



Dear FitExpo Exhibitor:

Welcome to TheFitExpo San Diego! We're excited to have you join us at the San Diego Convention Center the weekend of October 12-13, 2019.

Please read this Exhibitor Welcome Packet thoroughly, as it contains all the information you need to successfully budget and maximize your experience at this year's FitExpo Event. We have designed this packet as a hassle-free resource to order services and to keep you aware of important discounted deadlines for each official show contractor.

A few additional notes for you to keep in mind:

- Booth assignments: If you have not already done so, please email [Marc@thefitexpo.com](mailto:Marc@thefitexpo.com) with your top 3 booth choices. In some cases, such as by the front entrance or near competition areas, you may need to include a 4th and 5th choice as these areas are in high demand.
- You can order services without a booth assignment. **See below for your booth number or visit our website and go to San Diego / Exhibitors / Live Floor Plan at [www.thefitexpo.com](http://www.thefitexpo.com)**

If you have any questions that have not been covered in this Welcome Packet, please feel free to contact me at any time. As the Official Contracted Decorator for The FitExpo, **BLAINE Event Services** is available to assist all our exhibitors (from the seasoned to the first-timers). **BLAINE** will answer your questions and guide you with any services needed to create the experience you want on show floor. Our contact information is at the bottom of this page.

Thank you for your participation in TheFitExpo San Diego!

Sincerely,  
Helen Yu  
Exhibitor Services Manager

## CONTACTS

<p><b>SHOW MANAGEMENT:</b></p> <p>National Fitness Productions 722 Americana Way #201 Glendale, CA 91210 Phone: (888) 348-3976 Fax: (818) 230-0468 <a href="mailto:helen.thefitexpo@gmail.com">helen.thefitexpo@gmail.com</a></p>	<p><b>GENERAL DECORATOR:</b></p> <p>Blaine Event Services 114 South Berry Street Brea, CA 92821 Phone: (714) 522-8270 Fax: (714) 522-8271 <a href="mailto:Exhibitor@blainesvs.com">Exhibitor@blainesvs.com</a></p>	<p><b>ADVANCE SHIPPING WAREHOUSE:</b></p> <p>Company Name Booth # _____ TheFitExpo San Diego YRC c/o Blaine Event Services 9525 Padgett Street San Diego, CA 92126</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

## **IMPORTANT DEADLINES**

<b>FORM or INFORMATION:</b>	<b>RETURN TO:</b>	<b>DEADLINE:</b>
Advance Warehouse Accepted	BLAINE	Sep. 4, 2019 - Oct. 4, 2019
Health Permit	Helen - TheFitExpo	<b>September 6, 2019</b>
Exhibitor Appointed Contractor Notice & EAC Certificate of Insurance	BLAINE	<b>September 12, 2019</b>
Housing Reservation Cut-Off Date	see Housing page 10	September 12, 2019
Edlen Advance Price Deadline: Electrical, Lighting & Plumbing	Edlen Electrical	<b>September 23, 2019</b>
Certificate of General Insurance	Helen - TheFitExpo	September 23, 2019
Booth Cleaning Discount Deadline	SDCC	September 26, 2019
Ice/Water Orders	Centerplate	September 27, 2019
Seller's Permit	Helen - TheFitExpo	September 30, 2019
Centerplate Sampling Authorization	Helen - TheFitExpo	September 30, 2019
MNM AV Advance Price Deadline: AV, LED Video Walls, Lighting	MNM Production Services	September 30, 2019
Blaine Advance Price Deadline: Furniture, Carpet & Labor	BLAINE	<b>September 30, 2019</b>
Direct Shipments Accepted	BLAINE	October 10-11, 2019

### **LIVE FLOOR PLAN & BOOTH NUMBERS**

<https://shows.map-dynamics.com/fitexposandiego2019>

### **EXHIBITOR SERVICES KIT**

<https://blaine.boomerecommerce.com>

Logins for the Exhibitor Service Manual will be sent to the email address listed on your contract shortly after it is received. Logging in to BLAINE's website will allow you to place orders for furnishings, carpet, labor, freight handling, etc. online. You will also have access to important show information, local union regulations, shipping labels and much more.

If you did not receive your login credentials via email, please reach out to BLAINE via email at [exhibitor@blainesvs.com](mailto:exhibitor@blainesvs.com) or call their Exhibitor Service Department at (714) 522-8270.

# **EXHIBIT HALL SCHEDULE**

**The exhibit hall is in Halls F,G,H of the San Diego Convention Center**

Friday, October 11, 2019	Exhibitor Move-In	8:00 am – 5:30 pm
Saturday, October 12, 2019	Exhibit hall open*	10:00 am – 6:00 pm
Sunday, October 13, 2019	Exhibit hall open*	10:00 am – 5:00 pm
Sunday, October 13, 2019	Exhibitor Move-Out	5:00 pm – 11:00 pm

*\*Exhibitors are allowed admittance to the exhibit hall 2 hours prior to the show opening and must leave the exhibit hall ½ hour after the exhibit hall closes. Fire Marshal regulations prohibit dismantling exhibit space prior to close of show out of safety concerns for attendees and persons on show floor.*

## **PLEASE NOTE:**

All exhibit personnel are expected to make travel arrangements in accordance with the official exhibit hall schedule. As a courtesy to other exhibitors and all conference attendees, exceptions to installation and dismantle times will not be allowed on the basis of flight times or any other travel arrangements.

## **CHILDREN UNDER AGE 18:**

Per convention center rules, children under the age of 18 are not permitted on the show floor during exhibitor move-in (installation) days and move-out (dismantle) hours. No exceptions will be made.

## **SHOES:**

Closed toe shoes need to be worn at all times in the exhibit halls and docks. No access will be granted to the exhibit halls or docks if the shoe policy is not followed. No open-toed footwear, sandals or flip flops allowed.

## **OFFICIAL SHOW CONTRACTORS**

The following companies have been designated as official show contractors and will be available to supply the service(s) designated below to exhibitors.

### **DECORATOR**

*Advance/Direct Shipping, Material Handling, Labor, Custom Exhibits, Furniture, Carpet, Signs/Graphics*

Blaine Event Services Office

114 South Berry Street

Brea, CA 92821

P: (714) 522-8270

F: (714) 522-8271

[Exhibits@Blainesvs.com](mailto:Exhibits@Blainesvs.com)

<https://blainesvs.com/>

### **FACILITY**

San Diego Convention Center (SDCC)

Halls F, G, H

111 West Harbor Drive

San Diego, CA 92101

P: (619) 525-5000

F: (619) 525-5005

<https://visitsandiego.com>

### **ELECTRICAL, LIGHTING & PLUMBING**

Edlen Electrical Exhibition Services

1844 Imperial Avenue

San Diego, CA 92102

P: (619) 696-6625

F: (619) 696-7762

[sandiego@edlen.com](mailto:sandiego@edlen.com)

<https://ordering.edlen.com>

### **INTERNET**

Smart City

5795 West Badura Avenue, Ste 110

Las Vegas, NV 89118

P: (888) 446-6911

F: (702) 943-6001

[csr@smartcity.com](mailto:csr@smartcity.com)

<http://orders.smartcitynetworks.com>

### **AUDIO VISUAL EQUIPMENT**

MNM Production Services

16218 W. David Road

Surprise, AZ 85374

P: (801) 759-7275

[Memmott14@gmail.com](mailto:Memmott14@gmail.com)

### **FOOD & BEVERAGE**

Centerplate

111 West Harbor Drive

San Diego, CA 92101

P: (619) 525-5818

F: (619) 525-5858

[mary.forney@visitsandiego.com](mailto:mary.forney@visitsandiego.com)

# **GENERAL INFORMATION**

## **Booth Package**

Each 10' x 10' booth space will be set with 8' high BLUE & WHITE background drape, 3' high BLUE side rail, (1) – 6' table skirted in BLUE, (2) – folding chairs, (1) – wastebasket and (1) – 7" x 44" ID sign. Carpet, electrical and internet service are not included.

## **New Exhibitors**

You are encouraged to read the document titled, "**New Exhibitor FAQ**," which can be found on Blaine's website once you log in and attached to this Welcome Packet. It will answer the most frequently asked questions regarding Blaine's services to help avoid any unexpected charges and give cost saving suggestions to keep you on budget. We encourage you to reach out to our Blaine Team to assist you.

## **BLAINE Exhibitor Manual – Online Ordering for Booth Services & Move-In Guidelines**

Logins for Blaine's Exhibitor Services will be emailed to the email address that you listed on your exhibitor contract. Blaine's website offers access to important show information, move-in guidelines with respect to the local unions, pre-printed shipping labels, secure online ordering for booth services and additional vendor order forms. If you have not received your login information, please contact Blaine directly at [exhibitor@blainesvs.com](mailto:exhibitor@blainesvs.com) to request login credentials.

If you are not the main contact responsible for placing your booth order, please forward the full contact information to Blaine as soon as possible.

Blaine's login page for exhibitor services: <https://blaine.boomerecommerce.com>

## **Installation & Dismantle**

All displays are to be completely installed by 9:00 am on Saturday before the show opens. Dismantling and removal of displays may not begin before 5:00 pm on Sunday and must be completed by 11:00 pm the same day. All installation & dismantle must abide by the local union rules and regulations, which can be found on Blaine's website or in your exhibitor manual.

## **Exhibitor Appointed Contractor (EAC)**

If you are using your own contractor to set up and dismantle your booth, you must submit the EAC form to Blaine by the posted deadline (30 days prior to show move-in). You must notify your exhibitor appointed contractor (EAC) of all show rules and regulations (i.e., height restrictions, etc.) and the EAC must abide by them.

## **Electrical Service**

Electrical service is not included with the purchase of your booth space. If your exhibit requires electrical service, you must order through **EDLEN** at (619) 696-6625 or [sandiego@edlen.com](mailto:sandiego@edlen.com)

## **Internet**

Internet / Wi-Fi service is not included with the purchase of your booth space. If your exhibit requires internet service, you must order through **Smart City** at (888) 446-6911 or [csr@smartcity.com](mailto:csr@smartcity.com)

## Shipping

### ADVANCE WAREHOUSE SHIPPING ADDRESS

See deadlines page 2 or Blaine website.

Company Name

Booth # \_\_\_\_\_

TheFitExpo San Diego

YRC

c/o Blaine Event Services

9525 Padgett Street

San Diego, CA 92126

*\*Shipments received before or after deadline will be subject to an off target fee.*

### ONSITE SHIPPING ADDRESS

See deadlines page 2 or Blaine website.

Company Name

Booth # \_\_\_\_\_

TheFitExpo San Diego

San Diego Convention Center (Halls F/G/H)

c/o Blaine Event Services

111 W. Harbor Drive

San Diego, CA 92101

*\*Shipments received before or after deadline will be subject to an off target fee.*

## One Way Freight

For those exhibitors planning to give away/sell any type of product, One Way Freight labels and discounted rates are available to you when shipping product to the expo. There are specific instructions regarding the One Way Freight labels and packing your pallets. You will only qualify for discounted One Way freight rates if you use the pre-printed shipping labels found on Blaine's website. Please contact Blaine directly at (714) 522-8270 to take advantage of these cost-saving solutions.

## Badges

Each 10x10 booth comes with 4 exhibitor wristbands. Additional wristbands may be purchased prior to the expo or anytime during the expo weekend. Please pick-up badges at Exhibitor Registration Check-In. There is no need to send staff names or pre-register.

## Celebrity Athletes, Social Media & Line Control

If you plan to bring celebrity athletes/guests to your booth or initiating social media campaigns, please let us know as soon as possible. We would need athlete photos, social media links, your company logo and any additional information you want us to publish. Please send to [jane@creationent.com](mailto:jane@creationent.com).

If you anticipate line control issues, please staff accordingly and send us the name and cell number for the person in charge. Blaine offers retractable stanchions to assist with any crowd control needed. Please be mindful of your neighboring exhibitors so as not to negatively impact them. Alert Show Management if you have questions or need assistance.

## CBD

Any properly licensed business may provide samples or sell exclusively hemp derived topical CBD. Cannabis derived CBD is not allowed. Per state law, proper labelling is required on all products. ABSOLUTELY no CBD consumables can be sampled or sold at any time. Vaping products not allowed per no smoking policy. Please abide by the CDPH FAQ per CBD Guidelines at TheFitExpo San Diego.

## Insurance, Sellers Permit, Sampling Form & Health Permit

Your insurance, sellers permit, and health permits should be returned to Helen at TheFitExpo as soon as possible. Please carefully read the next few pages to see what you may be required to obtain prior to move-in.

## **EXPO INSURANCE REQUIREMENTS**

All exhibitors, sponsors and programming partners are required to obtain a Certificate of General Liability Insurance naming the below entities as additional insureds. Please email your Certificate of General Liability Insurance to [helen.thefitexpo@gmail.com](mailto:helen.thefitexpo@gmail.com) or fax to (818) 230-0468. **Proof of your insurance is mandatory.**

### **Certificate Holder:**

National Fitness Productions / TheFitexpo  
722 Americana Way #201  
Glendale, CA 91210  
FAX: (818) 230-0468  
[helen.thefitexpo@gmail.com](mailto:helen.thefitexpo@gmail.com)

### **Minimum Insurance Coverage:**

Comprehensive General Liability Insurance for Bodily Injury and Property Damage \$1,000,000 per occurrence and \$2,000,000 aggregate. Coverage shall include Premises and Operations, Contractual, Personal Injury, Worker's Comp, Independent Contractors and Property or Inland Marine insurance to cover risks of loss to exhibitor's property. **SEE ATTACHED SAMPLE CERTIFICATE ON NEXT PAGE**

### **Additional Insureds (enter this into the description box):**

National Fitness Productions/TheFitExpo, Blaine Convention Services, Centerplate Food & Beverage, San Diego Convention Center Corporation, Inc., City of San Diego, San Diego Unified Port District. Their Officers, Directors, Agents and Employees are named as additional insureds at TheFitExpo San Diego, October 12-13, 2019.

National Fitness Productions / TheFitexpo 722 Americana Way #201 Glendale, CA 91210 F: (818) 230-0468	San Diego Convention Center 111 West Harbor Drive San Diego, CA 92101 F: (619) 525-5005
Blaine Event Services 114 South Berry Street Brea, CA 92821 F: (714) 522-8271	Centerplate 111 West Harbor Drive San Diego, CA 92101 F: (619) 525-5858

1. If you do not have a regular business insurance provider, you may call Shahinian Insurance (or any insurance broker of your choosing) to obtain special event coverage. Contact Shahinian Insurance Services at (714) 544-3963 or [insurance@shahinian.com](mailto:insurance@shahinian.com). Also visit [ShahinianInsurance.com](http://ShahinianInsurance.com) for pricing.

2. Shahinian Insurance does not charge per entity because they list everyone on the same certificate with NFP as the cert holder. Exhibitors who may use their own business insurance usually are not charged for certificates so you can list as many as you want.

3. As long as exhibitors tell their insurance company to list everyone on the same certificate, the fee should not be additional per entity. We do know some small exhibitors who do not pay the flat annual fee to list additional insureds because they aren't aware of the option or don't do many shows per year to get that option.



# CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)  
10/09/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).


PRODUCER  <b>SHAHINIAN INSURANCE SERVICES, INC.</b> <b>P.O. BOX 4093</b> <b>TUSTIN CALIFORNIA 92781-4093</b> <b>PHONE (800) 457-2231/FAX (714) 544-4370</b>		CONTACT NAME PHONE (A/C, No, Ext): E-MAIL ADDRESS: FAX (A/C, No):	
INSURED  <b>EXHIBITING COMPANY NAME OR DBA</b>		INSURER(S) AFFORDING COVERAGE INSURER A: <b>MAXUM INDEMNITY COMPANY</b> INSURER B: INSURER C: INSURER D: INSURER E: INSURER F: NAIC # <b>12345</b> CA/2018	

COVERAGES		CERTIFICATE NUMBER: 194399		REVISION NUMBER:			
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.							
INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input checked="" type="checkbox"/> LOC OTHER:	X		BDG 0080702 02	12/15/18	12/15/19	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000 COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ 18437-
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS			COVERAGE FOR ABOVE INSURED EFFECTIVE DATES HERE 00/00/00 - 00/00/00			
	<b>UMBRELLA LIAB</b> <b>EXCESS LIAB</b> DED RETENTION \$ OCCUR CLAIMS-MADE			PREMIUM NON-REFUNDABLE			EACH OCCURRENCE \$ AGGREGATE \$ PER STATUTE OTH-ER
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

LOCATION: THEFITEXPO SAN DIEGO, SAN DIEGO CONVENTION CENTER, CA 92101 (OCT 12-13, 2019)

**National Fitness Productions/TheFitExpo, Blaine Convention Services, Centerplate Food & Beverage, San Diego Convention Center Corporation, Inc., City of San Diego, San Diego Unified Port District. Their Officers, Directors, Agents and Employees are named as additional insureds.**

<b>CERTIFICATE HOLDER</b>  NATIONAL FITNESS PRODUCTIONS 722 AMERICANA WAY #201 GLENDALE, CA 91210  FAX 818-230-0468 HELEN.THEFITEXPO@GMAIL.COM	<b>CANCELLATION</b>  SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.  AUTHORIZED REPRESENTATIVE 
------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

ACORD 25 (2014/01)

The ACORD name and logo are registered marks of ACORD

© 1988-2014 ACORD CORPORATION. All rights reserved.

**IMPORTANT:** Your Insurance, Sellers Permit, Health Permit and Sample Authorization forms should all be returned to Helen at TheFitExpo as soon as possible. Please carefully read all information below to see what is required of your participation at TheFitExpo San Diego.

Send all to: [helen.thefitexpo@gmail.com](mailto:helen.thefitexpo@gmail.com) or fax (818) 230-0468

## **SELLERS PERMIT**

All exhibitors who intend to sell products/tangible goods must submit their Seller's Permit number to show management. Sellers permit numbers are MANDATORY. All exhibitors must submit Form 410d.

If you do not have a valid California Seller's Permit or need a temporary permit, please go to the BOE website and register online: <https://www.cdtfa.ca.gov/services/>

Registration is free if you already have a permit from another state. You will log into that same portal after the expo to pay your sales tax. If you have trouble with the BOE online registration, please call (800) 400-7115 to speak with a BOE representative.

## **HANDWASHING STATIONS**

If you will have food samples in your booth space, please carefully read the health department rules and regulations to ensure you are in compliance. Details regarding what type of hand washing station you are required to have in your booth space can be found towards the end of this Welcome Packet.

Please be advised that the Health Department will be walking the show floor during move-in to ensure you are in compliance. If you are found to be in violation, you will be required to purchase a hand washing station immediately or not be allowed to sample your product. Otherwise, the show will not be allowed to open.

## **HEALTH PERMIT**

Exhibitors who are selling and/or sampling food, beverage, dietary supplements, or anything else that an attendee can ingest must have a temporary health permit and sampling authorization specific to this expo and this convention center. A health permit application is included in this Welcome Kit. However, the complete health information packet with the rules and regulations will be sent in a separate email. **If you sample or sell a product that an attendee can taste, chew or swallow, you need a permit.**

## **SAMPLING AUTHORIZATION**

Exhibitors who are sampling food or ingestible products in their booth are required to have authorization from Aramark. Details and pricing for this authorization can be found on Blaine's website and in your Blaine exhibitor manual. Sample authorizations should be returned directly to [helen.thefitexpo@gmail.com](mailto:helen.thefitexpo@gmail.com)

## **AMPLIFIED SOUND POLICY**

We respectfully ask that you keep your music and/or PA systems to a level that does not adversely impact your neighboring exhibitors. If complaints are received, an aisle monitor will ask you to turn down the volume to a reasonable level. You must keep the volume at that level for the duration of the show.

Please also refrain from playing media containing any profanity or other objectionable material. We strive for a family-friendly environment at The FitExpo. Thank you in advance for your cooperation with both of these initiatives and have a great show!

## HOUSING INFORMATION

TheFitExpo has partnered with the hotels listed below for your convenience. Please book via TheFitExpo [website](#) by clicking on the links provided or mentioning TheFitExpo when calling in your reservation.

<b>Hilton Garden Inn San Diego Downtown/Bayside</b> 2137 Pacific Highway, Ste A, San Diego, CA 9 2101  TheFitExpo Special Room Rate: \$200  Please mention TheFitExpo when making your reservation. Call: (877) 782-9444  CUTOFF DATE: September 13, 2019	<b>Homewood Suites by Hilton San Diego Downtown/Bayside</b> 2137 Pacific Highway, Ste B, San Diego, CA 9 2101  TheFitExpo Special Room Rate: \$215  Please mention TheFitExpo when making your reservation. Call: (877) 782-9444  CUTOFF DATE: September 13, 2019	<b>Manchester Grand Hyatt San Diego</b> 1 Market Place San Diego, CA 92101  TheFitExpo Special Room Rate: \$319  Please mention TheFitExpo when making your reservation. Call: (619) 232-1234  <b>CUTOFF DATE: September 12,                  2019</b>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

### FOR UPDATED INFO PLEASE VISIT:

<https://thefitexpo.com/city/san-diego/attendees/hotels/>

#### IMPORTANT:

We have been informed that several third-party vendors have approached our exhibitors and attendees regarding hotel accommodations at a lesser cost. If you receive any solicitations via email, telephone, or fax, we ask that you please contact us immediately at [info@TheFitExpo.com](mailto:info@TheFitExpo.com).

This practice, often termed 'room poaching,' is carried out by third-party companies — unaffiliated with TheFitExpo — that act as various agencies or services in order to solicit attendees and/or exhibitors for room reservations. These individuals may often misrepresent themselves as the event's official housing provider, and contact registrants and exhibitors with discounted offers for housing. You can view a list of these companies [HERE](#).

By establishing our event's own hotel room block, we guarantee that rooms not only meet our standards, but are also offered at a reduced price. Moreover, room poachers are typically part of a scam: rooms are often nonexistent, in a different hotel location, or sometimes even incur hefty cancellation charges on guests' credit cards.

# **RULES & REGULATIONS**

## **Standard Linear Booths**

A standard 10' deep x 10' wide booth will be set with back rails and side rails draped in flame resistant cloth (blue and white). The backdrop framework is 8' high and the side rails are 3' high. A complimentary identification sign will be affixed to each backdrop. In accordance with 2014 IAEE guideline update, the maximum height of 8' is allowed in the rear half of standard linear booths with a 4' height restriction in the front half of the booth up to the aisle.

## **Island (20' x 20') Booths**

A standard island booth (20' x 20') may use the maximum height allowable of 16' feet throughout the entire square footage. A complimentary identification sign will be provided to Island exhibitors.

## **Carpet**

Carpet is **not** included in your booth package. The floors of the expo hall are bare concrete. If you would like to enhance the appearance of your booth, Blaine offers a variety of carpet colors.

## **Canopies or EZ-Ups Within Booth Space**

Canopies may not exceed 10 ft. in height. All materials must be certified flame retardant. Proof of certification is required to be in booth at all times. In addition, the San Diego Fire Department requires that a fire extinguisher be in the booth at all times.

## **Booth Design Requirements**

We follow industry standard IAEE guidelines regarding the minimum and maximum requirements for booth displays. All decorations (banners, backdrops, canopies, etc.) that extend beyond 10 feet wide requires approval by Show Management. Please send drawings, photos or schematics to [helen.thefitexpo@gmail.com](mailto:helen.thefitexpo@gmail.com).

## **Signs**

A complimentary identification sign will be provided for each exhibiting company. The sign, mounted on the backdrop, bears the company's name and booth number as submitted on your contract. Additional signs may be ordered through Blaine.

## **Building & Equipment Protection**

Nothing shall be tacked, stapled, nailed, screwed, taped or otherwise attached to the drapes, columns, walls, floors, doors, or other parts of the building or furniture.

## **Labor**

Exhibitors must comply with local union rules and regulations. A copy of the rules and regulations can be found on Blaine's website or in your exhibitor manual. Exhibitors who plan to have an EAC (other than Blaine Event Services, the official contractor) unpack, erect, assemble, dismantle and pack displays and/or equipment must abide by the rules set forth by the exhibitor manual. It is the exhibitor's responsibility to advise its independent contractors of all the rules and regulations. Blaine will maintain an Exhibitor Service Center in or near the exhibit hall should onsite labor need to be ordered.

No one under the age of 18 is permitted on the loading docks, in truck bays or in the loading dock yard. Additionally, no one under the age of 18 is permitted in the exhibit halls during move-in or move-out operations.

# **RULES & REGULATIONS**

## **Flammable Materials**

No flammable fluids, substances, or materials of any nature, including decorative material, which is prohibited by national, state, or city fire regulations may be used in any booth. If you have an overhead tent in your booth space, proof of fire retardant material is required to be in the booth at all times. Helium balloons are prohibited. All curtains, drapes, and decorations must be constructed of flameproof material. The use of lanterns, candles, and fog machines is prohibited.

## **Aisle Obstruction**

Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to a nearby exhibitor's booth shall be suspended for any period specified by show management. All demonstrations and/or activities must take place within the confines of your booth.

## **Distribution of Materials**

Printed matter, samples, souvenirs, etc., must be distributed only from within the rented exhibit space.

## **Airspace (Balloons, Drones, etc.)**

No devices may be flown or tethered within the confines of the Exhibit Hall. This includes helium balloons and helium filled products, drones, or any lighter than air objects either powered or unpowered.

## **Security Information**

Security is a major concern at every exhibition. It is crucial that every exhibitor work closely with show management to ensure that the exhibition is as secure as possible. Every effort has been made by show management to ensure the safety of your property. After regularly scheduled exhibit hall hours, the exhibit hall will be locked, when possible. Show management's objective is to implement reasonable measures designed to minimize the risk of loss of your property. However, because such reasonable measures cannot absolutely guarantee the prevention of loss, the facility, National Fitness Productions, show management, and Blaine Event Services are not liable for any loss of merchandise or equipment from your booth before, during, or after the event. It is ultimately your responsibility for safeguarding your exhibit.

## **Suggestions/Precautions**

- Ship in locked trunks or crates; Make sure your cartons are securely taped or banded
- Do not indicate the contents of boxes
- Do not leave your booth unattended during the set-up period
- Avoid leaving small, easily concealed items in the booth overnight (i.e.: laptops, cellular phones)
- Never leave your booth unattended during show hours
- Cover displays during non-show hours
- Do not, under any circumstances, leave merchandise in stored containers
- Pack your entire exhibit as soon as the move-out period starts
- Report any theft immediately to the security office
- Hire security officers to be assigned to your booth during non-show hours

# How to be a successful exhibitor

## Tips for New Fit Expo Exhibitors!

- Place your order early! Blaine offers **discounted rates** on furniture and labor up until 2 weeks before the show.
- There are local unions that claim jurisdiction over display set-up and material handling. Please read below to ensure you are compliant with these regulations.
- Order **carpet** and **foam padding** to enhance the appearance of your booth.
- If you will be handing out samples at the show, we recommend ordering **Porter Service** to empty your trash cans throughout the day.
- If you will be displaying a vehicle in your booth or on the show floor, you must fill out a **Vehicle Spotting** form. A Blaine team member is required to assist you with the move-in of your vehicle. There are NO exceptions.

## Booth Set-Up

### Q: Am I allowed to set up my own booth?

It depends, and our Exhibitor Services team is happy to help you determine whether union labor is required for your exhibit display set-up. You may set up your exhibit display only if one person can accomplish the task in less than 30 minutes without the use of tools, including signs and carpet installation. This does not apply to the unpacking and placement of your merchandise. If your display requires more than 30 minutes or the use of tools, you will need to hire Blaine labor to install and dismantle your display.

### Q: I have hired another company to set-up and dismantle my booth display. What do I need to do?

If you will be using an Exhibitor Appointed Contractor (EAC) for the set-up and dismantle of your booth, you will need to submit the "Non-Official Subcontractor Notice" form to Blaine no less than 30 days before the show. Once we receive your EAC notice, your EAC will need to submit their Certificate of Liability Insurance to Blaine (also 30 days before the show). Failure to comply with the 30 day deadline for both forms will result in your EAC not being authorized on the show floor.

*If you have any questions about the show or are unsure if union labor will be required for your booth, please contact our Exhibitor Service Department. We are happy to help! Keep in mind that furniture rentals and some labor services have advance pricing, so get your order in early to take advantage of the savings!*

## Overhead Sign Hangs

### Q: I want to hang a sign over my booth. What do I need to order and what additional charges should I expect?

You will need to place an order for our Sign Hang service for installation and dismantle. When placing your order, we will ask for start times so we know when to send our crew to your booth. You may supervise the hang yourself or you may authorize Blaine to hang without your supervision. Most signs will require assembly by a certified rigger, so please expect a one hour assembly charge to be added to your invoice. In addition, most signs will require rigging hardware to secure the sign to the ceiling. Blaine will provide the hardware and the cost for the hardware will be added to your invoice. The hardware requirements will be determined onsite by a certified rigger.

To help the rigging crew prepare for your sign hang, we request that a line drawing, rendering, or photo of your sign be sent to our Exhibitor Services team.

