

Dates

When: **Tuesday** March 28th 9am to 6pm
Wednesday March 29th 9am to 4pm

The second day of the show ends at 4pm.

Setup: **Monday** March 27th between 2pm and 6pm
Tuesday March 28th between 7am and 9am

Where: **Fort Mason Center**
Festival Pavilion
2 Marina Blvd
San Francisco CA 94123

Booth Information

Placement: CALA is a juried show. Our space is intimate and we feel that no booth placement is out of the way or hard to find. Your booth placement is determined by a number of factors. Those factors include:

- Submitting your application and payment on time.
- Previous loyalty to CALA and continued dedication to the success of our show.
- The product and price point of the lines you'll be exhibiting.

Booth Numbers: Your booth number will be posted on our website on March 20th here <http://calashows.com/#directory>

Please do not ask for your booth number prior to that date as it will not be available.

Floor plans will not be released before the start of the show.

Signage: CALA will provide all booths with signage. Signage will include your business name, booth number and the brand names that you're showing.

Decor: We will provide all of the rental equipment you ordered on your application.

In the effort to maintain the aesthetic of the show, please do not bring any of your own racks, tables, and display grids as these will not be allowed in the show.

All your garments and accessories must be displayed on the racks and/or tables provided by CALA.

You may use 1 banner, decoration or poster that does not exceed the size of 2' x 2' in your booth.

Please do not screw, nail or glue anything to our fixtures, the venue floor or walls.

Racks: 48" W x 65" H collapsible round tubing chrome garment racks on wheels.

Please do not use the pullouts on each side.



Booth Power: \$50. An outlet in your booth will only be available during the show hours; it will not be provided on the setup day.

Tables: Each table is 48"W x 30"D x 29"H constructed of high density polyethylene. Each table is supplied with 3 white chairs and 1 trashcan. A fitted white linen tablecloth will be provided.



Mannequins: Mannequin rental is \$50 each with a maximum of 2 per booth. They are professional garment maker dress forms adjustable from 63" to 75"



Extra Hang Bars: \$10 rental each. Adds a second adjustable horizontal chrome bar to a rolling rack. Used instead of display grids. A rack is not provided with the hang bar.



Wi-Fi: Wi-Fi is available for purchase during the show. Connect to **#FortMasonWifi** and you will be presented with options to pay for wifi by credit/debit card.

Booth Prices:

8' x 10' - \$1,200 – (Includes 4 rolling racks, 1 table, 3 chairs)

8' x 14' - \$1,400 – (Includes 6 rolling racks, 1 table, 3 chairs)

8' x 22' - \$1,850 – (Includes 8 rolling racks, 1 table, 3 chairs)

8' x 30' - \$2,400 – (Includes 10 rolling racks, 2 tables, 6 chairs)

8' x 38' - \$3,000 – (Includes 12 rolling racks, 3 tables, 6 chairs) •

Tables may be substituted for racks at no extra charge.

Shipping

Apparel Market Transport Inc. ships 95% of the merchandise to CALA and is the preferred shipper of all the CALA shows.

Pickup from LA is on Friday March 24th before 1pm.

Apparel Market Transport only ship to/from Downtown Los Angeles and from FIG / Dallas Market Center to the CALA show. Shipping to/from Los Angeles is 0.84c/lb each way with a \$300 minimum charge and \$1.08/lb from Dallas to Los Angeles.

To arrange shipping please contact Gerry Murtagh by email gerry@calashows.com or call (213) 305-6887

If you are shipping with a different carrier such as FedEx, UPS, INT or bringing your products in by yourself please make sure your packages arrive on **Monday January 27th only**. No packages will be accepted at the venue prior to that date.

Those not shipping with Apparel Market Transport will be charged a \$300 drayage fee for your product to enter/exit the venue. **This fee is not negotiable.**

For shipping directly to Fort Mason, San Francisco, please ship to the following address.

**CALA Shows / Your Name
Fort Mason - Festival Pavilion
2 Marina Blvd
San Francisco CA 94123**

If you are transporting your products by yourself please only bring them to the venue on **Monday March 27th** between 4pm and 8pm or **Tuesday March 28th** between 7am and 9am.

General Information

Electrical: If you need power in your booth please order it on the application for \$50.

Steamers: A limited number of steamers will be available to rent from 4pm and 8pm on the setup day. Steamers are available on a first come, first-served basis.

Food: Complimentary breakfast, lunch and a coffee bar will be available both days of the show.

Buyer Lists: We do not provide any buyer/attendee lists to exhibitors. **Please do not ask us for any buyer contact details.**

Storage: We will store all of your boxes, bag & trunks if needed. **Please leave them outside your booth on the set-up day for collection. We will return them to your booth when the show finishes. Please make sure your exhibitor name and booth number is on every piece.**

Copy & Print: If you need to make copies, print or send a fax there is a FedEx Office center approximately 5 minute drive from the venue located at: