

# ISPE San Francisco/Bay Area Chapter 27th Annual Vendor Night Exhibit Show Thursday, March 22, 2018



This Year's Theme:  
**St. Patrick's Day**  
150+ Exhibitors  
1000+ Attendees

Great Networking  
Free To Attend  
**FREE PARKING**

**AT&T Park**  
INDOOR CLUB LEVEL  
24 Willie Mays Plaza  
San Francisco, CA 94107



Register Today at:  
<http://atdevents.net/register.php>

# 27TH ANNUAL VENDOR NIGHT

## Thursday, March 22, 2018

HAPPY ST. PATRICK'S DAY

AT&T Park - FREE PARKING  
24 Willie Mays Plaza  
San Francisco, CA 94107  
(415) 972-1806

Staggered Exhibitor Set-Up	Noon-4:30 pm
Technical Session TBD	3:00-5:00 pm
Exhibits Open, Free	5:00-8:00 pm
Complimentary Appetizers	6:00-8:00 pm

### REGISTRATION FORM

For an immediate receipt and confirmation, please use the on-line registration system:  
<http://atdevents.net/register.php>

Register online or Fax This Form To: (949) 266-8461. Include your credit card information (if applicable) or fax the registration first, then mail your check (and original registration form) made payable to ISPE San Francisco/Bay Area Chapter to 5319 University Dr., Suite 641, Irvine, CA 92612. For questions email Rob Fleming at: [rob.fleming@yahoo.com](mailto:rob.fleming@yahoo.com) or call Kimberly Syre at (949) 387-9046. Federal Tax ID #68-0282494. Cancellations must be received by March 15, 2018 for a refund. Payments for tables must be received by March 15, 2018. **NOTE: If you do not have time to register to walk the show, please email Rob Fleming (rob.fleming@yahoo.com) asking him to add you to the list for name badges for the ISPE SF Vendor Night. Please email your name or list of names including company name and email address for each person. Name badges will be given at the event.**

#### Attendee Registration Options

- Free To Attend Technical Session (Topic/Speaker TBD)
- Free To Walk Show and Visit Exhibits

#### Exhibitor Table Tops (Electrical Included)

- \$1150 Premium Table (see diagram)
- \$950 Regular Table (see diagram)

All tables are 6' x 2.5'. Max Height 60". Max Width 72".  
Everything must fit on your table top. No items can be  
displayed on the floor or on the wall.

FIRST NAME: \_\_\_\_\_

LAST NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

Exhibitors: Please email your attendee names with email  
addresses to: [Rob.Fleming@yahoo.com](mailto:Rob.Fleming@yahoo.com). Be sure to let him know  
which two people will be setting up your table.

Silent Auction Items Wanted. If You Have a  
Silent Auction Item, Please Bring it With You  
and List What You Anticipate Bringing:

#### CREDIT CARD PAYMENT

Type of Credit Card



Circle One

Name on Card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_

Exp Date: \_\_\_\_\_

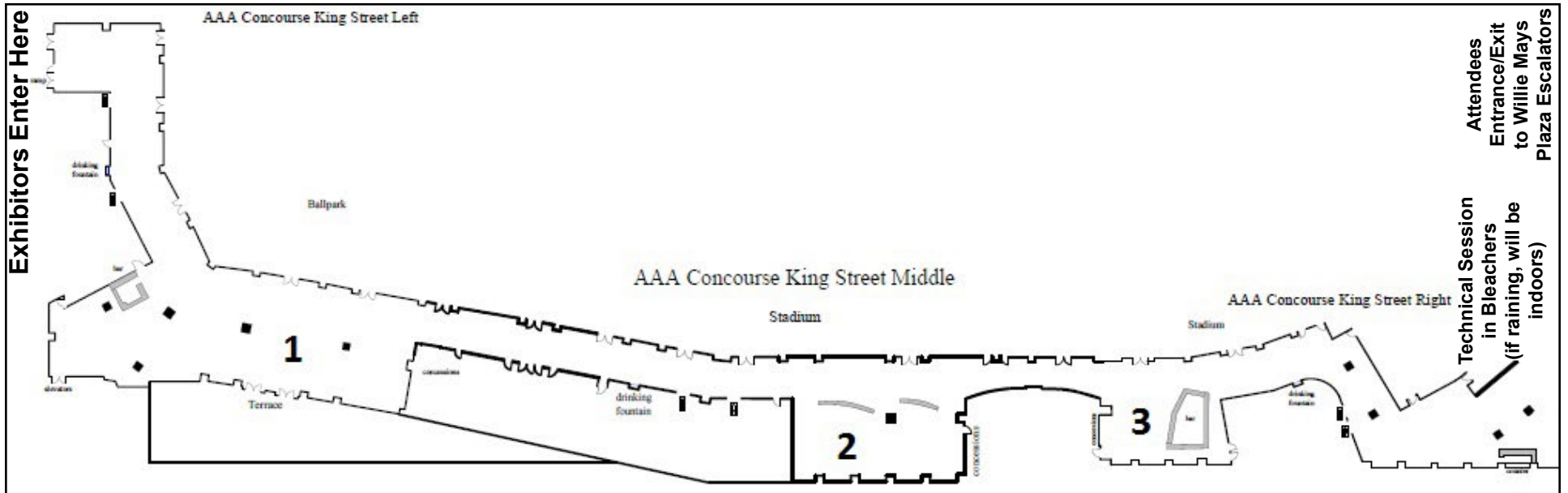
Signature: \_\_\_\_\_

If purchasing a table top, please List Your Company  
Coordinator. We will copy your coordinator with the  
email confirmation package  
(table diagram/shipping and set-up instructions).

NAME: \_\_\_\_\_

COORDINATOR EMAIL: \_\_\_\_\_

Entire Exhibit area is shown below. See the next three pages for table layouts.



# AAA Concourse King Street Left Area 1

Exhibitors Enter Here

**Emergency Exit**  
service  
ramp  
Chairs for Exhibitors  
OK to bring chairs to your table

drinking fountain



Ballpark Here

bar

Bar and Snacks

Student Poster Competition and Silent Auction

**Emergency Exit**

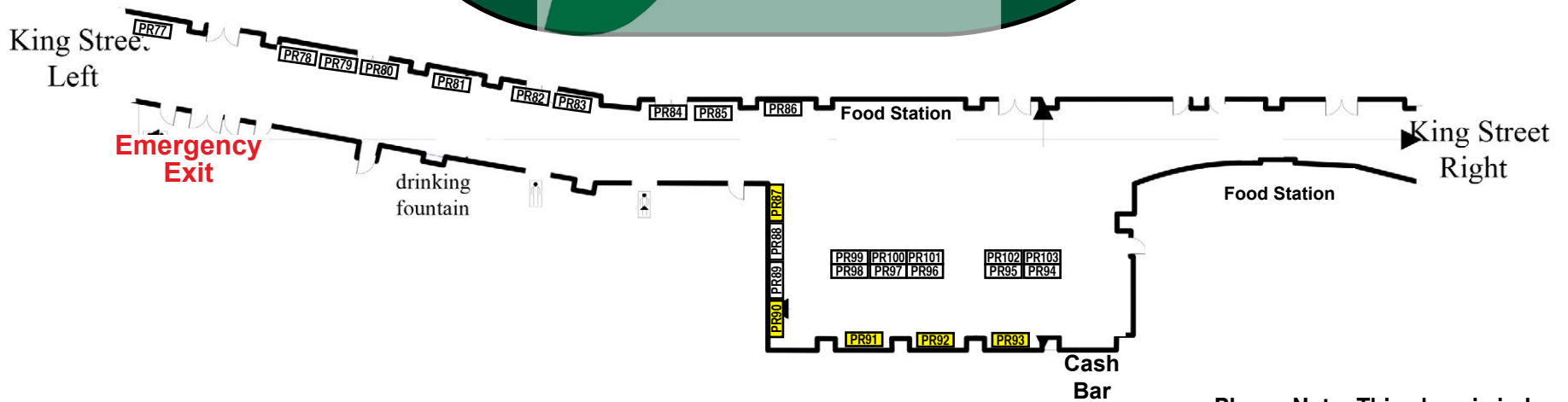
Terrace

King Street Middle

Please Note: This show is indoors overlooking the baseball field.  
Zoom in to better see table numbers.