### Exhibitor Service Department

☎ (714) 522-8270

📠 (714) 522-8271

exhibitor@blainesvs.com

<https://blaine.boomerecommerce.com/>

# Material Handling / Shipping Questions

## **Q: I'm shipping my booth items to Blaine's advance warehouse. Do I have to pay for anything?**

Yes. If you are shipping anything to our advance warehouse, there will be a material handling charge. There are a few benefits to utilizing the advance warehouse versus shipping direct to show. All shipments received at our warehouse will be the first shipments to be unloaded at show site, which means your shipment will be in your booth by the time you arrive for move-in. In addition, you will avoid any carrier delays (traffic, weather, etc.). As an added benefit, Blaine will warehouse your shipment for up to 30 days at no additional cost to you.

## **Q: I'm shipping my booth items directly to the convention center. Do I have to pay for anything?**

Yes. If you will be shipping anything to the convention center using a common carrier, FedEx, UPS, etc. there will be a material handling charge. If your shipment is moved in or out on OT hours, OT charges will apply. Overtime (OT) hours are Monday – Friday, 4:30 PM – 8:00 AM and all day Saturdays and Sundays.

## **Q: My shipment contains giveaways that I will be handing out at the show. Is there any discount for only shipping my items in and not shipping anything out?**

Yes! Exhibitors shipping product that will be given away will be eligible for our "One Way Freight" shipment discount. This applies only for product giveaways and not display materials. This freight may not be packaged with display materials or it will be charged by the hundred-weight at standard material handling rates. Your "One Way Freight" MUST be on a separate bill of lading and MUST be labeled with our "ONE WAY" labels to ensure you will receive this discounted rate. There will be absolutely NO exceptions. If your giveaway product is not on a separate bill of lading and not labeled properly, you will not qualify for the discounted rate.

## **Q: What does the material handling service include?**

- Receiving your shipment at the docks of the advance warehouse or convention center.
- Unloading and inspecting your shipment.
- Storing your shipment at our warehouse for up to 30 days (*for advance warehouse shipments only*).
- Transporting your shipment from the advance warehouse to the convention center (*for advance warehouse shipments only*).
- Delivering your shipment from the docks to your booth space.
- Storage of any empty containers for the duration of the show.
- Returning empty containers to your booth at the close of the show.
- Moving your outbound shipment from your booth space to the loading dock.
- Loading your shipment onto your outbound carrier.

## **Q: I'm bringing my booth items directly to the convention center in my own vehicle. Where can I unload and do I have to pay for anything?**

If you would like to unload at the convention center's docks, there will be a material handling charge. The local union has jurisdiction over the use of the docks, so you will have to use union labor if you are unloaded at the docks.

If you have 10 items or less, weighing less than 600 lbs., Blaine offers a Cart Load Service at a discounted rate. The Cart Load Service is offered only to personally owned vehicles (POV's) that are under ½ ton capacity. There is a maximum of ONE cart load per exhibiting company per booth for the move-in and move-out. Please refer to our Cart Load Service Order Form for additional details.

If your booth items come in on a company truck, trailer, or bobtail or is over 600 lbs., the standard "Special Handling" material handling rates will apply.

Per the union regulations, an exhibitor may only move material that is hand-carryable by one person in one trip (dollies, hand trucks or other mechanical equipment are not allowed). If you will be hand carrying your items onto the expo floor, please park in the convention center's parking structure and come in through the hall's front entrance.



## **TEMPORARY FOOD FACILITY PERMIT INSTRUCTIONS TO FOOD VENDORS**

**A Temporary Food Facility (TFF) permit is required for anyone that sells or provides food at a temporary event. This includes a bar serving cocktails with ice and/or fruit.** The permit is only valid for one single food booth. If a vendor is operating more than one booth at an event, a permit must be obtained for each booth location and separate applications must be submitted. If a vendor will be operating at more than one event in San Diego County on the same day, each location must also be permitted separately. This requirement applies to all TFF permit types, including single event permits and multi-event permits.

### **NEW PERMIT APPLICANTS**

- Submit a complete Application for Temporary Food Facility Permit and applicable fees at least 30 days prior to your event. If received less than 14 days prior to the event, late fees will apply.
- Applications can be emailed to [fhdtempevents@sdcounty.ca.gov](mailto:fhdtempevents@sdcounty.ca.gov), mailed or submitted in person at the Department of Environmental Health (DEH) office located at 5500 Overland Ave. Suite 170. 1<sup>st</sup> Floor. San Diego, CA 92123
- If paying by check, make checks payable to **"County of San Diego."** To pay online, provide your email address on your application and note you would like an invoice emailed to you with payment instructions. Online payments can be made at [www.dehpay.com](http://www.dehpay.com) once you are assigned a Record Number.
- Applications for Multi-Event Permits (Annual) must include a **Commissary Agreement Letter** (see Appendix B) and evidence of a **Food Safety Manager Certificate**.
- If approved, the "Temporary Food Facility Permit" will be issued by the Environmental Health Specialist on the day of the event.

### **ANNUAL TEMPORARY FOOD FACILITY PERMIT**

- If you already have a valid annual TFF permit issued by this department, provide the Event Organizer with a photocopy of your permit. Keep original permit onsite when open for business.

### **NON-PROFIT CHARITABLE ORGANIZATIONS**

- A permit application is required.
- Non-profit vendors are exempt from permit fees for two (2) events or booths per calendar year, though late fees will apply if the application is submitted less than 14 days prior to the event start.
- Submit proof of nonprofit status: Federal IRS 501 (c)(3) is the standard letter.

### **MOBILE FOOD FACILITY VENDORS**

- Mobile food facility vendors, with valid San Diego County permits, may operate at Temporary Events without additional permits if operating within the mobile unit. Provide the Event Organizer with a photocopy of your valid permit. Keep original permit onsite when open for business.
- Mobile vendors permitted in other counties or states must apply for a TFF permit.
- If a booth is set up and a mobile food facility vendor is operating within a booth instead of within the mobile unit, an additional TFF Permit must be obtained.

### **QUESTIONS**

If you have questions regarding Temporary Events, contact the Temporary Event Permit Coordinator at (858) 505-6809 or by email at [fhdtempevents@sdcounty.ca.gov](mailto:fhdtempevents@sdcounty.ca.gov). Please also visit our Temporary Event Website at [www.sdcountytempevents.org](http://www.sdcountytempevents.org).



**County of San Diego**  
**DEPARTMENT OF ENVIRONMENTAL HEALTH**  
**FOOD AND HOUSING DIVISION**  
P.O. BOX 129261, SAN DIEGO, CA 92112-9261  
(858) 505-6900 FAX (858) 505-6998



## APPLICATION FOR TEMPORARY FOOD FACILITY PERMIT

### 1. CONTACT INFORMATION:

- a) Name of Food Booth: \_\_\_\_\_
- b) Name of Applicant: \_\_\_\_\_
- c) Applicant Mailing Address (required): \_\_\_\_\_  
Street City State Zip
- d) Applicant Email Address (required): \_\_\_\_\_
- e) Applicant Phone Number(required): \_\_\_\_\_
- f) Person in Charge (if different from applicant): \_\_\_\_\_
- g) Person in Charge Cell Phone (required): \_\_\_\_\_  
Alternate Phone: \_\_\_\_\_
- h) Person in Charge Email (required): \_\_\_\_\_

### 2. EVENT INFORMATION:

- a) Name of Special Event: \_\_\_\_\_  
[NOTE: If applying for an annual permit, please list your 1st event that you plan on participating in](#)
- b) Location of Event: \_\_\_\_\_
- c) Dates of Event: \_\_\_\_\_

