

# **ISPE San Francisco/Bay Area Chapter 24th Annual Vendor Night Exhibit Show Thursday, March 12, 2015**

This Year's Theme:  
**MAD MEN**

Here's a chance to rock your best  
60's Hairdo and Fun Outfit

160 Exhibitors  
Over 800 Attendees

- Free To Attend
- Complimentary Appetizers
- Great Networking
- Silent Auction
- Valet Parking

## **South San Francisco Conference Center**

255 South Airport Blvd.  
South San Francisco, CA 94080

**Bring your business cards**

**Best Theme Dressed Person Wins Cash!  
Best Decorated Table Wins Cash!**

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



**San Francisco/  
Bay Area  
Chapter**

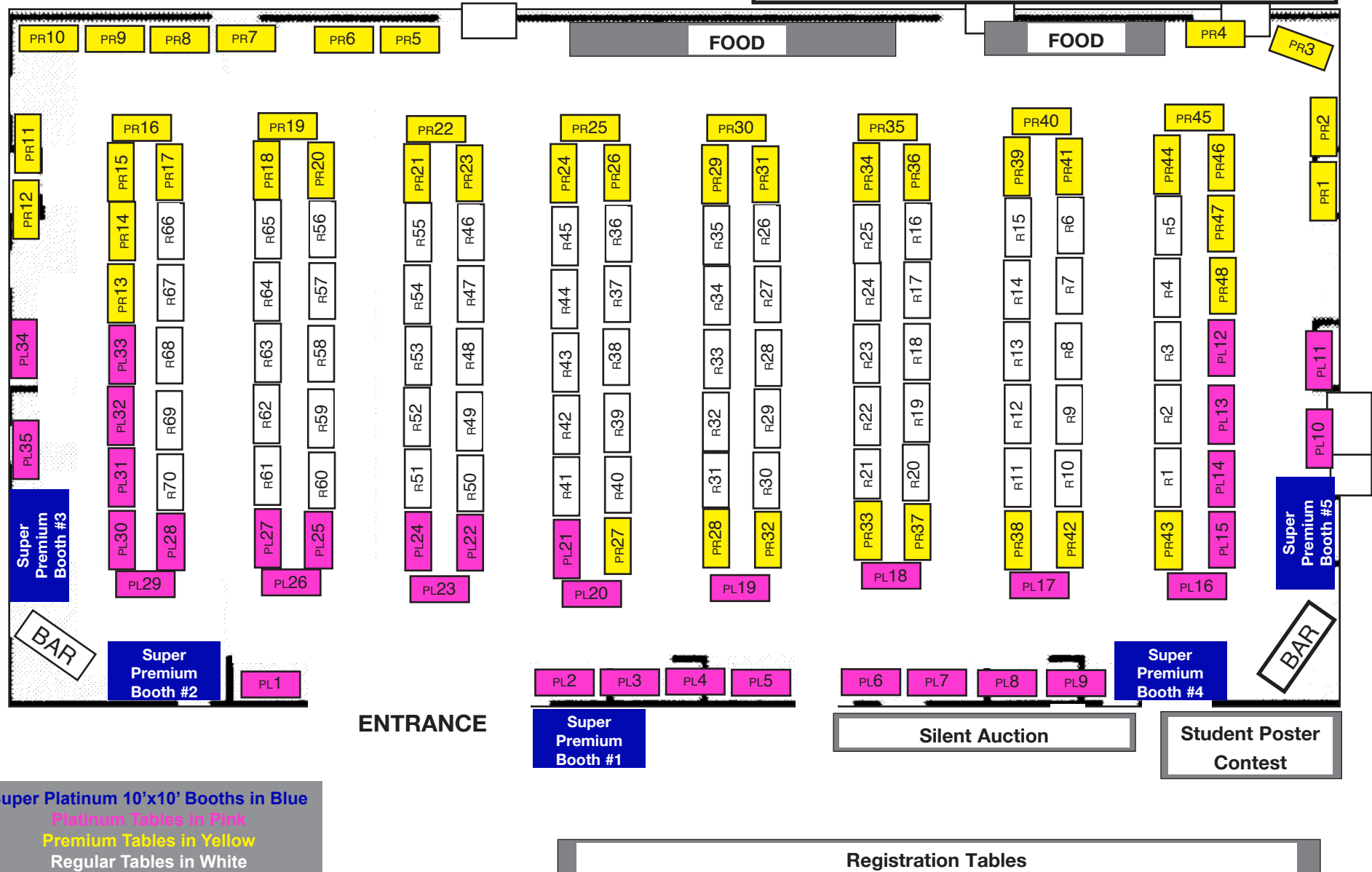
# TABLE DIAGRAM

ISPE San Francisco/Bay Area Chapter Vendor Night  
South San Francisco Conference Center  
March 12, 2015