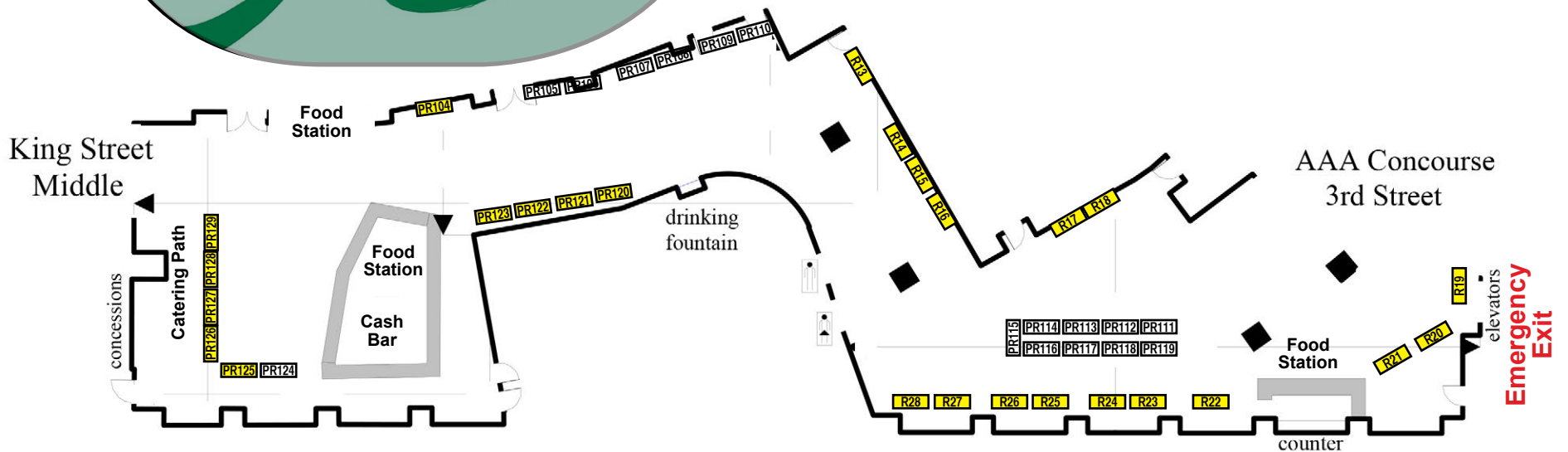
Note: Yellow Tables = Tables with low ceilings

# AAA Concourse King Street Middle Area 2



Please Note: This show is indoors overlooking the baseball field.  
Zoom in to better see table numbers.

# AAA Concourse King Street Right Area 3



Attendees  
Enter Here

Emergency  
Exit



Note: Yellow Tables = Tables with low ceilings

Please Note: This show is indoors overlooking the baseball field.  
Zoom in to better see table numbers.

Diagram subject to change.

**ATTENDEE PARKING - Free for All Attendees  
Park in Lot A. Enter on Willie Mays Plaza.**

*We encourage everyone to carpool, take either public transportation, Lyft, Uber or taxi.*



## EXHIBITOR UNLOADING AND PARKING - Parking in Lot A is free for all attendees.

Unload your items at “2nd & King Loading Zone”.

**We suggest taking Lyft, Uber or a taxi to the venue (you will be very glad you did), this will help avoid walking back and forth to the parking lot.**

**For those with 2 people in vehicle (ideal situation):** Drop off one person to bring your items up to the Club level using the freight elevator. 2nd person leaves to park in Lot A. **For those with only one person:** AT&T staff will be on hand to bring your materials to your table while you park in Lot A.

**After parking, please enter at the 2nd & King Loading Zone (if prior to 3pm). After 3pm, please enter on Willie Mays Plaza.**





## Driving Directions to AT&T Park

### Please park in Lot A off of 3rd Street

#### From the Peninsula/South Bay

Take I-280 north (or US-101 north to I-280 north) to the Mariposa Street exit. Turn right on Mariposa Street, then left on Third Street to get to Parking Lot A.

#### From the East Bay

Take I-80/Bay Bridge to the Fifth Street exit. Bear right onto Fifth St. Turn right onto Folsom and right onto Fourth St. Slight left onto Channel St and into Parking Lot A.