### 3. ANNUAL VENDOR APPLICANTS MUST SUBMIT THE FOLLOWING WITH YOUR APPLICATION:

- a) Photocopy of your Food Safety Manager Certificate
- b) Commissary Letter of Agreement (see Appendix B)

### 4. TYPE OF FOOD BOOTH (Please check one):

**Pre-packaged Foods** - 100% pre-packaged foods. No open food preparation on site of event.

**Demonstrator** - Portioning of food made and served at an approved permanent food facility.

**Unpackaged Foods** - Open food and drink operations.

**Out of County Mobile Food Facility** - Please provide a copy of your current health permit.

5. **MENU** (List all food items, including toppings beverages, and pre-packaged food items):

Food Item	How Served		Made to Order		Off-site Prep		On-site Prep		Describe Preparation Method
	Hot	Cold	Yes	No	Yes	No	Yes	No	

**OFFSITE FOOD PREPARATION LOCATION:**

Name of Site Used: \_\_\_\_\_

Health Permit Number: \_\_\_\_\_

Statements		
Initial next to the statements below, indicating that you understand and will abide by them.		
_____	1	All potentially hazardous cold foods shall be held at or below 45°F at all times, including transportation. All potentially hazardous hot foods shall be held at 135°F or higher at all times.
_____	2	Rapid reheating/cooking devices (e.g., oven, grill, microwave) must be capable of reheating food to 165°F within 60 minutes. Steam tables, heat lamps, and crock-pots are not designed as rapid reheating units.
_____	3	Hot-holding devices (e.g., steam table, heat lamp) must be capable of holding hot foods at or above 135°F at all times.
_____	4	<b>I have and will use a probe</b> thermometer for checking internal food temperatures.
_____	5	<b>A handwashing station with warm water (100-108°F)</b> , dispensed soap, and paper towels is required to be set up for use <u>prior</u> to beginning any food preparation and must be maintained supplied throughout the event.
_____	6	All foodhandlers have been trained in food safety. For annual vendors: I have completed the Food Safety Manager course and submitted a copy of my certificate with this application.
_____	7	All booths must have overhead protection and be able to provide a full enclosure for their booth in the event of inclement weather, to protect from vermin, or as required by the Department of Environmental Health during inspection.
_____	8	I will provide smooth and easily cleanable floor if booth is located on dirt or grass (booths located on asphalt/concrete do not require additional flooring).
_____	9	Application must be returned at least 14 days prior to event or a late fee will be assessed.
Print Name: _____ Title: _____		

**FEES:**

**100% Prepackaged Foods**

\$128 - Single Event Permit (1-4 days) Fee \_\_\_\_\_

\$332 - Annual Permit (Multi-event/Yearly) Fee \_\_\_\_\_

**Demonstrator** (Portioning of food made and served at an approved permanent food facility)

\$128 - Single Event Permit (1-4 days) Fee \_\_\_\_\_

\$332 - Annual Permit (Multi-event/Yearly) Fee \_\_\_\_\_

**Unpackaged Foods, Out of County Mobile**

\$224 - Single Event Permit (1-4 days) Fee \_\_\_\_\_

\$645 - Annual Permit (Multi-event/Yearly) Fee \_\_\_\_\_

**Non-profit Vendor** (eligible for two fee exempt permits per year) Fee \_\_\_\_\_

IRS 501 © 3 Number: \_\_\_\_\_

A copy of your 501 © 3 letter must be attached to this application.

**Late Fee**

\$159 - Applies if application is submitted less than 14 days prior to event. Fee \_\_\_\_\_

**Total Amount Due** \_\_\_\_\_

**SUBMIT PAYMENT USING THEFITEXPO CREDIT CARD AUTH FORM**

**All fees are due with the submission of your application. You will not be permitted to operate if payment has not been received prior to the event date.**

**We do not offer prorated billing.  
Credits or refunds cannot be issued after your application has been processed,  
even if you do not participate in an event.**

---

***I declare under penalty of perjury that to the best of my knowledge and belief, the statements made herein are correct and true. I hereby consent to all necessary inspections made pursuant to law and incidental to the issuance of this permit and the operation of this business.***

**X**

Applicant/Organizer Signature

Date

# **SAN DIEGO CONVENTION CENTER**

## **BOOTH CATERING DEPARTMENT**

### **EXHIBIT BOOTH**

### **FOOD & BEVERAGE POLICY**

CENTERPLATE holds the exclusive rights to all food and beverage within the San Diego Convention Center. This exclusive agreement prohibits exhibitors or other event participants from bringing food, beverage or alcohol into the San Diego Convention Center without the written approval of CENTERPLATE; **this includes private labeled bottled water**. Exhibitors are not permitted to sell food or beverage in the San Diego Convention Center.

#### **BOOTH SAMPLING:**

Exhibitor/event participant must be the manufacturer or manufacturer's representative of the product to be sampled.

- ◆ **Product must be germane to the show/event.**
- ◆ **Food samples are restricted to: 2oz portion.**
- ◆ **Beverage samples are restricted to: 4oz fluid portion.**

If the exhibitor/event participant meets the above criteria, simply submit the Booth Sampling/Waiver Authorization form for approval. Your request will be processed and written approval will be sent to you. Food and beverage marketing/sampling activities must be conducted within the confines of the exhibitor's booth space.

If you are a manufacturer or manufacturers' representative and wish to **exceed** the sample size requirements, submit the Booth Sampling/Waiver Authorization form. Your request will be processed and a written decision will be sent to you, along with a contract for the applicable waiver fee.

#### **BOOTH WAIVER:**

Exhibitors/event participants utilizing "traffic builders" (i.e. bottled water, popcorn, coffee, smoothies, full sized candy bars, etc.) that compete with food or beverage provided by Centerplate must submit the Booth Sampling/Waiver Authorization form. Your request will be processed and a written decision will be sent to you, along with the applicable corkage fees due.

#### **KITCHEN PREP AND STORAGE:**

Our Catering Department can provide kitchen preparation services and limited storage to assist exhibiting companies with their sampling needs. Kitchen preparation and storage needs must be submitted in writing to the Catering Sales Office no later than 21 days prior to the event. All Kitchen Preparation or storage requests received less than 21 days prior will incur a 21% late processing fee. Please contact Mary Forney at [mary.forney@visitsandiego.com](mailto:mary.forney@visitsandiego.com) for details. Final charges for kitchen prep or storage will be based on requirements and determined by our Chef.

ALL THE AFOREMENTIONED POLICIES WILL BE STRICTLY ADMINISTERED. ANY VIOLATION OF THESE WILL RESULT IN THE REMOVAL OF PRODUCT FROM THE SHOW FLOOR.



## BOOTH SAMPLING/WAIVER AUTHORIZATION FORM

Event Name \_\_\_\_\_ Date(s) \_\_\_\_\_

### EXHIBITOR/EVENT PARTICIPANT

Name \_\_\_\_\_ Contact \_\_\_\_\_

Email Address \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ On-Site Cell # \_\_\_\_\_

Fax \_\_\_\_\_

Booth # \_\_\_\_\_

Item(s) and portions to be distributed \_\_\_\_\_

Quantity to be distributed \_\_\_\_\_

Purpose \_\_\_\_\_

Approved:

\_\_\_\_\_ Date \_\_\_\_\_

Booth Catering Manager/F&B Department

Sampling/Waiver fees that apply to this approval: \_\_\_\_\_

### Sampling Support Services

Please contact us at (619) 525-5818 to order Kitchen Prep Time, Equipment, Storage, Staffing, Ice, Bottled Water or other support services required for your sample distribution

**Please fax form no later than September 27th, 2019:**

**San Diego Convention Center**

**111 West Harbor Drive**

**San Diego, Ca 92101**

**Food & Beverage Department**

**Phone: 619-525-5818 Fax: 619-525-5858**



## FAQ – Industrial Hemp and Cannabidiol (CBD) in Food Products



California Department of Public Health (CDPH), Food and Drug Branch (FDB) has received numerous inquiries from food processors and retailers who are interested in using industrial hemp-derived cannabidiol (CBD) oil or CBD products in food since the legalization of medicinal and adult-use marijuana (cannabis) in California.

