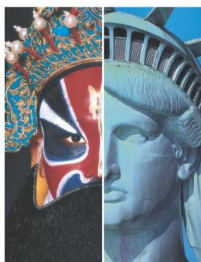


# ASIAN AMERICAN EXPO 2024



Vendor Orientation Meeting

**JAN 13-14, 2024**

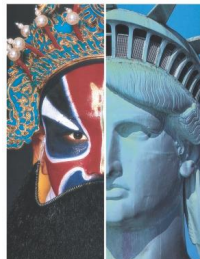


# AGENDA

- Important Dates
- Directions & Map
- Floor Plans
- Setup & Decorations
- Show Policies

- COVID Policies
- Electricity
- Questions & Answers
- Health Orientation

QUESTIONS ARE WELCOMED IN THE LIVE CHAT



Main Information Contact:

**info@aaexpo.com**



## Event Brand Specific Contacts:

**Asian American Expo:** [info@aaexpo.com](mailto:info@aaexpo.com)  
**ANIME Impulse:** [help@animeimpulse.com](mailto:help@animeimpulse.com)  
**K-PLAY! FEST:** [help@kplayfest.com](mailto:help@kplayfest.com)  
**Sneaker Expo:** [help@sneakerexpo.com](mailto:help@sneakerexpo.com)



# Set Up Hours

## IMPORTANT DATES

**1/12 [Friday] 10 AM – 8 PM**

**1/13 [Sat]\* 7 AM - 9 AM**

**1/14 [Sun]\* 7 AM - 9 AM**

**Security will help direct traffic for move-in/out.**

**Vehicles only allowed onsite during Friday set up hours**

**Vendors are responsible for transporting their own goods.**

**\*Vendors must handcart merchandise from parking lot.**



# Event Days

## IMPORTANT DATES

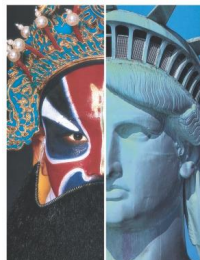
**1/13 [Sat] 10 AM - 7 PM**

**1/14 [Sun] 10 AM - 7 PM**

**Expect heavy vehicle traffic upon arrival on both days.**

**All vendors must arrive one hour before start of each show day.**

**Sunday we recommend arriving 2 hours prior.**



# Move-Out

## IMPORTANT DATES

**1/14 [Sun] \*8 PM – Midnight**

**No vehicles allowed onsite until all guests have vacated the event.**

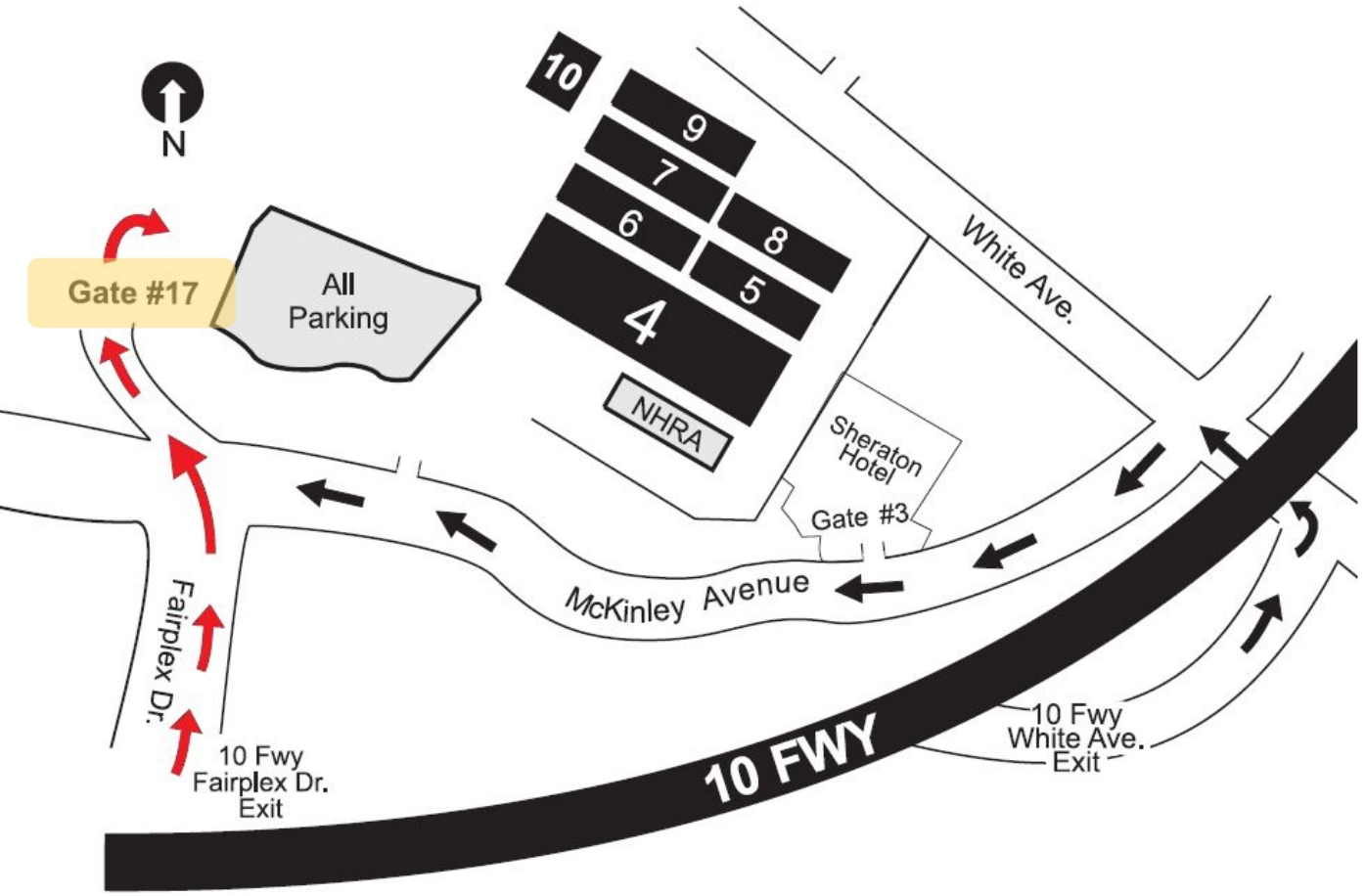
**\*Move-out may be delayed if attendees are still on event premises.**

