



More About CalScape Expo 2008

*The largest Expo dedicated to the
interior plantscape industry!*

Exhibitor Showcase Dates & Hours

Wednesday, September 17, 2008: The Exhibitor Showcase is located at the Palm Springs Convention Center (PSCC) in Oasis I. Outside food & beverage is not allowed in the Exhibitor Showcase. Exhibitors' booths should be fully set up by 5:30 PM. At that time the Showcase decorator will vacuum the aisles. The Welcome Party will begin at 6:30 PM on the East Pool Deck at the Wyndham Hotel. Everyone is invited, but Showcase registration is required so please pre-register for this fun industry gathering that kicks off CalScape. Music, cocktails and hors d'oeuvres are all part of this wonderful party sponsored by the CalScape Expo Exhibitors. Titanium Sponsor Preserved TreeScapes International hosts the Margarita Bar.

Welcome Party

East Pool Deck at the Wyndham Hotel:

6:30 PM – 8:30 PM

Exhibitor Showcase:

Thursday, September 18, 2008

10:30 AM – 5:30 PM

Friday, September 19, 2008

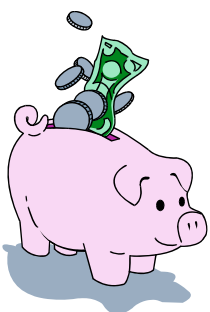
10:00 AM – 4:00 PM

Exhibit Space & Booth Furnishings:

All individual booth spaces are a minimum of 8' deep x 10' wide. Each booth is designated by a booth number. Endcap booth sizes are a minimum of 10' deep x 16' wide. Quad booth sizes are a minimum of 20' deep x 16' wide. Booth rental includes a standard booth 8' high x 10' wide flameproof background drape, 3' high side rails, and an exhibitor identification sign (one-line). The exhibit space is carpeted. Ceiling height is 16'. Exhibitors may occupy the entire cubic content of their booth(s), but must not place any foliage or product in such a manner that would block the view of adjacent booths. Regarding the color scheme for the show, the background curtain will be black, and the side drapes will be black.

Exhibitor Services:

The booths do not include tables, chairs, or electrical. All furnishings, except for pipe, drape, and sign, will be provided by the exhibitor at their own expense and responsibility. These are available from Sheppard Decorating Co., the official Showcase decorator. **ORDER EARLY AND SAVE!** If ordered (and paid for) at least 14 calendar days prior to show installation (Sept. 3, 2008), you will receive the discounted



rate. You should have already received an Exhibitor Services Kit from Sheppard, containing information about the rental of these items. If you did not receive a kit, or if you have questions regarding these services, please contact James Hansen, Account Executive, Sheppard Decorating Co., 323-888-9855 x 27.

You can also access an Exhibitor Services Kit online at: www.calscape.shepdec.com

Electricity/Phone/Internet Access:

If you require electricity, a phone line, or an internet access line in your booth, please fill out the appropriate forms for Edlen Electrical (electric) and the Palm Springs Convention Center (telephone & internet), found in the Exhibitor Services Kit from Sheppard Decorating Co. Please refer to the order forms of the various service providers for directions on submitting your order, and the time required for your order to be processed. **Please do not delay in submitting your request.**

Regarding booth set-up & break down:

Sheppard will conduct Showcase area set-up on Wednesday, Sept. 17, from 8 AM to 11 AM. This will include installation of pipe, drape, rented booth furnishings, signage, and all product shipped through Sheppard Decorating Co.

Exhibitor booth installation is from 11 AM to 5:30 PM. Booth installation must be completed by 5:30 PM. After booth set-up, exhibitors should remove refuse and packing material from their booths and aisles and deposit it in their trucks. Sheppard will vacuum the aisles at 5:30 PM. Exhibits must be put in proper shape and order before the show opens each day. Booths and booth aisles not in order before opening hour may be straightened or cleaned at the direction of show management and at the expense of the exhibitor. The Welcome Party begins on the East Pool Deck at the Wyndham Hotel at 6:30 PM on Weds.

Please Note: Plants, including those in grow pots, may not be placed directly on the Convention Center carpet. The carpet must be protected by saucers, tile, plastic, etc. Charges for damaged carpet are the responsibility of the exhibitor.