In California, the CDPH Manufactured Cannabis Safety Branch (MCSB) regulates medicinal and adult-use manufactured cannabis products. However, food products derived from industrial hemp are not covered by MCSB regulations. Instead, these products fall under the jurisdiction of CDPH-FDB.

California defines “food” as follows:

- (a) Any article used or intended for use for food, drink, confection, condiment, or chewing gum by man or other animal.
- (b) Any article used or intended for use as a component of any article designated in subdivision (a).<sup>1</sup>

The definition of food includes pet food, but does not include products containing cannabis (which are, instead, cannabis edibles). Meat, dairy, poultry or eggs are regulated by the California Department of Food and Agriculture (CDFA).

The federal Agricultural Act of 2014, also known as the Farm Bill, only legalized the growing or cultivating of industrial hemp by state departments of agriculture and institutions of higher education (as defined in Title 20 of the United States Code section 1001) for purposes of research under a state pilot program or other agricultural or academic research. In addition, growing or cultivation is only permitted under the Farm Bill if growing or cultivating is allowed under the laws of the State in which such state department or institution is located and such research occurs. In California, the cultivation of industrial hemp is regulated by the CDFA.

“Industrial Hemp” is defined as follows:

*“a fiber or oilseed crop, or both, that is limited to types of the plant Cannabis sativa L. having no more than three-tenths of 1 percent tetrahydrocannabinol (THC) contained in the dried flowering tops, whether growing or not; the seeds of the plant; the resin extracted from any part of the plant; and every compound, manufacture, salt, derivative, mixture, or preparation of the plant, its seeds or resin produced therefrom.”<sup>2</sup>*

Please refer to the CDFA for further questions about state requirements for cultivation of industrial hemp in California in accordance with the California’s Industrial Hemp Law (Division 24 of the Food and Agricultural Code).

California incorporates federal law regarding food additives, dietary use products, food labeling, and good manufacturing practices for food. The Controlled Substances Act of 1970 classified all forms of cannabis as a Schedule I drug, making it illegal to grow it in the United States.<sup>3</sup> Currently, the United

States Food and Drug Administration (FDA) has concluded that it is a prohibited act to introduce or deliver for introduction into interstate commerce any food (including any animal food or feed) to which tetrahydrocannabinol (THC) or CBD has been added. This is regardless of the source of the CBD – derived from industrial hemp or cannabis.

Therefore, although California currently allows the manufacturing and sales of cannabis products (including edibles), the use of industrial hemp as the source of CBD to be added to food products is prohibited. Until the FDA rules that industrial hemp-derived CBD oil and CBD products can be used as a food or California makes a determination that they are safe to use for human and animal consumption, CBD products are not an approved food, food ingredient, food additive, or dietary supplement.

---

<sup>1</sup> California Health & Safety Code section 109935.

<sup>2</sup> California Food and Agriculture Code section 81000(d) which references California Health and Safety Code (HSC) section 11018.5.

<sup>3</sup> 21 United States Code section 802(16) “The term “marihuana” means all parts of the plant *Cannabis sativa* L., whether growing or not; the seeds thereof; the resin extracted from any part of such plant; and every compound, manufacture, salt, derivative, mixture, or preparation of such plant, its seeds or resin. Such term does not include the mature stalks of such plant, fiber produced from such stalks, oil or cake made from the seeds of such plant, any other compound, manufacture, salt, derivative, mixture, or preparation of such mature stalks (except the resin extracted therefrom), fiber, oil, or cake, or the sterilized seed of such plant which is incapable of germination.”

### **Frequently Asked Questions**

1. What forms of Industrial hemp derived products will and will NOT be allowed in food in California?

***Will be allowed in food (without any claim for health benefits):***

- Seeds derived from Industrial hemp
- Industrial hemp seed oil or hemp seed oil derived from industrial hemp

***Will NOT be allowed in food:***

- Any CBD products derived from cannabis
- Any CBD products including CBD oil derived from industrial hemp
- Hemp oil that is not derived from industrial hemp seeds
- Industrial hemp seed oil enhanced with CBD or other cannabinoids

2. Is hemp seed oil the same as CBD oil?

*Industrial hemp seed oil and hemp-derived CBD oil are two different products. Industrial hemp seed oil is derived from the seeds limited to types of the *Cannabis sativa* L. plant and may contain trace amounts of CBD (naturally occurring) and other cannabinoids. Food grade Industrial hemp seed oil is available from a variety of approved sources.*

*However, CBD or CBD oil derived from industrial hemp is NOT approved for human and animal consumption by the FDA as food and therefore cannot be used as food ingredient, food additive, or dietary supplement.*

3. What is the difference between industrial hemp and cannabis (marijuana) derived cannabidiol (CBD/CBD oil)?

- CBD can be derived from both hemp and cannabis. CBD derived from hemp and cannabis is a federally-regulated controlled substance. CBD derived from cannabis is regulated within California as a cannabis product and may only be sourced from, produced, and sold by those with commercial cannabis licenses. CBD derived from industrial hemp is not an approved food additive, and therefore it cannot be added to human or animal foods in California.*
- CBD derived from cannabis is a prohibited food additive. Cannabis cannot be sold in food retail.*
- CBD derived from a licensed cannabis cultivator, per MCSB regulations, is an allowed additive in cannabis products only.*

4. Does California consider food products that contain CBD or CBD oil from Industrial hemp a cannabis product?

*Although in California, foods containing industrial hemp are not considered cannabis products (products that are subject to Proposition 64), CBD is an unapproved food additive and NOT allowed for use in human and animal foods per the FDA, and thus it is not approved in California.*

5. Can industrial hemp-derived CBD oils be approved as a food ingredient, food additive or dietary supplement to be added in food?

*Currently Industrial hemp derived CBD Oil and CBD products are NOT an approved food, food ingredient, food additive or dietary supplement and therefore cannot be used in any human and animal food.*

6. If CDPH, MCSB regulates and licenses cannabis (marijuana) derived product manufacturers, which agency oversees CBD oil produced from industrial hemp?

*There is currently no regulatory agency that provides oversight over the production of CBD oil from industrial hemp. However, CDPH-FDB has authority oversight over food additives, dietary use products, food labeling, and good manufacturing practices for food. Industrial hemp used as a food additive or dietary supplement falls under the authority of CDPH-FDB.*

7. Can industrial hemp derived CBD products be allowed for sale in California if they come from other States? For example, if industrial hemp derived CBD oil is manufactured in another state and sold to customers in California via distributors and retailers?

