

# **EVENT MANAGEMENT GUIDE**

The Policies, Rules and Regulations contained in this manual are a binding part of the Agreement for use of the facility.  
As such, they cannot be modified without a written amendment to the Agreement signed by both parties.

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### Introduction

Being a show manager or producing a special event is a tremendous responsibility that requires a great deal of planning and cooperation. Fairplex understands this, and we want to help you produce your most successful event ever.

This packet contains information pertinent to the successful operation of your event. It is an outline of the rules and regulations that govern the production of events on Fairplex property. Additionally, this packet will outline the many services Fairplex can provide.

We are excited about hosting your event and we look forward to establishing a relationship that will leave you impressed and eager to return.

Sincerely,

The Event Management Team

## Section 1

### Event Manager

The Event Manager is the person assigned by Fairplex to assist you with producing your event. The Event Manager will be your main contact at Fairplex. It is his/her job to enforce the terms of the contract, gather information about your event, arrange for services and communicate with other Fairplex staff members during your event. Your Event Manager contact information is below. Feel free to contact him/her at any time.

### Staff and Contacts

Sometimes Event Managers are not available during the regular workweek. Below is a list of other staff members who are available to assist you should your Event Manager not be available to answer an urgent question.

Barry Gillies	Director of Property Operations	(909) 865-4186
David Roman	Senior Event Manager	(909) 552-5257
Keith Rodda	Event Manager	(619) 733-5989
Marcus Jackson	Director of Sales	(661) 414-3978
Carol Rushton	Account Executive Sales	(909) 524-2182

## Section 2

### Floor Plans

Every event produced on Fairplex's property is required to submit four **(4)** sets of floor plans. A floor plan is a scale drawing/representation of the layout and components of your event. You must use Fairplex's approved floor plan template. These templates include the placement of all life safety equipment, utilities, and concession stands among other things. Handwritten, or floor plans submitted using anything other than Fairplex approved floor plan template, will be rejected without consideration. These floor plan templates are available in a number of different formats from Fairplex website, live hyperlink listed at the end of this packet as well through your Event Manager. A Los Angeles County Fire Department approved floor plan must be present at the location during set-up and event hours. Any alterations to the approved floor plans require re submittal and approval.

## Section 3

### Los Angeles County Fire Department

Fairplex is under the jurisdiction of the Los Angeles County Fire Department – Area 8 Fire Prevention Bureau (LACFD-A8). This agency has ultimate life safety authority on Fairplex property. All floor plans are to be submitted to Fairplex forty-five (**45**) days in advance of your first move-in day for review and forwarding to LACFD-A8. In addition, LACFD-A8 requires the completion of the Public Assemblages form and Event Declaration letter. A blank copy of the Public Assemblages form and Event Declaration letter template can be found as a hyperlink in the reference section on the last page or from your Event Manager. These completed documents **must** accompany your floor plans. After review and mitigation of any issue arising from the review of your floor plan, a stamped approved copy will be returned to you.

### Fire and Safety Regulations

The Los Angeles County Fire Department has adopted the Uniform Fire Code. All regulations contained in the Uniform Fire Code as well as all state laws pertaining to public assemblies are applicable at Fairplex. All areas are subject to on-site inspection by Fire Safety Officers. The Fairplex Safety Services Manager will gladly act as a liaison to the Los Angeles County Fire Department for any of our customers, or the Fire Prevention Division of the Los Angeles County Fire Department can be contacted directly.

The following information explains those areas most frequently inquired about:

### Responsibility:

It is the responsibility of the Licensee to inform and enforce the rules & regulations referenced herein. Failure to abide by these rules & regulations could delay the opening or result in the closure of your event.

It is the desire of Fairplex to make your visit to our exposition complex a safe and enjoyable one. The Fairplex Safety Services Manager may be reached by telephone at (909) 865-4355 and is available to assist our customers with any questions or concerns that may arise.

THESE REGULATIONS WILL BE STRICTLY ENFORCED.

