION:

Tuesday, January 13, 8 am - 5 pm. Welcome packet and badges will be distributed during registration. No exhibitors will be permitted into the hall until 10 am and must be wearing a badge for entrance.

HOURS:

Tuesday:	January 13	7 am - 5 pm	Large Trucks and Shippers Delivery Hours
Tuesday:	January 13	10 am - 5 pm	Exhibitor Entrance, Move-In & Setup Hours
Wednesday:	January 14	8 am - 4 pm	Move-In & Setup Hours

You will be allowed back into the hall at 6 pm. Your booth must be ready for the Vanguard Entrance at 7 pm.

SELF-MOVE-IN AREA:

Please check in at the gate to the parking lot designated for "self-move-in" and request a number for move-in. Once your vehicle is unloaded, you must remove it from this designated area to allow other dealers to move in. Please unload as swiftly as possible. Please see Move-In Maps on the website for directions to this area.

LOADING DOCKS:

The driver of your vehicle must check in and will be issued a dock on a first-come, first-served basis. Please have sufficient man-power to unload. If additional assistance is required, Blaine Convention Service may help if available. Your booth must be ready to receive goods. All vehicles must be removed immediately after unloading.

SHOW DAYS

EXHIBITORS ONLY HOURS:

Tuesday:	January 13	8 am - 5 pm
Wednesday:	January 14	8 am - 11:30 pm
Thursday:	January 15	10 am - 7 pm
Friday:	January 16	10 am - 7 pm
Saturday:	January 17	10 am - 7 pm
Sunday:	January 18	10 am - midnight

PUBLIC SHOW HOURS:

Wednesday:	January 14	7 pm - 8 pm	Vanguard Entrance (Vanguard & Patron Tickets)
Wednesday:	January 14	8 pm - 11 pm	Opening Night Premiere Party (Friend, Vanguard, Patron Tickets)
Thursday:	January 15	11 am - 7 pm	Exclusive Tickets & General Admission
Friday:	January 16	11 am - 7 pm	"
Saturday:	January 17	11 am - 7 pm	"
Sunday:	January 18	11 am - 5 pm	"

If you remove any merchandise from display, please do not do so until 7 pm. Please be setup and prepared for business the following day by 11 am.

MOVE-OUT

HOURS:

Move-out is Sunday, January 18th from 5:30 pm - midnight. Early move-out will not be permitted. Dollies, crates, and packing cases will not be allowed on the exhibition floor until after 5:30 pm to allow security to clear the public from the Show floor. All artwork must be removed from the booth and/or crated by midnight on Sunday.

All exhibitor art and freight must be collected at the latest by 12 pm (noon) on Monday, January 19th.

PAPERWORK:

A shipping order and security pass must be prepared for any goods to leave the exhibition hall. These forms are available in your welcome packet and extras may be picked up during the Show at the office and from the Blaine Service Desk at the loading dock. Goods may only leave the hall through the loading docks or through approved areas and absolutely must have the proper paperwork in order to be released. Goods without this paperwork will be refused exit and sent back to the appropriate Gallery booth.

MOVE-OUT PENALTIES:

All vinyl lettering must be removed from walls by the end of move-out. You will incur a \$500 fee for failure to remove lettering. Goods left on the exhibition floor past 12 pm (noon) on Monday, January 19th will be removed by the organizers of the LA Art Show at the exhibitor's expense. Expenses may include: removal; storage; insurance of exhibitor merchandise; security for the entire exhibition hall; LA Art Show legal fees in cases of legal dispute; and any other fee that is incurred during this incident. Please notify your shipper of these potential charges.

GENERAL SHOW INFORMATION

SELLER'S PERMIT:

This is the link to the California State Board of Equalization. You can register for a temporary seller's permit on their website, boe.ca.gov or by clicking the hyperlink: Permit.

HOTELS:

Magellan Luxury Hotels is the LA Art Show's preferred hotel booking service. For the LA Art Show they have partnered with hotels in downtown LA and surrounding areas to find the best Show rates possible in a range of accommodations. Their services are complimentary with no hidden fees. Let them help you find the perfect hotel.