*No, CBD is an unapproved food additive and NOT allowed for use in human and animal foods in California regardless of where the CBD products originate.*

# **ALL EXHIBITORS ARE REQUIRED TO FILL OUT THE ATTACHED BOE-410-D FORM**

Here are some instructions that may be helpful in filling out this form;

1. Section #1- enter booth number if known
2. Section #2 - complete this entire section
  - a. It is mandatory to enter in a Driver's license number for the person who will be responsible for the booth
3. Section #3-
  - a. if you have a seller's permit, enter in the number, even if you may not plan on selling anything at the show
  - b. If you do not have a seller's permit and you will not be selling anything, then mark the box that claims, "No Sales will be made"
  - c. If you do not have a seller's permit, but will be selling at the show, then by the permit number line (the bold **S**) write in "application sent"

To apply for a new or temporary permit please go to the internet and follow the instruction on the California Board of Equalization website. Here is the link to fill out an application: <https://www.cdtfa.ca.gov/services/>

If you are an out of state exhibitor and will be selling at the show, you are required to apply for a temporary California seller's permit. Your application should be sent to the BOE office and not to TheFitExpo Show office. We do not have the authority or ability to issue the permit.

4. Please sign and date the form.
5. ALL exhibitors must send this completed form (BOE-410-D) to:  
helen.thefitexpo@gmail.com or fax 818.230.0468

\*\*\*\*\* Please do not wait to apply for a permit if you need one. If you are found to be selling anything without a required permit, there will be a fine imposed. There will be an officer from the Board of Equalization that will walk through the show at any given time.

## Privacy Notice

***This is not a request for you to provide information. This is an informational notice according to the requirements of the Information Practices Act (Civil Code §1798.17). No action is required.***

We ask you for information so that the BOE can administer the state's tax and fee laws. The BOE will use the information to determine whether you are paying the correct amount of tax and to collect any amounts you owe. You must provide all information requested, including your social security number (used for identification purposes [see Title 42 U.S. Code sec.405(c)(2)(C)(i)]). A list of authorized agencies, among others, who the BOE may disclose information to, and a complete list of the California Revenue and Taxation Codes is available on our website at [www.boe.ca.gov/pdf/boe324gen.pdf](http://www.boe.ca.gov/pdf/boe324gen.pdf), then scroll to the second page.

### **What happens if I don't provide the information?**

If your registration information is incomplete, the BOE may not issue your permit, certificate, or license. If you do not file complete returns, you may have to pay penalties and interest. Penalties may also apply if you do not provide other information the BOE requests or that is required by law, or if you provide fraudulent information. In some cases, you may be subject to criminal prosecution.

In addition, if you do not provide the requested information to support your exemptions, credits, exclusions, or adjustments, they may not be allowed. You may owe more tax or fees or receive a smaller refund.

### **Can anyone else see my information?**

Your records are covered by state laws that protect your privacy. However, the BOE may share information regarding your account with specific state, local, and federal government agencies. The BOE may also share specific information with companies authorized to represent local governments.

Under some circumstances, the BOE may release the information printed on your permit, certificate, or license, such as account start and closeout dates, and names of business owners or partners, to the public. When you sell a business, the BOE may give the buyer or other involved parties information regarding your outstanding tax liability.

With your written permission, the BOE can release information regarding your account to anyone you designate.

### **Can I review my records?**

Yes. Requests should be made in writing to your closest BOE office. A complete listing of BOE locations can be found at [www.boe.ca.gov](http://www.boe.ca.gov). Additional information regarding your records can be found in publication 58-A, *How to Inspect and Correct Your Records*. For a copy of this publication, go to [www.boe.ca.gov](http://www.boe.ca.gov) or call the Customer Service Center at 1-800-400-7115 (TTY:711), Monday through Friday, 8:00 a.m. to 5:00 p.m. (Pacific time), except state holidays. If you need more information, you may contact the BOE's Disclosure Officer at 1-916-445-2918 or by writing:

Disclosure Officer, MIC:82  
State Board of Equalization  
PO Box 942879  
Sacramento, CA 94279-0082

### **Who is responsible for maintaining my records?**

The officials listed below are responsible for maintaining your records.

#### **Sales and Use Tax Department**

Board of Equalization  
Deputy Director, SUTD, MIC:43  
PO Box 942879  
Sacramento, CA 94279-0043  
1-916-445-1441

#### **Property and Special Taxes Department**

Board of Equalization  
Deputy Director, PSTD, MIC:63  
PO Box 942879  
Sacramento, CA 94279-0063  
1-916-445-1516

**SWAP MEETS, FLEA MARKETS, OR  
SPECIAL EVENTS CERTIFICATION**

People who sell merchandise in California are generally required to hold a seller's permit.

You **may not** sell at this event unless you have a seller's permit or are not required to hold a permit. You are required to have a permit if you are selling, even temporarily, new or handcrafted items or used items you purchased for the purpose of reselling to others. You are not required to hold a permit if you are only making "occasional" sales, selling products that are not taxable when sold at retail, or selling on behalf of a section 6015 retailer.

You may electronically register for seller's permit at no cost to you by visiting our website at [www.boe.ca.gov](http://www.boe.ca.gov). To find a Board of Equalization (BOE) office near you, call our Customer Service Center at 1-800-400-7115 (TTY:711) or visit our website. If you obtain a temporary seller's permit, the business address on your temporary permit should be the address of the temporary selling location and the mailing address should be your permanent place of business or residence.

**Occasional and Nontaxable Sales**—Occasional sellers are usually people who are not required to hold a seller's permit because they will not be making a series of qualifying sales. A person who has cleared their garage of used items *accumulated for their own use* and who sells *only* those items would usually qualify as an occasional seller, provided they make sales no more than twice in a 12-month period. Some sellers who make only nontaxable sales are also not required to hold seller's permits. Examples include sellers of fresh produce or other cold food products sold "to go." Please note, however, some food sales are taxable, including sales of food for consumption in places where admission is charged.

**Section 6015 Retailers**—Revenue and Taxation Code section 6015 relieves certain individuals of the requirement to obtain a seller's permit when: (1) the product supplier is a BOE approved section 6015 retailer, (2) the product supplier reports and pays tax on the actual "retail selling price," (3) the individual is selling only those items purchased from the section 6015 retailer, and (4) the individual provides the name of the product supplier. Typical section 6015 retailers include multi-level marketing retailers that solicit sales through a network of individual salespeople/representatives (for example, Avon, Tupperware).

**Verification of a seller's status is required by law. Please complete all four sections of this form. Please print.**

**1. EVENT INFORMATION**

EVENT NAME AND PLACE

EVENT DATE(S)

TABLE/BOOTH/LOCATION ID#

**2. VENDOR/EXHIBITOR INFORMATION**

OWNER'S NAME

MAILING ADDRESS (*street number or P.O. box*)(*city, state and zip code*)

TELEPHONE NUMBER

(       )

DRIVER LICENSE NUMBER OR STATE ID NUMBER AND STATE

TYPE OF BUSINESS, DESCRIPTION OF ITEMS TO BE SOLD/DISPLAYED

**3. STATUS**—*Check appropriate boxes, and provide requested information*

- ☐ I hold a valid seller's permit. My number is: **S** \_\_\_\_\_
- ☐ No sales of tangible personal property are being made or solicited at this event.
- ☐ I am not required to hold a seller's permit because:
- ☐ My retail product sales are not subject to tax      ☐ My sales are exempt occasional sales
- ☐ I sell on behalf of a section 6015 retailer \_\_\_\_\_

**4. CERTIFICATION**—*Partners/additional sellers, complete a separate copy of this form*

*The above statements are certified to be correct to the best knowledge and belief of the undersigned.*

NAME (*typed or printed*)

TITLE

SIGNATURE

DATE