There will be a **Silent Auction**, held **Thursday evening during the Awards Banquet**. This is a GREAT way to exhibit your products “up close” as attendees browse the donated items during the pre-dinner party. We hope you will consider donating an item or gift certificate for plants, services, or products to the Silent Auction to benefit PIA Seminars for Interiorscapers. Donations will qualify as tax-deductible contributions. **If you plan on donating to the Silent Auction, please notify Celeste Frogner, Auction Coordinator (408-685-4789), or the PIA office (707-462-2276).**

Booth breakdown may begin after the close of the show, Friday, September 19, at 4 PM. **No display may be dismantled, or packing started, before the show officially closes.** The sale of material used as display items in the exhibit booth is permitted. However, the purchaser will not be permitted to remove the items from the exhibit hall until the show closes on Friday at 4 PM. Also, no sample plant material may be distributed or leave the exhibit hall prior to the close of the show on Friday at 4 PM.

Another option for exhibitors who do not want to transport their plants back to their nurseries is CalScape's **décor sales program**. If you are interested in participating in this, please contact the CalScape office at 707-462-2276.

Be the People's Choice for best decorated booth!

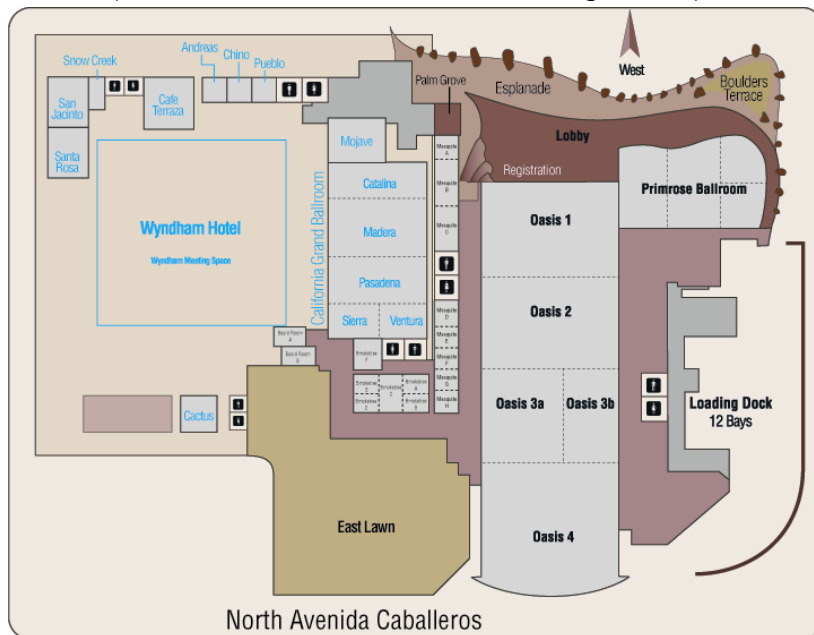
Attendees will 'cash in their chips' to vote for their choice for the "Peoples Choice Best Booth Award." Volunteers will count the chips accumulated for each exhibitor and the winner will be announced prior to the close of the show.

Materials Handling Fee:

As you know, we negotiated a \$113 per booth materials handling fee to ameliorate the charges that exhibitors would normally be charged by the union drayage company. This fee includes transporting your complete booth contents from the convention center loading dock to your booth space and then returning your booth contents to the dock after breakdown. You should prepare your booth contents for shipping on Friday after 4:00 PM.

Exhibitor Loading Dock Information:

The entrance to the Loading Dock is off of N. Avenida Caballeros. Please refer to the enclosed maps for reference. Parking is available at \$6.00 per day in the lot off Amado Road (across the street from the loading docks). There is also street parking available.



If the truck driver has any problems locating the loading dock, he may call the Palm Springs Convention Center's main number at 800-333-7535.

The loading dock will be occupied by Sheppard Decorating Co. trucks from 8 AM to 11 AM, so please do not schedule your trucks to arrive prior to 11 AM. The loading bays are available on a first come, first served basis. When coming to the dock, please check in with the Sheppard representative.

Regarding shipping:

All advance shipping must be done through Sheppard Decorating Co.

The Palm Springs Convention Center **will not** accept advance freight shipments for exhibitors and has no facilities for storage. **Likewise, no shipping should be directed to the Hotel.** Exhibitors may ship their booth contents to the Sheppard Decorating Co. at 6858 Acco St., Los Angeles, CA 90040 and Sheppard will deliver these boxes to your booth. **Make sure your shipment is received by Sheppard at least 3 days prior to installation date.** Late shipments can be delivered, but will be assessed a much

higher shipping rate. Please see Sheppard's Exhibitor Service Kit for more information on shipping, and other services offered by Sheppard Decorating Co., or contact James Hansen, 323-888-9855 x 27.

**** For Day-of Shipping: Please also arrange day-of shipping through James Hansen at Sheppard Decorating Co.**

Exhibitor Events

Wednesday, September 17, 2008

- 8:00 AM – 11:00 AM Sheppard booth setup
- 8:30 AM – 7:00 PM Registration desk open
- 11:00 AM – 5:30 PM Exhibitor booth installation
- 6:30 PM – 8:30 PM Welcome Party, East Pool Deck, courtesy of the CalScape Expo Exhibitors. Margarita Bar hosted by Preserved TreeScapes International, Titanium Sponsor.

Thursday September 18, 2008

- 8:00 AM – 5:30 PM Registration desk open
- 8:30 AM – 9:15 AM Continental Breakfast
- 9:15 AM – 10:30 AM Barry Maher's keynote; Filling the Glass
- 10:30 AM – 5:30 PM Exhibitor Showcase open
- 11:45 AM – 1:00 PM Round Table Lunch: Today's Topics
- 1:15 PM – 2:15 PM Barry Maher: Effective Communication
- 2:30 PM – 3:30 PM Using Low Voltage Lighting with Kasey Keller, Ewing Irrigation
- 3:30 PM – 4:30 PM Color Bowl Design Contest
- 3:30 PM – 5:30 PM Exclusive Tradeshow Time
- 6:30 PM – 8:30 PM Silent Auction to Benefit PIA Seminars for Interiorscapers
- 6:30 PM – 10:30 PM Interior Plantscape Hall of Fame and PIA Awards Banquet – *consider attending this wonderful industry celebration!*

Friday, September 19, 2008

- 8:30 AM – 5:00 PM Registration desk open
- 8:45 AM – 10:00 AM Continental Breakfast
- 9:00 AM – 10:00 AM Design for the 21st Century with Michael Kollins
- 10:00 AM – 4:00 PM Exhibitor Showcase open
- 9:00 AM – 3:00 PM Exhibitor Early bird booth signups for CalScape Expo 2009
- 10:15 AM – 11:15 AM Container Gardening with Davis Dalbok
- 11:25 AM – 12:15 PM Building Brand with MJ Gilhooley
- 12:30 PM – 1:45 PM Lunch with the Exhibitors
- 2:00 PM – 3:00 PM Communicating with Diverse Personalities with Linnaea Newman
- 3:00 PM – 4:00 PM Exclusive Tradeshow Time
- 4:00 PM – 5:30 PM Décor Sales to benefit PIA Seminars for Interiorscapers
- 7:00 PM – 10:00 PM Dinner at Tony's with the Rat Pack - *optional*

Complimentary Seminar Registration:

You and all your other registrants will be issued an "Exhibitor" badge, which will allow entry to and from the tradeshow. As a registered exhibitor, you will receive one ticket to each (Thur. & Fri.) lunch per booth, and also two complimentary seminar-only seminar registrations per booth. If you have not already done so, please indicate on your confirmation form the names of your company representatives for whom we should reserve the lunch tickets and registrations.

There are many opportunities for fun industry networking at CalScape Expo. You may wish to attend the Awards Banquet & Hall of Fame presentation, the Welcome Party, Golf at the Desert Princess, or Dinner at Tony's.

If you wish to register for any of these events, or need **additional tickets** for **Friday's Lunch with the Exhibitors**, please contact the office, or use the secure online registration form at <https://www.piagrows.org/order/orderform2008.htm>

Hotel Accommodations:

Reserve your room by August 23rd with the CalScape Expo room block, and you will receive a rate of \$156 single/double occupancy. The hotel is also offering the convention rate for 3 days prior and 3 days after CalScape, depending on availability, and the hotel is located close to downtown, at 888 Tahquitz Canyon Way. Parking is free for registered guests paying the \$8.00 per day resort fee (which includes unlimited local calls and airport shuttle).

For reservations please call 760-322-6000 and mention CalScape Expo 2008 or PIA. **Please make your reservation by Aug. 23 to receive convention rates.** Discounts will apply until the room block is full. If you experience problems making your reservation, please contact Jackie Cabuntala, Wyndham Reservation Manager, at 760-416-2904. The hotel's fax number is 760-416-2900.

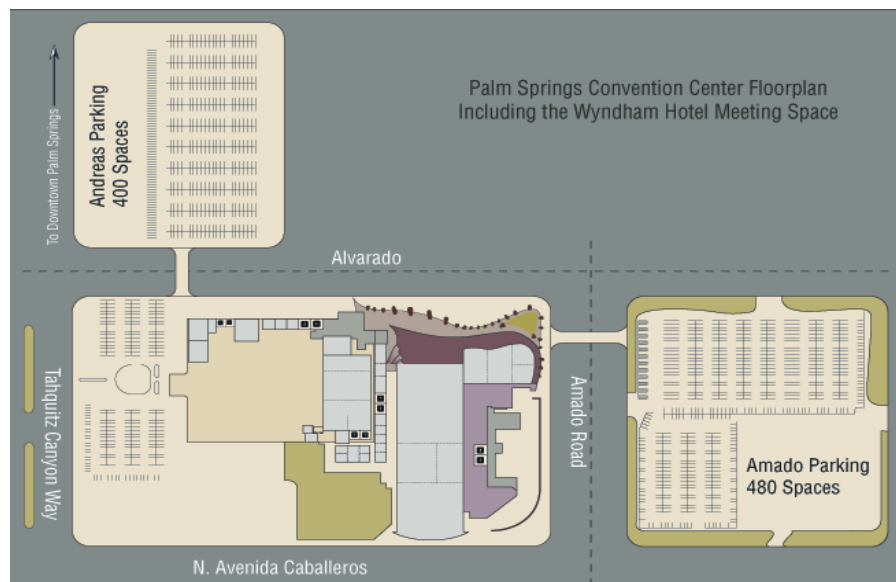
Driving Directions/Hotel & Convention Center Parking:

Parking is free for registered guests paying the \$8.00 per day resort fee at the Wyndham Hotel (and \$12 per day otherwise). Parking at the Convention Center is \$6 per day. The Wyndham Hotel is located at 888 Tahquitz Canyon Way, and the Palm Springs Convention Center is adjacent to the

hotel at 277 Avenida Caballeros. (The addresses are on different streets, but the buildings are connected). Please visit www.mapquest.com for driving directions.

Airport Information:

The Palm Springs Convention Center and adjacent Wyndham Hotel are 1.5 miles away from Palm Springs International Airport (a 10 minute ride). Free shuttle service from the airport is available to hotel guests.



Early bird registration for 2009:

Booth reservations will be taken during CalScape Expo 2008 on Friday, Sept. 19 for CalScape Expo 2009. CalScape Expo 2009 will be held at the Flamingo Hotel in Las Vegas, Wed. Sept. 30 – Fri. Oct. 2. Early Bird Booth reservations will be conducted as they were last year; exhibitors will be assigned a priority sign-up time based on the length of time they have been exhibiting at CalScape Expo. For example, between 9:00 and 9:30 AM, CalScape Exhibitor Alumni who have exhibited with CalScape for eighteen years will be allowed to reserve the booth location of their choice. At 9:30 AM, booth registration will be open to seventeen-year exhibitors. Finally, at 3:00 PM, booth registration will be open to all who wish to exhibit in 2009. Booth reservations will be taken at the CalScape Registration desk at the front of the Exhibit Hall.

Please contact the CalScape Expo office if you have any questions or need more information: Phone: 707-462-2276, Fax: 707-463-6699, or email us at pia@piagrows.org.

PIA



CalScape Expo
Where the Industry Grows

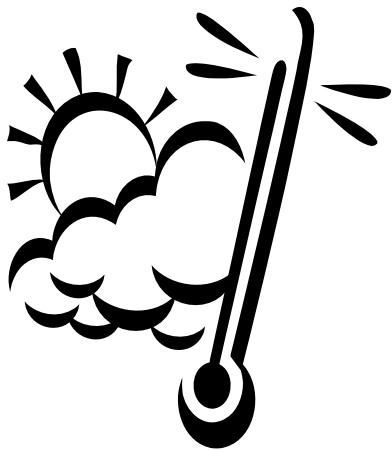
**We are looking forward to seeing you soon
at CalScape Expo 2008...**

***The largest Expo dedicated to the
interior plantscape industry!***

PIA • 493 S. Highland Ave., Ukiah, CA 95482 Ph: 707/462-2276 Fax: 707/463-6699 pia@piagrows.org
www.piagrows.org

A Special Note to our Nurseries, and other Exhibitors bringing Plant Materials to CalScape Expo:

Citrus, *Phoenix roebelenii*, and *Phoenix canariensis* are prohibited, so please do not bring these plant materials to the show.



In Palm Springs, warm temperatures can be a concern, even in September. The average high temperature for Palm Springs in September is 101°. We should all be aware of loading schedules, and keep temperature & sun in mind as we are planning the transit, loading and storage of live plant materials.

Another option for exhibitors who do not want to transport their plants back to their nurseries is CalScape's décor sales program. If you are interested in participating in this, please contact the CalScape office at 707-462-2276.

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