#### From the North Bay

Take US101 south/Golden Gate Bridge to the Marina Blvd. exit. Continue on Marina Blvd. past Fort Mason and turn left onto Bay Street. Continue on Bay and turn right on The Embarcadero. Continue on The Embarcadero under the Bay Bridge until it turns into King Street. Turn left onto 3rd Street (the ballpark is on your left) and continue across the bridge to Parking Lot A.

These directions provide the most direct routes to the parking lot, but other city streets and freeway exits provide alternate routes.

#### After the Event

Avoid post-event traffic congestion by exiting the ballpark area to the south. For example, you can reach I-80/Bay Bridge by going south on either Third or Fourth streets, turning right on 16th Street and turning right on Seventh Street. From southbound Terry Francois Boulevard, turn left onto Illinois Street, turn right on 18th Street then take the northbound I-280 freeway to the Sixth Street exit.

## USING PUBLIC TRANSIT

### In San Francisco

Muni Metro Streetcar service to the Ballpark is available daily on the T-Third. You can transfer from any Metro line to streetcars serving the ballpark at Embarcadero Station - look for trains headed to Mission Bay, Caltrain or Sunnydale and get off at the Second Street/Ballpark Station. Muni buses 10, 30, 45 and 47 also stop within one block of the ballpark. There's also helpful information at the Muni Metro website.

### From the Peninsula and the South Bay - San Mateo and Santa Clara

Take Caltrain from stations throughout Santa Clara and San Mateo counties directly to the ballpark - the Fourth and King Street Station is one block from the ballpark. Or take BART from Millbrae, SFO, South San Francisco, San Bruno, Colma or Daly City to downtown San Francisco. Then walk or transfer to Muni Metro to the ballpark (transfer from BART to MUNI Metro at Civic Center, Powell, Montgomery or Embarcadero). There is helpful information at the Caltrain Website or the BART website.

### From the East Bay - Alameda and Contra Costa

Take BART to Embarcadero or Montgomery Stations and walk or transfer to Muni Metro. San Francisco Bay Ferry may also be an option. For schedules and online ticket purchase and boat reservations visit <http://sanfranciscobayferry.com/>

AC Transit also provides bus service from many East Bay cities to the Temporary Transbay Terminal, a short walk to the ballpark. For more information, visit [www.ACTransit.org](http://www.ACTransit.org).

***Please make sure to check driving directions or public transportation directions from your own starting point.***

# Vendor Night March 22, 2018

## NEW Exhibitor Set Up Information

Dear Exhibitor:

Thank you for your support of the ISPE San Francisco/Bay Area Chapter. We are so excited to have our show at AT&T Park for the third year and are anticipating another great event. Be sure to familiarize yourself with the information on the following pages. Below are important new items in which you need to be aware:

### Changes for 2018

1. To improve the flow of set up for exhibitors and to avoid bottlenecking at AT&T park security, we will be asking exhibitors to set up in a staggered timeframe as follows:

<b>Noon - 12:45 pm</b>	<b>Company Names Starting with Letters A-C</b> - Limit 2 Representatives Per Company
<b>12:45 - 1:30 pm</b>	<b>Company Names Starting with Letters D-I</b> - Limit 2 Representatives Per Company
<b>1:30 - 2:15 pm</b>	<b>Company Names Starting with Letters J-P</b> - Limit 2 Representatives Per Company
<b>2:15 - 3:00 pm</b>	<b>Company Names Starting with Letters R-Z</b> - Limit 2 Representatives Per Company
<b>3:00 - 4:00 pm</b>	<b>Feel Free to Arrive During This Window (all companies)</b>

*Your exhibit materials and up to two representatives from your company should enter through the loading zone. All others should enter through Willie Mays Plaza (after 3pm).*

2. AT&T Park is limiting set up to two representatives from each company.

**Your company can bring as many people to the event as you would like, however, only two people will be allowed to set up during the hours of Noon - 3:00 pm. After 3:00 pm, feel free to bring your entire staff to set up your table.**

3. Company Contact Names Needed Prior to the Event

**AT&T Park security is constantly being updated. As you may have noticed, there were more security requirements last year than the year before. To get exhibitors into the stadium as quickly as possible, we will need the names of your two company representatives who will be setting up your table. Please provide first name, last name, company and email address of each person. Please email Rob Fleming (rob.fleming@yahoo.com) your list of attendee names pointing out who will be arriving for set-up.**