If Registering Online, Please use pull down box to select your table when registering. If registering via fax, please List Your Top 9 Table Choices in order of preference and Fax to: 949-266-8461

Company Name: \_\_\_\_\_

- |          |          |          |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |



ISPE San Francisco/Bay Area Chapter  
www.ispe.org/sanfrancisco



**San Francisco/  
Bay Area  
Chapter**

# 24TH ANNUAL VENDOR NIGHT

**Thursday, March 12, 2015**

South San Francisco Conference Center  
255 South Airport Blvd.  
South San Francisco, CA 94080  
(650) 877-8787 **FREE PARKING**

Exhibitor Set-Up	2:30-4:30 pm
Technical Session, Free	3:00-5:00 pm
Exhibits Open, Free	5:00-8:00 pm
Complimentary Appetizers	6:00-8:00 pm

## REGISTRATION FORM

For an immediate receipt and confirmation, please use the on-line registration system:

<http://www.atdevents.net/ispesanfrancisco.php>

Register online or Fax This Form To: (949) 266-8461. Include your credit card information or fax the registration first, then mail your check (and original registration form) made payable to ISPE San Francisco/Bay Area Chapter to 5319 University Dr., Suite 641, Irvine, CA 92612. For questions email Kimberly Syre, Chapter Manager at: [ksyre@cox.net](mailto:ksyre@cox.net) or call (949) 387-9046. Federal Tax ID #68-0282494. Cancellations must be received by March 2, 2015 for a refund. Payments for tables must be received by March 2, 2015. **NOTE: If you do not have time to register to walk the show, please email Rob Fleming ([rob.fleming@yahoo.com](mailto:rob.fleming@yahoo.com)) asking him to add you to the list for name badges for the ISPE SF Vendor Night. We will prepare a badge for you.**

### Attendee Registration Options

- ☐ Free To Attend Technical Session (To be announced)
- ☐ Free To Walk Show and Visit Exhibits

### Exhibitor Table Tops (Electrical Included)

- ☐ \$2,000 Super Premium 10x10 Booth inside or Truck/Van Display in Parking Lot
- ☐ \$955 Platinum Table near front entrance and bar
- ☐ \$855 Premium Table near food and technical session
- ☐ \$755 Regular Table inside tables
- ☐ \$200 Food Sponsor sign by food, no table

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

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

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

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

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

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

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

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

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

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

Exhibitors: Please email your attendee names with email addresses to: [Rob.Fleming@yahoo.com](mailto:Rob.Fleming@yahoo.com)

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

### CREDIT CARD PAYMENT

Type of Credit Card



Circle One

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

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

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

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

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

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

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

## DIRECTIONS

# South San Francisco Conference Center

255 South Airport Blvd., South San Francisco, CA 94080

(650) 877-8787

<http://www.ssfconf.com/>

**Carpooling is  
encouraged**

SEE NEXT PAGE FOR MAP

**Valet service will be on site to manage the parking lot. If you cannot find a spot, please pull to the front of the Conference Center to utilize valet parking. The exhibit funds will pay for the valet service, however, a tip is appreciated.**

### Getting to The South San Francisco Conference Center

Conveniently located on the San Francisco Peninsula just north of the San Francisco International Airport at the Highway 101 South Airport Boulevard exit.

Located 20 minutes away from both downtown San Francisco and Silicon Valley, The South San Francisco Conference Center is visible from and located just east of Highway 101.

### Arrival By Air

San Francisco International Airport (SFO) is the closest airport. South San Francisco Conference Center is close to the airport. However, a rental car or taxi is recommended as it is not walking distance from the airport.

### Public Transportation

**BART** - Take BART to South San Francisco Station. Shuttle service is available from the BART Station. Tell the shuttle driver that your destination is the South San Francisco Conference Center. Click below to see the schedule and more information.

