

## SHOW INFORMATION

### MOVE-IN HOURS

\*Wednesday July 14, 2021 1:00pm - 6:00pm  
Thursday July 15, 2021 8:00am - 6:00pm  
Friday July 16, 2021 8:00am - Noon  
*\*Wednesday is targeted move-in only*

### SHOW HOURS

Friday July 16, 2021 1:00pm - 7:00pm  
Saturday July 17, 2021 9:00am - 7:00pm  
Sunday July 18, 2021 9:00am - 5:00pm

Exhibitors will have access to the venue one hour prior to the show opening and one half hour after show closing.

### MOVE-OUT HOURS

Sunday July 18, 2021 5:00pm - 10:00pm  
Monday July 19, 2021 8:00am - Noon  
\*Monday July 19, 2021 8:00am - 5:00pm  
*\*Monday is targeted move-out only*

### EXHIBITOR REGISTRATION

Thursday July 15, 2021 12:00pm - 6:00pm  
Friday July 16, 2021 8:00am - 7:00pm  
Saturday July 17, 2021 8:00am - 6:00pm  
Sunday July 18, 2021 8:00am - 4:00pm

### BUSINESS LICENSE

Exhibitors do not need a City Business License in order to conduct business and write orders during the show.

### SALES TAX PERMIT

Every exhibitor who will have on-site sales and/or delivery of goods or merchandise at the show must have a valid Seller's Permit. For more information, please call the California State Board of Equalization at **800-400-7115**.

### SALES TAX RATE

The sales tax rate is 9%

### IMS OUTDOORS SHOW OFFICE HOURS

The show office will be open during all move-in hours, show hours and move-out hours. If you have any questions while on show site, please contact the show staff immediately.

**Show Office Phone: (415) 715-4900**  
(Number subject to change)

## FACILITY INFORMATION

**Sonoma Raceway**  
29355 Arnold Drive  
Sonoma, CA 95476  
800-870-7223  
[www.sonomaraceway.com](http://www.sonomaraceway.com)

### DIRECTIONS

Directions to the venue and Guest information can be found on the Sonoma Raceway website at:  
<https://www.sonomaraceway.com/fans/guest-information/>

### CATERING

Exhibitors desiring to give away or serve food or beverages from their booth must order the product from Levy Restaurants.

For more information, please call 707-933-3921.

### FIRE & SAFETY

Gas caps must be locked or taped shut. All keys must be kept on show site.

Sonoma Vallet Fire Department: 707-996-2102

### PARKING

Parking is Free at the Sonoma Raceway.

We will make every effort to place vendor parking close to the exhibit areas. Accommodations will be made to allow exhibitors to load / unload product prior to show opening daily.

### TENT / CANOPY GUIDELINES

Standard 10'x10' inline booths utilizing a canopy or tent must be a minimum of 8' high with a maximum height at peak of 12'. The entry point of your tent should be a minimum of 7'.

All tents and canopies must be tethered to the ground. Staking will not be permitted. Use of weighted barrels or cinder blocks is recommended to properly tether the canopy or tent to the ground.

Anything used to secure your tent must be inside the footprint of your tent.

### CAMPING / RV INFORMATION

There will be general parking for RV's in Lot 2, limited to 30 spaces, first come, first serve. No Tent camping is allowed. See Camping Form.

No camping or sleeping in display trailers or RV's is permitted within the show grounds at any time.

## THIRD PARTY VENDORS

### DISPLAY LABOR

There is no on-site labor available. If you require additional labor to assist with your booth set-up and tear down, you will need to order labor in advance from a Third Party Vendor.

### ELECTRICAL INFORMATION

Power is available at the venue but is limited. We cannot guarantee your exhibit will be located close to a permanent power source. Power will be turned on at least 30 minutes prior to show opening and will remain on for a limited time after show closing.

We recommend considering a generator for your power needs. All generators must be turned off at close of show each day.

### FREIGHT / MATERIAL HANDLING (DRAYAGE)

We encourage all exhibitors to ship items to the Advance Warehouse. Using this method is most cost effective and will save money.