Magellan Luxury Hotels
Phone: 1.866.582.5345 or 1.204.992.9737
Email: LAArtShow@magellanluxuryhotels.com
Hyperlink: Magellan

CATERING:

Catering is available with "Taste L.A." through the LA Convention Center. Locate their menu at LACCLink.com under "Planners" or by clicking the hyperlink: Menu.

FLORIST:

Unique Sarah
606 Moulton Avenue
Los Angeles, CA 90031
Phone: 323.276.0003
Email: uniquesarah@sbcglobal.net
Website: www.uniquesarah.com

DIALOGS LA:

The symposium and lecture series continue to provide an exciting forum for the hottest issues and topics current in today's art community. Joined again by leading voices from the nation's art world, we are pleased to present a range of relevant art topics for thought-provoking discussions, which make for an insightful break during a busy, full day at the Show.

PRESS OFFICE:

Journalists and members of the press attending the Show are directed to check in at the Press Desk. Here they will be given information on exhibitors and their merchandise. If you would like to have information on your gallery handed out to the press, contact AGK Media (*listed in the Directory page 4*) before and/or during the Show.

PUBLIC RELATIONS:

Please notify AGK Media in advance if you have your own PR Agent attending the Show. They will be better able to serve your needs with advanced notice.

PUBLIC ANNOUNCEMENTS:

Public announcements will be made for Exhibitor's messages during setup and breakdown. During public hours of the Show, announcements for lectures and closing time will be made.

PAYMENT INFORMATION:

Please make your payments in a timely manner. All checks must be drawn on a US Bank in US dollars. Make checks payable to: LA ART Show. Checks must note the name of the EXHIBITOR & BOOTH # in MEMO. International payments can be made by wire transfer.

SEND CHECKS TO:

Palm Beach Show Group
ATTN: Lisa Weissman
LA Art Show
500 North Dixie Highway
Lake Worth, FL 33460

WIRE INFORMATION:

SWIFT Code: WFBIUS6S
ABA/ROUTING #: 121000248
Account #: 7685084985
Account Name: LA Art Show, Inc.
REF: 2015 LAAS Show Booth #_____.

BANK LOCATION:

Wells Fargo Bank
420 Montgomery
San Francisco, CA 94101

It is imperative that ALL INFORMATION above is filled out properly and completely for payments to be processed.

BADGES:

To gain entry to the Show exhibitors and booth staff must have a photo identity badge, which must be worn at all times at the Convention Center from January 13th-19th. Please complete the Badge Order Form.

Submission deadline for badges is December 19, 2014.

Each booth will be provided up to 6 Exhibitor Staff Badges and 2 Temporary Contractor Badges. Exceptions for large booths may be granted upon written request submitted with the Badges Order Form.

Only full-time employees or their substitutes approved by the PBSG will be eligible to be issued badges. "Booth representative," per paragraph 10 of your contract, is defined as a "full-time personnel or a PBSG approved substitute." You are prohibited from allowing any other persons from using your company name to obtain an exhibitor or helper badge or aiding in such effort. All badges are subject to confiscation and the individual to removal if, in the opinion of PBSG, this rule has been violated.

Lost badges will incur a \$50 replacement fee.

Failure to meet the December 19th deadline will incur a \$20 fee per badge during Show registration.

TEMPORARY BADGES:

All carriers, contractors, decorators, or other personnel working during move-in or move-out hours must have a badge to gain access to the Los Angeles Convention Center. To have badges printed for them in advance to avoid on-site registration printing fees, please include their information on the Badges Order Form. You are responsible for your shippers while in the Convention Center.

Temporary badges are issued for access during move-in or move-out hours only.

Hours include:

Tuesday:	January 13	7 am - 5 pm
Wednesday:	January 14	8 am - 4 pm
Sunday:	January 18	5:30 pm - Midnight

VEHICLE PASSES - SELF-MOVE-IN AREA:

A vehicle pass is required to gain access to the self-move-in area and the self-move-in door. Please check in at the gate to the parking lot designated for self-move-in and request a number for move-in. Vehicles must be removed immediately after unloading. Please move your merchandise in as swiftly as possible.

VEHICLE PASSES - LOADING DOCKS:

A vehicle pass is required to gain access to the loading docks and the move-in door. The driver of your trailer must check in and will be issued a dock on a first-come, first-served basis. Trailers must be removed immediately after unloading. Please have merchandise moved in as swiftly as possible.