[http://www.commute.org/index.php?option=com\\_content&view=article&id=31&Itemid=34&phpMyAdmin=Xm6T3gSq%2CnrbiIJYDP3Ej-qc7a9#schedule](http://www.commute.org/index.php?option=com_content&view=article&id=31&Itemid=34&phpMyAdmin=Xm6T3gSq%2CnrbiIJYDP3Ej-qc7a9#schedule)

### CalTrain

Take CalTrain to South San Francisco Station. Shuttle service is available from the Cal Train Station. Tell the shuttle driver that your destination is the South San Francisco Conference Center. Click below to see the schedule and more information.

[http://www.commute.org/index.php?option=com\\_content&view=article&id=31&Itemid=34&phpMyAdmin=Xm6T3gSq%2CnrbiIJYDP3Ej-qc7a9#schedule](http://www.commute.org/index.php?option=com_content&view=article&id=31&Itemid=34&phpMyAdmin=Xm6T3gSq%2CnrbiIJYDP3Ej-qc7a9#schedule)

### Bay Area Driving Directions

#### From the South (San Jose)

Take Highway 101 north to the South Airport Boulevard exit (which is two miles north of the San Francisco International Airport). At the first stop light, drive straight across the intersection and directly into the parking lot. The South San Francisco Conference Center is on the left. The Oyster Point Room is on the back right hand side of the Conference Center. It is a newly-built room that has not been used by ISPE previously.

#### From the North (San Francisco)

Take Highway 101 South to the South Airport Boulevard exit in South San Francisco. Stay to the right and turn east under the freeway overpass. Make a right, at the Hungry Hunter Restaurant, onto South Airport Boulevard. The South San Francisco Conference Center is located on the left. The Oyster Point Room is on the back right hand side of the Conference Center. It is a newly-built room that has not been used by ISPE previously.

#### From Marin County, 19th Avenue, Daly City

Take the Golden Gate Bridge to 19th Avenue and continue on to Highway 280 South. From Highway 280, take Highway 380 East to Highway 101 North (San Francisco). From Highway 101 North exit at South Airport Boulevard. At the first stop light, drive straight across the intersection into the parking lot. The South San Francisco Conference Center is located on the left. Note: There is a South Airport Boulevard exit off Highway 380. Do not take this exit. Please take the South Airport Boulevard exit off of Highway 101 North. The Oyster Point Room is on the back right hand side of the Conference Center. It is a newly-built room that has not been used by ISPE previously.

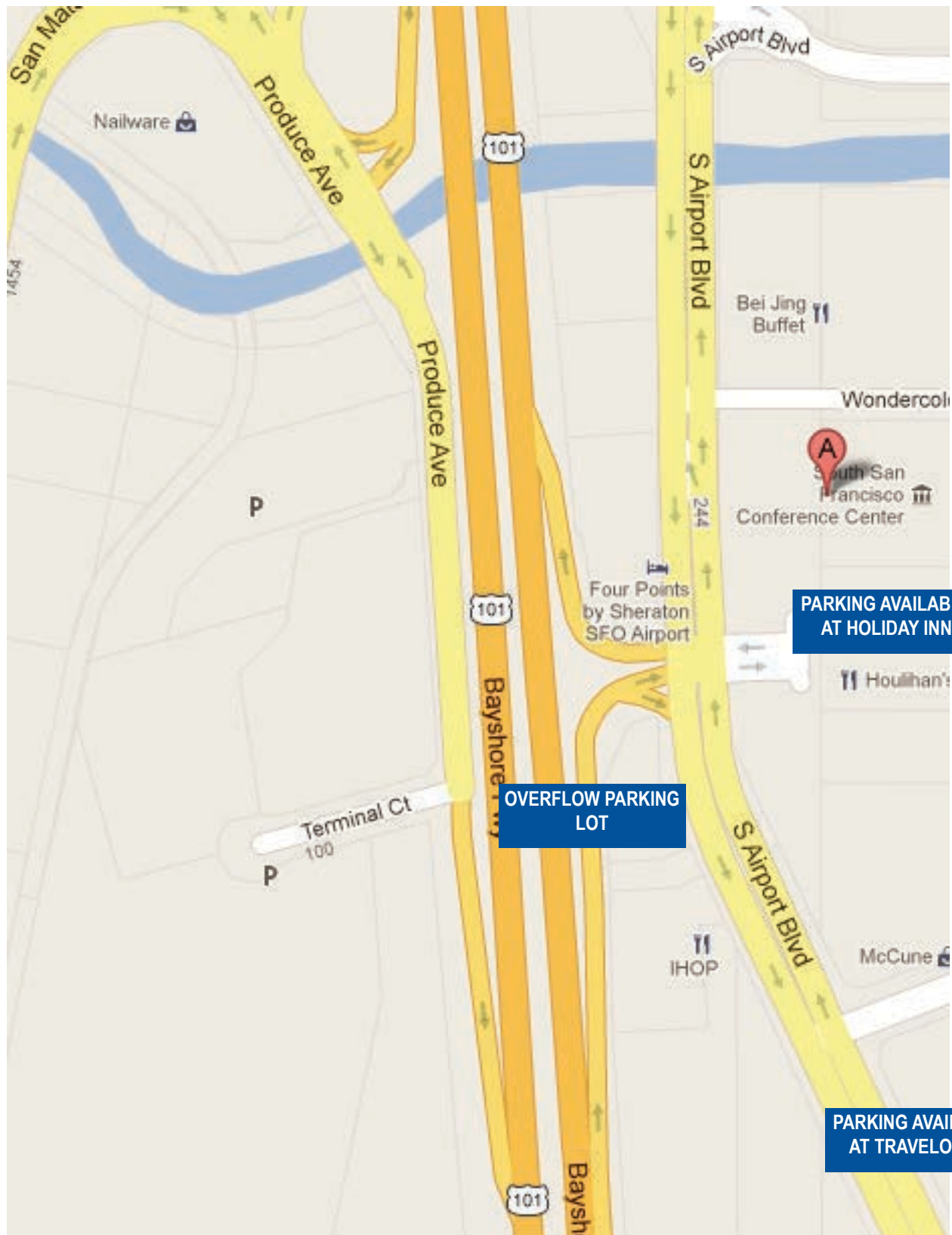
### Parking

Free parking at the South San Francisco Conference Center, however, it is limited.

### Accommodations

We do not have a block of rooms at any area hotels. For a complete list of local area hotels, please visit the South San Francisco Conference Center web site at: <http://www.ssfconf.com/accommodations/>

Be sure to look up driving directions from your own starting point.





**San Francisco/  
Bay Area  
Chapter**

## Vendor Night March 12, 2015 Exhibitor Set Up Information

Dear Exhibitor:

Thank you for your support of the ISPE San Francisco/Bay Area Chapter. We are anticipating another great event this year. To increase participation, we have made the technical session free to attend.

We encourage you to use our online registration process which allows you to immediately select your table (see box at top of registration page).

Please review the information attached, there are several action items for you to make the event successful. Admission to Vendor Night is free and a complimentary buffet will be served during the evening. We encourage you to remind industry associates to attend our event. Your help in promoting it will make it better for all of us.

Please note that ISPE Table Top Guidelines will be enforced. Please see ISPE Vendor/Exhibitor Guideline page in this document. All tables are 6' x 2.5' table tops, not exhibit booths. If you would like to upgrade to a booth, we do have five Super Premium 10' x 10' booths available. Please note for table tops: **The entire display including decorations must fit on your table.** Maximum height is 60" above the table and maximum width is 72". Please make sure that those creating, shipping and setting up your display are aware of these Guidelines. However, ISPE allows using roll up displays that are taller than the guidelines indicate. These roll ups will be allowed as long as they are on top of the table and not on the floor.

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

Please feel free to contact me with any questions at: [ksyre@cox.net](mailto:ksyre@cox.net).

Sincerely,

Kimberly Syre, Show Coordinator





# General Info

**Set Up Time:** March 12, 2015 - 2:30 - 4:30 p.m. (all vendor tables must be completely set up by 4:30 p.m.)  
Please do not arrive before 2:30 pm for set-up. Enter through the Service Corridor in the back of the Conference Center. Tables that are not set-up by 4:30 pm may be moved to accommodate other exhibitors and the flow of the room.

**For those bringing their displays and exhibit materials:** Please pull around to the back of the Conference Center and unload through the back door (same floor as exhibits). We have been asked not to bring boxes/displays through the front door.

**Table Size:** 6 feet long by 2½ feet wide  
These are table tops only, not exhibit space. We have found that since these are small table tops, many vendors stand in front of their tables eliminating a barrier between you and your potential clients. Also each table will be covered. Chairs will be available to anyone needing one.

**Electricity:**  
Each table will be given one electrical outlet only (110 VOLT - 15 amps). If you have several items that require electricity, please bring a power strip and extension cord with you.