### **Fire Lanes:**

All agreed-upon fire lanes throughout Fairplex grounds shall be a minimum of twenty-six **(26)** feet in width, and all corners **(90 degrees or less)** shall be a minimum of thirty-two **(32)** feet in width. Access and egress routes shall be maintained so that crowd management, security, fire and emergency medical personnel shall be able to move without undue hindrance at any time to any individual.

A fire lane shall be maintained on Pepper Street between Palm Drive and the service road - this will encompass the area between Expo Hall #6 & Expo Hall #7, and Expo Hall #5 & Expo Hall #8. Access shall be allowed for fire equipment in order that all portions of a building can be reached within one hundred and fifty **(150)** feet or less.

ALL FIRE HYDRANTS AND FIRE DEPARTMENT SPRINKLER HOOK-UPS SHALL BE ACCESSIBLE AND UNOBSTRUCTED AT ALL TIMES.

### **Parking:**

Parking is allowed in established public parking areas only, except during move-in/move-out periods. During move-in a vehicle may only be parked inside Fairplex grounds long enough to unload and must display the proper move-in/move-out credential. It must then be moved immediately to a public parking lot. During move-out a vehicle may only access the ground at the designated time as indicated on the move-in/move-out credential. A vehicle may only park inside Fairplex grounds long enough to load. No vehicles may be driven inside exhibit buildings during move-in or move-out.

ALL FIRE LANES SHALL BE MAINTAINED AND UNOBSTRUCTED AT ALL TIMES.  
AT NO TIME IS PARKING ALLOWED IN THE FIRE LANES.

VEHICLES PARKED IN FIRE LANES WILL BE TOWED AWAY AT THE OWNER'S EXPENSE.

### **Flame Proofing:**

All flammable and decorative materials such as tablecloths, backdrops, straw, tarps, etc. must be flameproof when being used in a public assembly building or event. All flame proofing must be done prior to the material being installed on Fairplex premises.

For flame proofing materials and information you may contact the following companies:

#### **The Paint Bucket**

1015 West Holt Avenue  
Ontario, California  
909 983-2664

#### **California Flame Proofing Company**

170 North Halstead Street  
Pasadena, California  
626 792-6981

### **Tents & Canopies:**



Los Angeles County Fire Department requires a permit be issued for all tents over two hundred **(200)** square feet and all canopies over four hundred **(400)** square feet. All canvas coverings must be flameproof and a State certification certificate must be attached. No tents or tarps are allowed inside exhibit buildings (this includes all EZ Up-type tents). “No Smoking” signs shall be placed in conspicuous locations inside and outside tent locations. No open flames are allowed in or adjacent to any tents or canopies.

No tents, canopies or roof structures will be allowed in any of the buildings with sprinklers during shows and events.

**Exception:** Boats, vehicles and similar exhibited products will be allowed with prior approval of the Los Angeles County Fire Department.

### **Temporary Structures/Stages**

All temporary structures and stages require approval from the City of Pomona Building and Safety Department. Approved detailed schematics showing engineering and construction elements of the structure must be submitted to COP building and Safety after the submission of floor plans to Fairplex and LA County Fire Department has been stamped and approved by LA County Fire.

### **Combustible Trash:**

All combustible trash must be removed daily. There is no combustible trash storage allowed behind any of the displays (inside or outside the buildings).

### **Flammable Liquids:**

Under no circumstances may flammable liquids be used in demonstrations or displays inside exhibit buildings. All outside demonstrations or display stands using or selling flammable liquids shall request and have the prior written approval of the Los Angeles County Fire Department and Fairplex Safety Services.

### **Liquefied Petroleum Gases:**

Storage of liquid petroleum gases such as propane, butane, etc. is not allowed inside the exhibit buildings.

Liquid petroleum gas tanks may be used with outside displays or by running an approved line inside the building.

All liquid petroleum gas installations must have prior written approval by Fairplex Safety Services.

All liquid petroleum gas installations must have a permit issued by the Los Angeles County Fire Department prior to installation at Fairplex.

### **Open Flame Devices:**

No open flame devices (candles, flame starters, torches, etc.) shall be allowed inside exhibit buildings during events.