VISITOR'S PROPERTY:

Visitors are not permitted to bring personal items into the Los Angeles Convention Center.

PACKING, SHIPPING, DELIVERIES, INSTALLATION & STORAGE:

The following companies are listed for your convenience only and are not endorsed by the Palm Beach Show Group or its affiliates. We accept no responsibility or liability of any kind or manner for your use of any listed company, as stated in your contract.

ON-SITE COMPLETE ART HANDLING SERVICES:

Randal Goodman Fine Art Services
Seth Randal
Phone: 844.ART.7800
Email: Seth@randalgoodmanfinearts.com
Website: randalgoodmanfinearts.com

Representatives from Randal Goodman Fine Art Services will be on-site throughout the run of the Show. They will offer a variety of on-site packing and delivery services during the Show and move-out.

DOMESTIC SHIPPING:

Bob's Art Delivery
Attn: Chuck or Steve
142 Howard Avenue
Rochelle Park, NJ 07662
Phone: 201.843.3963
Email: feinroth4@msn.com

CV Fine Art Services
Attn: Kaiyanna Frye
125 Ottley Drive Northeast
Atlanta, GA 30324
Phone: 404.733.6200 ext 157
Email: kfrye@classicdesignservices.com

INTERNATIONAL SHIPPING:

PIBL: Phoenix International Business Logistics, Inc.
Attn: Phil Hobson, President
Cell: 908.403.0228
Email: phobson@phoenixlogistics.com

DELIVERY SCHEDULE:

You will be sent details regarding your delivery and breakdown times separately. If you are using a shipping company, please ask your shipper to coordinate delivery with us directly. Please also ensure that your carriers are aware of your specific delivery and breakdown times when you book them.

WHEN SHIPPING TO THE LOS ANGELES CONVENTION CENTER:

LA Art Show, Exhibitor Name, Booth #
Los Angeles Convention Center
1201 South Figueroa Street
South Hall, J and K
Los Angeles, CA 90015

STORAGE:

Your welcome packet will include empty box labels. If additional labels are needed, they will be available at the Blaine Service Desk at the loading dock. These stickers must be filled out and attached to the empty boxes and crates that are to be placed in trailers on the dock. During move-in, we will remove your boxes from your booth and store them until Show closing. Once collected there will be no access to boxes or crates until move-out begins at 5:30 pm Sunday, January 18th. If you have boxes that you need to access during the Show and you can't store them yourself, please contact the Show office for storage facility referrals.

LIVE ART STORAGE:

You must arrange with your shipper for storage of any excess art. There is NO storage space available on the exhibition floor. For referral please contact the Show office.

DAMAGES:

You are responsible for any damage to the Convention Center whether caused by you, your staff, or your contractors. The LA Art Show is not responsible for any damage to merchandise during shipping, move-in, the Show, or move-out.

INSURANCE:

Exhibitors are liable for their own insurance of goods, fittings, and exhibits in accordance with the Rules and Regulations in the Show contract. We take every precaution to protect your property during the Show. LA Art Show is not responsible for any loss or damage. Please ensure you comply with the insurance requirements stated in your contract. Wexler Insurance Agency is pleased to offer a comprehensive Fine Art Program for exhibitors of the LA Art Show.

Wexler Insurance Agency

1.800.932.3062

1.800.432.1853

Email: info@wexlerinsurance.com

Email: info@ijb-usa.com

EMERGENCY PRECAUTIONS & PROCEDURES:

MEDICAL:

In the event of a serious medical emergency, call 911 to report it immediately and notify the Convention Center personnel by dialing "0" on any house phone. For all other emergency situations and concerns, notify Convention Center personnel. The operator answering your call will proceed with the appropriate emergency services agency. Please also notify Show staff. There will be an EMT on duty during Show hours.

FIRE:

Fire extinguishers can be found throughout the Convention Center. Please ensure that all staff at your booth is familiar with emergency procedures and is aware of the nearest fire extinguishers, alarms, and exits. Fire and pyrotechnics are prohibited within and around the Los Angeles Convention Center. All curtains, drapes, and decorations must be constructed of flameproof material, or treated with an approved flame proofing solution. Due to fire regulations, only small amounts of packing material can be stored in your booth. All exits, hallways, and aisles must remain clear and unobstructed at all times.