4. Sorry No Shipping To or From the Venue

**AT&T Park does not allow shipping items to or from the venue. Please bring all items with you. If traveling from out of the area, please have your items shipped to your hotel or bring them with you. All items need to be taken with you after the event.**

If your company is interested in donating a door prize, let us know. Our silent auction format has the highest bidder winning your prize. All proceeds from the Silent Auction will be donated to the Chocolate Factory events. The Chocolate Factory brings ISPE Member volunteers into the fifth grade classrooms of Bay Area schools to design and build a model of a chocolate factory. The kids learn a little bit about the fermentation process and how this same process is used to make both chocolate and medicine. It's a fun way to get kids interested in science and engineering, as the kids have to take on the roles of designer, builder, electrician and plumber to bring the factory to life.

Please make sure that those who are responsible for shipping and setting up your display are aware of these Guidelines. Please feel free to contact me with any questions at: [ksyre@cox.net](mailto:ksyre@cox.net).

Sincerely,



Kimberly Syre

Show Coordinator and Chapter Manager

# Exhibitor Information

**Set Up Time:**

March 22, 2018 - Noon - 4:30 p.m. (all vendor tables must be completely set up by 4:30 p.m.)

Tables that are not set-up by 4:30 pm may be moved to accommodate other exhibitors and the flow of the room.

**Table Size: 6 feet long by 2 $\frac{1}{2}$  feet wide**

These are table tops only, not exhibit space. We have found that since these are small table tops, many vendors stand in front of their tables eliminating a barrier between you and your potential clients. Also each table will be covered. Chairs will be available to anyone needing one.

**Electricity - One Outlet Per Exhibitor**

If you require electricity for your table, please bring a power strip and extension cord with your display materials. Each table will have access to one electrical outlet only. Most exhibitors use electricity for lighting table top displays and for laptops. Light equipment can be placed on tables for display, however, no operating machinery is allowed.

***The following restrictions for table tops are set by the National Office of ISPE:***

1. Exhibits must be staffed at all times during exhibit hours (5-8pm). Exhibitors may not take down display before closing hours.
2. Exhibits must conform to the following:
  - The entire display must be confined to the top of the table only (nothing will be allowed to hang off, behind, or along side of the table), however, company banners may be hung in front of the table.
  - The maximum height of any display shall be 60" above the table top including lights, signs, etc. (Note: Taller roll up displays will also be allowed as long as they are on the table. ISPE does not allow items on the floor, however, these taller displays can be on the floor as long as it is directly against the back of the table (the bottom part of your display will not be seen).)
  - The maximum width of any display shall be 72". Displays must not overhang top of the table.
  - Only static displays are acceptable. No operating machinery of any type will be allowed. However, computers are acceptable.
3. ISPE reserves the right to restrict table top exhibits which are objectionable because of size, noise, glaring or flashing lights, method of operation, or any reason and, therefore, to prohibit or evict any exhibitor who, in the opinion of ISPE, may detract from the overall good of the exhibit. This reservation includes person, conduct, printed matter or anything ISPE judges to be objectionable.
4. Any failure to comply with the above restrictions may result in exclusion from participation in future ISPE table top events.

**Inbound and Outbound Shipping:**

AT&T Park does not allow us to ship items to or from the stadium. Please bring all items with you. If traveling from out of the area, please have your items shipped to your hotel or bring them with you. All items must be taken with you after the event.

**Parking and Exhibit Drop Off:**

For those bringing their displays and exhibit materials, AT&T Park will allow us to drop off items at "2nd & King Loading Zone" (see map). There is only one loading area for the entire ballpark. Exhibitors must unload and move their vehicles ASAP. If possible, please have two people in your vehicle, one that can be dropped off with your materials, the other to park the vehicle. If you are driving by yourself, we have hired additional staff that will take your exhibit materials to your table while you park.

**Ideas For Silent Auction Items:**

Attendees like to bring home prizes. Here are some ideas of what to bring: theater or sports tickets, gift certificates for restaurants or stores, bottle of wine, gadgets, electronics or nice logo items from your company.

**Spread The Word:**

This is your show. Please tell everyone in the industry about our event. We are competing with many other shows and to continue making ours a success, we need your help.