**Exception:** Any exception to this requirement must first be reviewed and approved in writing by the Fairplex Safety Services Department and then forwarded to the Los Angeles County Fire Department for their approval.

### **Smoking:**

All exhibit buildings at Fairplex are smoke-free buildings at all times. “No Smoking” signs are posted at the entrances of all exhibit buildings.

### **Aisles and Exit Paths:**

All aisles and exit ways are to be kept clear at all times. No storage, trash, booths or any items connected with a booth may intrude into an aisle or exit way.

- Aisles are to be a minimum of ten **(10)** feet in width.
- Inside all buildings, a twenty **(20)** foot clearance is to be maintained in front of all entrance and exit doors.
- The center exit aisle in Building #4 shall be maintained at forty **(40)** feet in width during all events. Aisles leading to each exit shall be required. The aggregate width of such aisles shall be equal to at least the required width of each exit.

**Exception:** Any exception to this requirement will first be reviewed and approved by the Fairplex Safety Services Department and then forwarded to the Los Angeles County Fire Department for their approval.

- A twenty **(20)** foot cross aisle must be maintained at both the north and south ends of Building #4 where the exit doors are located.
- Buildings #5, #6, #7 & #8 must maintain a twenty **(20)** foot cross aisle, the width of the exit doors, in the center of each building.
- No display or exhibit shall be installed or operated to interfere in any way with access to any required exit or with visibility of any required exit sign, nor shall any display block access to firefighting equipment. Exit doors may not be blocked by

tables, tape, decorative rope, chains or any other item that may hamper their use when the building is occupied.

On the exterior of exhibit buildings, the width of all required exit doors must lead to a public access way and be unobstructed for a minimum of fifty **(50)** feet.

### **Seating:**

When setting up chairs, the following regulations must be followed:

A maximum number of fourteen **(14)** chairs may be placed in a row when served by aisles on both sides.

- A maximum number of seven **(7)** chairs may be placed in a row when served by an aisle on one side only.
- All chairs must be ganged or attached to prevent tipping.
- Minimum aisle width between rows of chairs is forty-four **(44)** inches.

### **Fire Hoses & Extinguishers:**

All fire hose cabinets, fire extinguishers and electrical cabinets shall be accessible and unobstructed at all times. Red lines are painted on the floor around some of the fire hose and electrical cabinets as a reminder. The buildings are equipped with basic extinguishers; however, if you are conducting an operation which requires specialized fire extinguishing equipment, such as welding, painting, liquid petroleum gases, flammable liquids, etc., you must provide your own fire appliances. Fairplex Safety Services and the Los Angeles County Fire Department prior to installation must approve any such operations in writing.

### **Electrical Wiring:**

All electrical installations shall conform to the National Electrical Code - New Edition. The use of over-length extension cords is not permitted. All extension cords must be a minimum of 12-gauge wire and be U.L. approved. Electrical cords in walkways or aisle are not permitted. Installation and distribution of electrical services must be performed by a Fairplex approved electrical vendor. Contact your Event Manager for a list of approved vendors. Fairplex must approve all electrical installations on Fairplex grounds.

### **Electrical Sub-Panels:**

A thirty **(30)** inch access must be maintained in front of all electrical sub-panels. Access to all electrical panels must be maintained at all times.

### **Display Vehicles:**

All vehicles on display inside exhibit buildings shall have their tanks locked and sealed in an approved manner to prevent the escape of flammable liquid vapors. Fuel tanks shall not be more than one quarter full or contain more than five **(5)** gallons of fuel, whichever is less. At least one battery cable shall be disconnected and then taped. Fueling or de-fueling of vehicles shall be prohibited inside of exhibit buildings. Vehicles shall not be moved (driven) during the hours the show is open to the public.

**Cylinder Storage:**

All compressed gas cylinders must be secured to prevent tipping. An approved dolly must be provided for each tank located inside a building.

**Food Preparation:**

Cooking shall not be allowed inside the exhibit buildings, except in approved stands or structures. No frying or cooking shall be allowed inside exhibit buildings unless the stand is equipped with an automatic sprinkler system, an approved hood protection system, and a minimum of one **(1)** forty **(40)** BC-type first-aid fire appliance.

**Exception:** Any exception to this requirement must first be reviewed and approved in writing by the Fairplex Safety Services Department and then forwarded to the Los Angeles County Fire Department for their written approval.

Portable concession stands, located on the interior of exhibit buildings, shall be allowed on a case-by-case basis. A Los Angeles County Fire Department permit may not be required for portable non-cooking concession stands less than one hundred **(100)** square feet separated by ten **(10)** feet from any permanent cooking stand. A distance of no less than one hundred **(100)** feet shall separate any additional non-cooking concession stand or booth.

**Exception:** Exceptions will be allowed only after a life safety evaluation has been completed either by Fairplex Safety Services Department and/or the Los Angeles County Fire Department. Persons acceptable to the authority having jurisdiction shall perform the life safety evaluation. The life safety evaluation shall include an assessment of safety measures for the following conditions and related appropriate safety measures, (a) Nature of the event and the participants and attendees, (b)

Access and egress movement including crowd density problems, (c) Medical emergencies, (d) Fire hazards, (e) Permanent and temporary fire appliances, (f) Severe weather conditions, (g) Civil or other disturbances, (h) Relationships among facility management, event participants, emergency response agencies and others having a role in the event accommodated in the facility.

Life safety evaluations shall include assessments of both building systems and management features upon which reliance is placed for the safety of the facility occupants.

## **Section 4**

### **California State Board of Equalization**

Any organization that generates sales at Fairplex is required by Regulation 1802 of the California Uniform Local Sales and Use Tax law to accurately report those taxable sales at Fairplex to ensure that the City of Pomona receives the correct amount of Local Sales Tax. See the reference section for an information guide and copies of the proper forms from the California State Board of Equalization.

If your sales are ordinarily subject to sales tax, then you are required by the California State Board of Equalization to have a valid California Seller's Permit. In addition, if you have a valid Seller's Permit, but it does not list Fairplex, you are required by law to designate Pomona as the location for the 1% Local Sales Tax generated from the event on the State Board of Equalization's BT-530-B Local Tax Allocation Form for Temporary Sales Locations, and include it with your Sales and use Tax Return payment. Please

note that the State Board of Equalization will compensate the City of Pomona, this is not an additional tax. The 1% Local Sales Tax is distributed to the city where the sale occurred, when reported properly.

If you have an existing permit for multiple locations in different cities, you may indicate your sales at the event on your Schedule "C" Allocation Form that is normally provided with your Sales and Use Tax Return.

If you are a repeat seller in Pomona, you may use the BT-530-B Local Tax Allocation Form for Temporary Locations to inform the California State Board of Equalization that Fairplex should be converted to a permanent sales location. Your Sales and Use Tax Return will then reflect this location for future reporting ease.

The City of Pomona, in cooperation with the California State Board of Equalization, is monitoring the 1% Local Sales Tax allocations from Fairplex and may contact sellers if allocations are not reported or if more information is needed.

Show Promoters are required to have written certification that all sellers have a valid California Seller's Permit; and to ensure that all sellers that need the BT-530-B Local Tax Allocation Form for Temporary Locations receive it prior to the event. (This includes all sellers whose resale numbers start with "SR" unless their permanent place of business is already located in Pomona).

Show Promoters and Exhibitors can contact the State Board of Equalization at 1521 W. Cameron Ave., Suite 300 West Covina CA, 91790, (626) 480-7200, to obtain the required BT-530-B Local Tax Allocation for Temporary Sales Locations Form and other tax information.



## Section 5

### Concessions

Fairplex has a contractual agreement with Master Concessionaire, Ovarions Fanfare, L.P. d/b/a Oak View Group & Hospitality to be the exclusive provider of concession services at ALL events produced at Fairplex. See your contract, clause #12 for additional information in this regard; please refer to the reference section at the end of this packet.