There will be a charge to handle and deliver shipments from the Advance Warehouse and on Show Site.

By using the Advance Warehouse services, you are eligible for outbound shipping. A Material Handling Form must be completed for all freight shipped to the Advance Warehouse and for outbound shipments.

Details about rates can be found on the Material Handling Form.

#### Advance Warehouse Shipments

Exhibiting Company Name / Booth #  
2021 Progressive IMS Outdoors - Northern California  
Earl Farnsworth Express/Mayflower  
1001 Canal Blvd. East Suite E  
Richmond, CA 94804

*All advance warehouse freight must arrive by 7-12-21 to avoid additional surcharges.*

#### Show Site Shipments

Exhibiting Company Name / Booth #  
2021 Progressive IMS Outdoors - Northern California  
Sonoma Raceway  
29355 Arnold Drive  
Sonoma, CA 95476

*Freight will be accepted beginning 7-14-21. To avoid additional surcharges show site shipments must arrive prior to show opening.*

## HOTEL INFORMATION

### HOTEL RESERVATIONS

HotelMap is the official housing agency for all hotels. To receive discounted show rates, you must make your reservations with HotelMap.

If you need assistance booking your hotel, HotelMap is available 24/7 to help. They can be reached via Live Chat or by email at [Ashaki@HotelMap.com](mailto:Ashaki@HotelMap.com)

A complete list of hotel options can be found at:  
<https://motorcycleshows.com/content/hoteltravel-information>

## SHOW VENDORS

### EXHIBITOR CREDENTIALS

For registration questions, please email  
[Operations@motorcycleshows.com](mailto:Operations@motorcycleshows.com)

### CATERING

#### Levy Restaurants

29355 Arnold Drive  
Sonoma, CA 95476  
707-933-3921  
Randall Brown  
[RBrown@sonomaraceway.com](mailto:RBrown@sonomaraceway.com)

### CLEANING

#### Sonoma Raceway

29355 Arnold Drive  
Sonoma, CA 95476  
800-870-7223

### ELECTRICAL

#### Sonoma Raceway

29355 Arnold Drive  
Sonoma, CA 95476  
800-870-7223

### FIRE DEPARTMENT

#### Sonoma Valley Fire Department

630 2nd St. W  
Sonoma, CA 95476  
707-996-2102

### FURNITURE

#### Bright Event Rentals

22674 Broadway  
Sonoma, CA 95476  
707-940-6060  
Allison Del Zompo  
[ADelZompo@bright.com](mailto:ADelZompo@bright.com)

### GENERATORS

#### United Site Services

1521 Copperhill Pkwy  
Santa Rosa, CA 95403  
800-864-5387

### HOUSING AGENCY

If you need assistance booking your hotel, HotelMap is available 24/7 to help. They can be reached via Livechat or by email:

[Ashaki@HotelMap.com](mailto:Ashaki@HotelMap.com)

### MATERIAL HANDLING (Drayage)

Inbound/Outbound  
Show Management  
[Operations@motorcycleshows.com](mailto:Operations@motorcycleshows.com)

### SALES TAX PERMIT

#### California State Board of Equalization

12440 E. Imperial Highway, Suite 200  
Norwalk, CA 90650  
562-466-1694  
800-400-7115  
[www.boe.ca.gov](http://www.boe.ca.gov)

### SHIPPING & HANDLING

(Please refer to Material Handling)

### TENT COMPANIES

#### Lantier Tent Structures

900 Brookside Drive  
Richmond, CA 94801  
800-600-7773  
Craig Boehme  
[craig@ictents.com](http://craig@ictents.com)

#### Bright Event Rentals

22674 Broadway A  
Sonoma, CA 95476  
707-940-6060  
Allison Del Zompo  
[ADelZompo@bright.com](mailto:ADelZompo@bright.com)

### Wi-Fi SERVICE

#### End Sight

1850 Soscol Ave.  
Napa, CA 94559  
707-819-2790 - Ext 2139  
Patrick Powers  
[www.endsight.net](http://www.endsight.net)