**Ideas For Silent Auction Items:**  
Attendees like to bring home prizes, here are some ideas of what to bring: theater or sports tickets, gift certificates for restaurants or stores, bottle of wine, nice logo items from your company.

**Payment:**  
If you have not sent in your payment for your table top, please do so as soon as possible. We must receive your payment by March 2. We will not be able to accept payments at the door.

**Deadlines:** March 2 Table Payment Due

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



# ISPE Vendor Exhibitor Guidelines

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

- 1) Exhibits must be staffed at all times during exhibit hours (5:00 until 8:00 p.m.). Exhibitors may not take down display before closing hours.
- 2) Exhibits must conform to the following:
  - The entire display must be confined to the top of the table only (nothing will be allowed to hang off, behind, or along side of the table), however, company banners may be hung in front of the table.
  - The maximum height of any display shall be 60" above the table top including lights, signs, etc.  
*However, taller roll up displays will also be allowed as long as they are on the table, not the floor.*
  - The maximum width of any display shall be 72". Displays must not overhang top of the table.
  - Only static displays are acceptable. No operating machinery of any type will be allowed. However, computers are acceptable.
- 3) ISPE reserves the right to restrict table top exhibits which are objectionable because of size, noise, glaring or flashing lights, method of operation, or any reason and, therefore, to prohibit or evict any exhibitor who, in the opinion of ISPE, may detract from the overall good of the exhibit. This reservation includes person, conduct, printed matter or anything ISPE judges to be objectionable.
- 4) Any failure to comply with the above restrictions may result in exclusion from participation in future ISPE table top events.

**PLEASE CALL Attention To Detail (949) 387-9046 WITH ANY CONCERNS.**



**EVENT LOCATION**  
South San Francisco Conference Center  
255 South Airport Blvd., South San Francisco, CA 94080  
Tel: 650-877-8787  
<http://www.ssfconf.com/>

**Advance Freight:**

Due to limited storage space, it is requested that you plan to bring all materials with you the day of the event. If that is not possible, please ship your materials to the Center (no more than two days prior to the event). Please keep in mind that these are exhibit tables, so please do not send heavy equipment that a regular table cannot support. For large heavy equipment, please consider upgrading to a 10' x 10' booth. Packages should be shipped to the address above. CLEARLY label all parcels with the following information:

**HOLD FOR ARRIVAL: [Company Name]; ISPE Vendor Night, March 12, 2015; [Your On Site Company Contact]**

Share your tracking information for all packages with the person setting up your display. In the past there have been packages that have been shipped but cannot be located. If you provide the tracking information for all packages, they will be able to track them and determine if delivery has been made. We also suggest that the exhibit show coordinator stay in touch with those on site during the day of the event for this same reason.

**Outbound Shipping:**

TO AVOID ANY PROBLEMS RECEIVING YOUR DISPLAY AFTER THE SHOW, PLEASE READ.

Your company reps should pack completed shipping forms with account number and return address (i.e. Federal Express, UPS, Airborne Express) with your display prior to sending it to the show. This way all you have to do is take the document and affix it to your display after the show, then return the boxes and display to the back hall of the Conference Center (where they will be for pick up the day of the show). You will need to contact your carrier to arrange for pick up the day after the show.

**Food and Beverage:**

No food or beverage of any kind shall be permitted to be brought into the premises.

**Damages:**

The exhibitor(s) will be financially responsible for repair of any damage to walls, floors, permanent fixtures or furnishing of the Center.

**Garbage and Trash Removal:**

Please remove all materials and empty cartons from your exhibit area upon conclusion of the event. The Center is not responsible for lost, damaged or stolen articles.

**Signage:**

Items may NOT be affixed to walls with nails, push pins, tape, staples, etc.

**Arrival By Air**

San Francisco International Airport should be used. South San Francisco Conference Center is close to the airport. A rental car or taxi is recommended as it is not walking distance from the airport.

**Hotel Accommodations**

Below is a partial list of area hotels. We do not have a block of rooms this year.

FOUR POINTS BY SHERATON	(650) 624-3700
HOLIDAY INN SFO AIRPORT NORTH	(650) 873-3550
COURTYARD BY MARRIOTT	(650) 871-4100
EMBASSY SUITES HOTEL	(650) 589-3400

For a complete list of local area hotels, please visit the South San Francisco Conference Center web site at:  
<http://www.ssfconf.com/accommodations/>