Promoters must complete the form entitled “Fairplex Food and Beverage/Product Demonstration Regulations” and return it to their Event Manager. By signing this form you are agreeing to abide by all the regulations mentioned on that form. Concession locations are identified on all building floor plans. These areas are reserved for the placement of concession stands. When outdoor locations are to be used, Fairplex will work with you to determine the appropriate placement of concessions stands. In most cases this will be determined by the proximity of utilities. The placement of concession stands is solely at the discretion of Fairplex.

### Catering

Sheraton Fairplex Hotel and Conference Center is the exclusive provider of catering services at Fairplex. No food or beverage items may be served or provided by a caterer, restaurant, hotel, individual or operator other the Sheraton Fairplex Hotel. Catering is defined as the provision of a full service meal where the patrons are served either at tables or from a buffet line. Fairplex will require the Licensee to remove anyone in violation of this rule Failure to do so can result in a penalty of up to \$7,500.00 per

infraction, per day, payable by Licensee per clause 13 of your contract. See clause 13 of your contract for further information on this subject.

## **Section 6**

### **Shipping Instructions**

In an attempt to reduce the risk of mishandled freight the following procedure should be followed:

- Contact your Event Manager or your contracted show decorator to determine what the procedures are for freight handling and drayage.
- Do not ship anything directly to FAIRPLEX without obtaining approval from the assigned Event Manager first.
- Freight arriving earlier than the first move-in day will be refused and sent back to its point of origin. This freight must be accepted by the designated recipient, their show representative, or the contracted show decorator. It is the responsibility of show management and/or the contracted show decorator to pick-up any UPS/Fed-Ex packages delivered to the Fairplex administrative offices or warehouse.
- All exhibit material must be removed from exhibit hall prior to conclusion of contracted move -out time.

- Show management/exhibitors are responsible for shipping of freight/exhibit materials after events. Any material left in a show area after the termination of the contacted move-out time will be considered abandoned.
- FAIRPLEX is not responsible for lost or damaged freight.

## Section 7

### Media, Advertising and Communications

Fairplex has many resources available to licensees to assist them in the promotion and advertising of their event. Contact the Fairplex Communications Department at (909) 865-4262 for more information on understanding the complex media markets here in the greater Los Angeles area.

Many licensees elect to take advantage of the highly visible, electronic freeway sign located adjacent to Interstate 10. This program has proven to be very successful for many of our events. See the reference section for additional information on how to take advantage of this popular resource. Also in the reference section is the media information questionnaire.

Promoters must complete the form, Media Information Questionnaire, located in the reference section. Form must be returned to our Communications Department. This form allows Fairplex to add your show information to our event calendars and listings.

Lastly, we ask that you take a look at Market Reach for additional information on how Fairplex can assist in marketing your event. Further, when marketing your event use the location name "Fairplex" or "Fairplex in Pomona". We ask that you not use "Los Angeles

County Fairgrounds” as an identifier for our facility. If you have any questions regarding proper logo usage and verbiage related to Fairplex, please contact the Marketing Department at (909) 865-4261.

## **Services**

Fairplex can provide many of the services promoters need to successfully manage their events. From Electrical, IT to General Labor, Fairplex has the resources to assist any show manager. Since Fairplex is also the promoter of the largest County Fair in the nation, we have developed the experience necessary to produce a successful event. Refer to the reference section, for a list of some of the services we can provide. If you are in need of a service that is not listed, just ask your Event Manager, he or she will be able to direct you to the proper staff member best suited to assist you.

## Reference Section

### Floor Plans

[Building 3](#)

[Building 4](#)

[Building 5](#)

[Building 6](#)

[Building 7](#)

[Building 8](#)

[Building 9](#)

[Building 10](#)

[Barn 9A](#)

[Grounds Map](#)

### Rate Sheets

[Fairplex Rate Sheet](#)

[Internet Rate Sheet](#)

### Additional Resources

[Public Assemblages Form](#)

[Event Declaration Letter Template](#)

[Food and Beverage Policy Form](#)

[State Board of Equalization](#)