SMOKING:

The Los Angeles Convention Center is a non-smoking facility. Smoking is not permitted anywhere in the Convention Center or on the loading dock platform at any time. Smoking is permitted in designated outdoor areas 20 feet from the building. We appreciate your cooperation in refraining from littering or causing any inconvenience to others.

SECURITY

24-hour security will be in operation from 7 am Tuesday, January 13th until 12 pm (noon) Monday, January 19th. Police officers are available throughout the Los Angeles Convention Center at all times.

Please contact the Show office if you wish to hire extra security for your booth.

Security is very strict due to the nature of this Show and there are precautions you must also take to ensure the safety of everyone at the Convention Center and the security of all merchandise therein for the duration of the Show.

- Security Badges: Ensure that you and your team are always in ownership of your badges. Do not take them off during Show hours and do not lend them to anyone;
- Security forms (listed below): must be filled out properly and thoroughly to avoid exit delays, misplacement or theft;
- Always have your booth staffed during Show hours;
- Do not leave any personal possessions in your booth unattended at any time;
- Do not leave your vehicle unattended or unlocked when loading or unloading;
- Move-out: Pack your art as soon as possible upon move-out. Do not leave your booth unattended until artwork is packed and shipping paperwork has been submitted. The LA Art Show is not responsible for exhibitor's merchandise under any circumstance.

No one other than an on-duty law officer may possess a weapon on Los Angeles Convention Center property. Anyone found to possess a weapon will be reported and prosecuted to the fullest extent of the law.

We ask all exhibitors to remain vigilant and report any suspicious person or behavior directly to the nearest Security Officer, Security Control Room, or the Show office immediately. We thank you for your assistance in helping to keep this a safe and prosperous event for all.

SECURITY FORMS:

All exhibitors will receive the following forms in their welcome packet upon registration.

SOLD MERCHANDISE:

Security Pass-Out Form:

Make sure all sold merchandise leaving your booth is accompanied by a Security Pass-Out Form. Nothing will be granted exit without this form.

REMOVED MERCHANDISE:

Exhibitor Merchandise Removal Form:

If you are removing art from the Convention Center at any time, you will need to fill out an Exhibitor Merchandise Removal Form.

BOOTH SPECIFICATIONS & PLANNING YOUR BOOTH:

Please contact Allison Starcher for assistance with these specifications, tech@laartShow.com or 310.822.9145

WALLS - HISTORIC & TRADITIONAL CONTEMPORARY SECTION:

All booths are uniform and come with:

- 10' high walls;
- Arranged in a standard configuration;
- Walls are felted in light exhibition grey felt;
- Floors are carpeted.

Booth size determines the number of walls per booth. Each panel is 10' H x 4' W:

12' x 16'	10 wall panels
12' x 20'	11 wall panels
12' x 30'	13.5 wall panels
12' x 40'	16 wall panels
24' x 20'	16 wall panels
24' x 30'	19 wall panels
24' x 40'	22 wall panels

The deadline for Booth Specification Forms is NOVEMBER 15th, 2014. Additional walls can be ordered for \$200 per panel in light exhibition grey felt. If ordered past the order deadline, walls are charged \$300 per panel.

Walls are available in 10' x 4' - or - 10' x 2' wide panels. Please use the technical floor plans to map positions for additional walls and mark them accordingly on your order form. Please note: If ordering extra walls, you may also need to add tracks and lights (*see "Additional Lighting" page 17*).

WALLS - MODERN & CONTEMPORARY SECTION:

All booths come with:

- 10' high walls;
- Walls are white painted hard panels.

Booth size determines the number of walls per booth:

12' x 16'	10 wall panels
12' x 20'	11 wall panels
12' x 30'	13.5 wall panels
12' x 40'	16 wall panels
24' x 20'	16 wall panels
24' x 30'	19 wall panels
24' x 40'	22 wall panels

The deadline for Booth Specification Forms is NOVEMBER 15th, 2014. Additional white painted walls can be ordered for \$100 per panel. If ordered past the order deadline, walls are charged \$200 per panel.

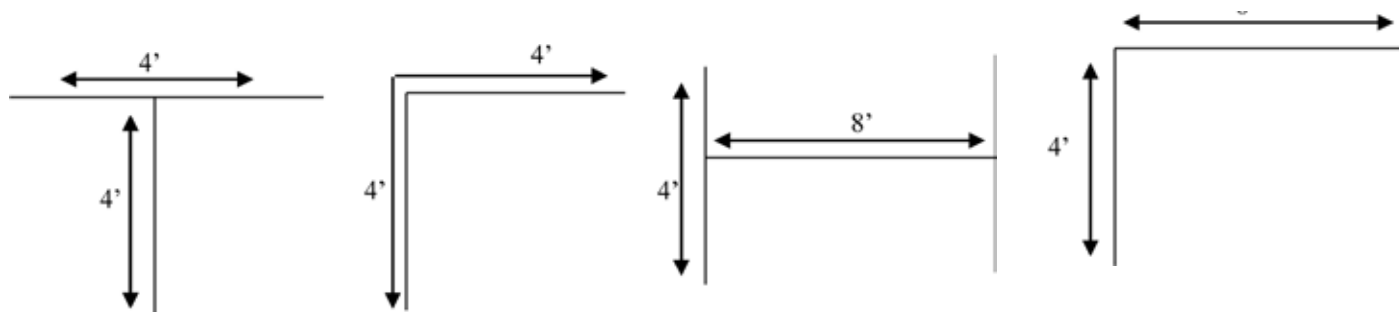
Walls are available in 4' or 2' wide panels. Please use the technical floor plans to map positions for additional walls and mark them accordingly on your order form. Please note: If ordering extra walls, you may also need to add tracks and lights (*see "Lighting" page 16*).

WALLS - WORKS ON PAPER

All booths come with 9' high papered walls. The Works on Paper section will have grey paper. Additional colors are available at an additional charge. Extra outside walls are subject to availability.

WALLS - PROJECT SPACES

All Project Space booths come with 10' high perimeter white painted hard walls. All wall configurations must be self-supporting without any additional support, meaning they must all be connected. There are no singular-standing or free-floating walls. Below are correct examples.



HANGING & AFFIXING OBJECTS:

The Historic & Traditional Contemporary Section: felted walls may only have picture hangers nailed into them. **The Modern & Contemporary Section, Project Spaces & Works on Paper Sections:** white painted walls may have picture hangers or screws driven into them. We recommend using dry wall screws. **No holes larger than what is made by a dry wall screw are permitted unless approved by PBSG. Penalties may apply if violated.**

FELTING CUSTOMIZATION (H & TC SECTION ONLY):

Historic & Traditional Contemporary booths will be felted in "Light Exhibition Grey." If you wish to re-felt your booth in a custom color, please refer to the samples for custom colors available. Cost for re-felting is \$12 per linear foot per side. Please mark the technical floor plan and the order form if you desire a color change.

CARPETING (H & TC SECTION ONLY):

All booths in the Historic & Traditional Contemporary Section will be carpeted. If you desire to lay rugs or other materials on top, they must comply with fire regulations. No other sections will have carpet.

TABLES, TABLECLOTHS AND CHAIRS:

Booths come with as many complimentary tables (including tablecloths) and padded black chairs as needed. Stock is limited. Please submit your order form as soon as possible.

Table Size options: 4' x 30", 6' x 30", or 8' x 30".

CLOSETS:

Please refer to the order form and the technical booth layout form (dependent on your section) for more information on closet specifications, ordering and pricing.

PEDESTALS:

Pedestals are available in white or black and are subject to availability. Rental fee is \$45 each. R & R will deliver and pick up from your booth.

Order directly from:

R & R Showcase
Phone: 213.622.9450
Email: rrshowcases@gmail.com
Website: www.rrshowcases.com

Available sizes for order:

36", 40", or 48" high with base sizes of:
12" x 12"
16" x 16"
18" x 18"

BOOTH SIGNAGE:

Please complete sign information on the BOOTH SIGN ORDER FORM.
US exhibitor booth signs will display COMPANY NAME, CITY and STATE.
International exhibitor booth signs will display COMPANY NAME, CITY and COUNTRY.
Signs will be located in a flag position from the end wall of your booth.

