

Dates

When: Wednesday, September 6th | 9 am to 5 pm
Thursday, September 7th | 9 am to 4 pm
The venue opens to exhibitors at 7 am each day.

Where: Hyatt Regency San Francisco Airport
Grand Peninsula Ballroom
1333 Bayshore Highway
Burlingame, CA 94010

Setup: Tuesday, September 5 | 2 pm and 6 pm

Before the show: Wednesday, September 6 | 7 am to 9 am

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 before the deadline.

- 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 <http://calashows.com/#directory> on **September 1st. Please do not ask for your booth number prior to that.**

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 keep the aesthetic of the show please do not bring any of your own racks, tables, display grids, or mannequins 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.

Tables: Each table is 48" W x 30" D x 29" H constructed of high-density polyethylene. Each table is supplied with 3 chairs. 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.



Booth Prices:

8' x 10' - \$1100 – (Includes 4 rolling racks, 1 table, 3 chairs)

8' x 14' - \$1200 – (Includes 6 rolling racks, 1 table, 3 chairs)

8' x 22' - \$1,400 – (Includes 8 rolling racks, 1 table, 3 chairs)

8' x 30' - \$1,700 – (Includes 10 rolling racks, 2 table, 4 chairs)



Tables may be substituted for racks at no extra charge.

******No booth splitting is allowed******

Health & Safety at CALA:

Our top priority is the health, safety, and security of all participants. We are working diligently with the venue to ensure that cleanliness, disinfection, and social distancing protocols consistent with CDC and local government recommendations are in place.

Current safety initiatives we are implementing include:

- Following all gathering guidelines recommended by the [CDC](#)

- Hand sanitizer stations will be available throughout the venue.
- There will be frequent cleaning and sanitizing of public areas, with attention paid to high-touch points and traffic areas.

We ask all of our exhibitors, buyers, and staff to follow the advice issued:

- Wash your hands frequently
- Practice social distancing at all times while in the venue
- Avoid traveling to the event if you have any Covid-19 symptoms

Rest assured that we will have health and safety measures in place, so that every exhibitor can have peace of mind and enjoy their trade show experience.

We will continue to refine these plans as additional guidelines are received from the public health authorities.

Shipping

Apparel Market Transport Inc. ships 95% of the merchandise to CALA and is the preferred shipper of all the CALA shows. To arrange to ship please contact Gerry Murtagh at (213) 305-6887 or by email gerry@calashows.com

Apparel Market Transport only ship to/from Downtown Los Angeles

and Dallas to the CALA San Francisco show. Shipping for the San Francisco show is 0.81c/lb each way with a \$300 minimum total charge.

- Pick up in Downtown LA is Friday, September 1st from 9am to noon.

At the end of the show they will also be shipping samples to Los Angeles and to Portland directly. Please contact Gerry at (213)-305-6887 if you have any questions about this. If you are going to Portland please note this in your application.

If you are shipping with a different carrier such as FedEx or UPS please make sure your packages arrives no more than 5 business days before the show. No packages will be accepted at the venue prior to that date. Please contact the hotel at (650) 347-1234 to arrange shipping instructions.

You will be charged a \$300 drayage fee by Apparel Market Transport Inc for your product to enter and exit the venue. No drayage fee will be charged for those who ship with Apparel Market Transport.

If you are transporting your products by yourself please only bring them to the venue on Tuesday September 5th between 2 pm and 6 pm.

Hotel Information

Hyatt Regency San Francisco Airport
Grand Peninsula Ballroom
1333 Bayshore Highway
Burlingame, CA 94010
(650) 347 1234

CALA is offering discounted hotel rooms at the venue where the show is taking place. If you're exhibiting you must reserve a room for a minimum of 2 nights.

Each room is \$179/night + tax. This special rate is only available until **two weeks before the show or until the room block is full, whichever comes first.**

To book your room please click on this link:

<https://www.hyatt.com/en-US/group-booking/SFOBU/G-CLS4>

General Information

Electrical: Electrical outlet in your booth is \$50. Power will be only available during the show

Steamers: Steamer rental will be provided on the setup day on a first-come, first-served basis. **Please return the steamer when you are finished with it.**

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

Security: 24-hour on-site security is provided for the set-up and duration of the show. The show is not responsible for misplaced or lost items.

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.

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