POWER:

If you require a power outlet in your booth for a table lamp, computer, cell phone charger, credit card machine, etc., you will need to order outlets from Edlen. **Please indicate where in your booth you would like outlets with an (e) on the Technical Floor Plan Form**, downloadable from the Exhibit Manager.

TELEPHONES & WI-FI:

Telephones and wireless access can be ordered directly through Smart City, the exclusive provider of these services for the LA Convention Center.

Smart City (in-house, exclusive)
Attn: Henry De La Rosa
1201 S. Figueroa Street
Los Angeles, CA 90015
Phone: 213.765.4695
Email: hdelarosa@smartcity.com

VIDEO MONITORS:

Our preferred audio/visual supplier is JPS:

Michael Johnston or George Jentges
Cell: 310.422.2461 Cell: 310.415.3340
General Email: JPSys@flash.net.

CLEANING OF BOOTH:

Exhibitors are responsible for the cleaning of their booth. All trash must be placed outside the booth in the aisle at the end of each day. Trash bags will be provided. Please avoid placing liquids in trash bags. Aisles will be cleaned each morning before 10:30 am.



LIGHTING

Booths come with basic flood light and truss systems. Outside walls will be lit using the arm system. Spotlights and/or flood lights may be added to your booth, if you choose. See "Additional Lighting," page 17.

HISTORICAL & TRADITIONAL CONTEMPORARY / MODERN & CONTEMPORARY SECTIONS:

BOOTH SIZE	# of TRACKS	# of LIGHTS
12' x 16'	Two 8' tracks	14 lights
12' x 20'	Two 8' tracks	18 lights
12' x 30'	Three 8' tracks	22 lights
12' x 40'	Four 8' tracks	26 lights
24' x 20'	Six 8' tracks	26 lights
24' x 30'	Eight 8' tracks	33 lights
24' x 40'	Ten 8' tracks	40 lights

WORKS ON PAPER SECTION:

Basic lighting is included in your booth rental.

BOOTH SIZE	# of TRACKS	# of LIGHTS
8' x 12'	One 8' track	6 flood lights
8' x 16'	Two 8' tracks	12 flood lights

PROJECT SPACES:

BOOTH SIZE	# of TRACKS	# of LIGHTS
8' x 12'	Two 8' tracks	4 lights

LITTLETOPIA:

BOOTH SIZE	# of TRACKS	# of LIGHTS
16' x 8'	Two 8' tracks	12 lights

ADDITIONAL LIGHTING:

The deadline to submit additional lighting is NOVEMBER 15, 2014. If you would like to install more lights than what is offered in your booth package, you may do so. You may order any combination of the following examples. Please contact the LA Art Show office at 310.822.9145 if you require assistance.



Spots: 50 watts



Floods: 100 watts



Arm System Tracks

Each additional light: \$50. Each additional track: \$125. Please specify type and amount of lights on the order form. On the Tech Floor Plan form you must indicate the placement of each type of light. Use an "X" for spot-lights. Use a "O" for flood lights.

If you add more walls to your booth, you may require extra tracks and lights. Be sure to calculate the number of lights included with your booth and add the correct amount for additional walls that require it.

BOOTH APPEARANCE:

All exhibitors must ensure that their booth is installed in a manner that helps to maintain the LA Art Show's overall impression of taste and quality.

1. Please hang paintings gallery style, not salon style.
2. Please do not over hang your booth. Past experience has shown that a cluttered booth is less successful with our patrons. Creating a storage area and rotating pieces is a far better solution.
3. Please do not leave any paintings sitting on the floor.
4. All items must be within the perimeter of the stand. Any items placed in the aisles will be removed at the exhibitor's expense.
5. Trash service, vacuuming of the aisles and general area cleaning is performed every night by Convention Center staff. Please ensure that throughout the show your booth is kept clean and tidy.

THANK YOU

Thank you for reading your Exhibitor Manual. We hope all questions about the logistics of the Show have been answered herein. As always, we are available to you throughout the preparation process and during the Show to help in every possible way. We hope you will have a wonderful year exhibiting with us for the 20th Anniversary LA Art Show and we look forward to seeing you in January.

Many Thanks,

THE LA ART SHOW TEAM