**Any products left behind after midnight will be trashed.**





# DIRECTIONS & MAP



**Fri (1/12): 10 AM - 8 PM**  
**2705 Fairplex Dr, Pomona CA**

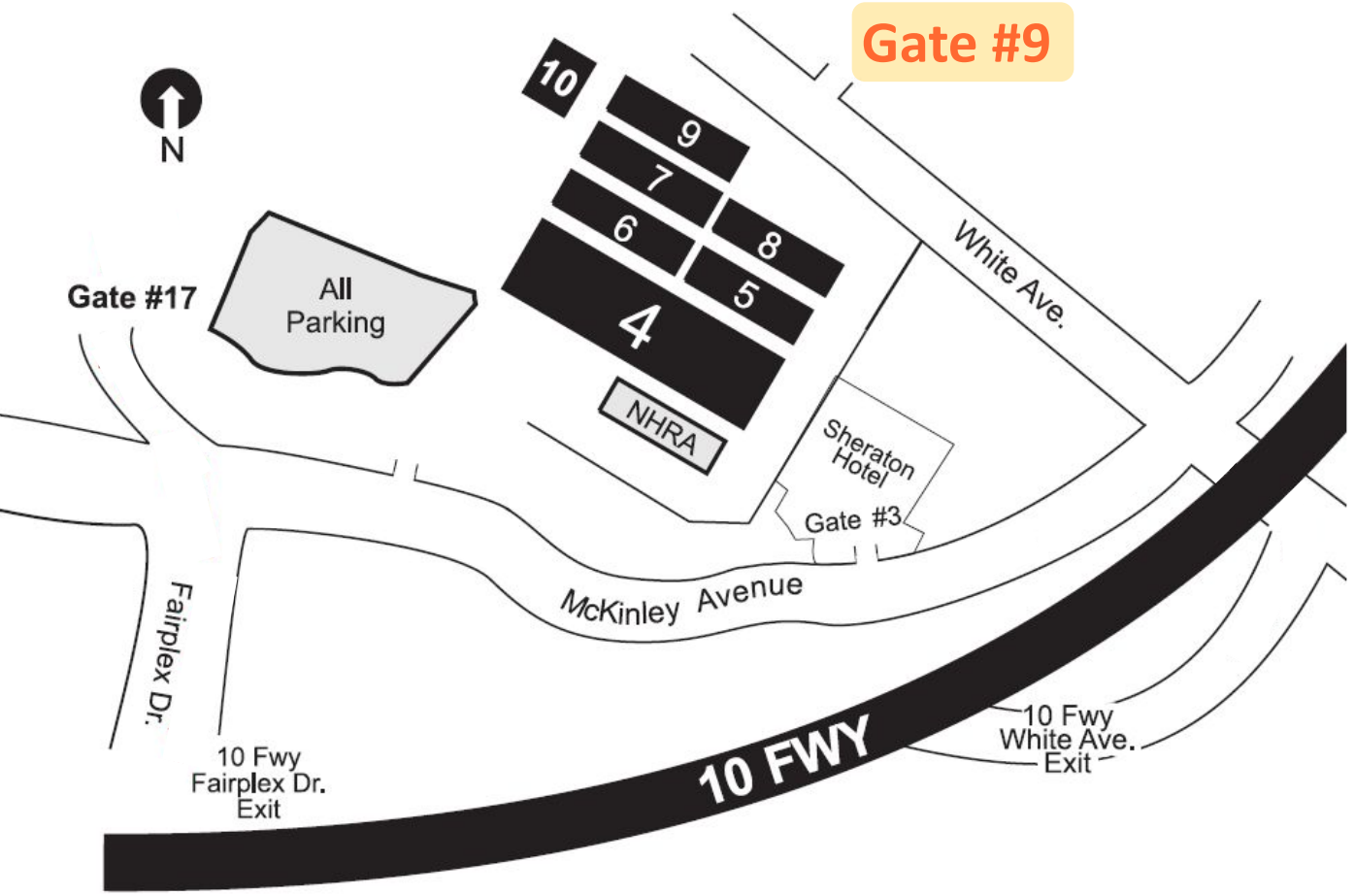
**ALL VENDORS Enter Gate 17**

**MOVE-IN**

**MOVE-OUT**



# DIRECTIONS & MAP



**2118 N. White Ave, Pomona CA**

**ANIME Impulse Vendors ONLY**

**Enter Through Gate 9**

**EVENT DAY**

**\$18/Entry**



# DIRECTIONS & MAP

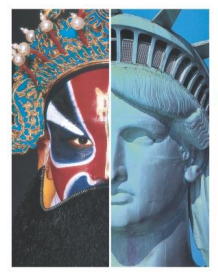
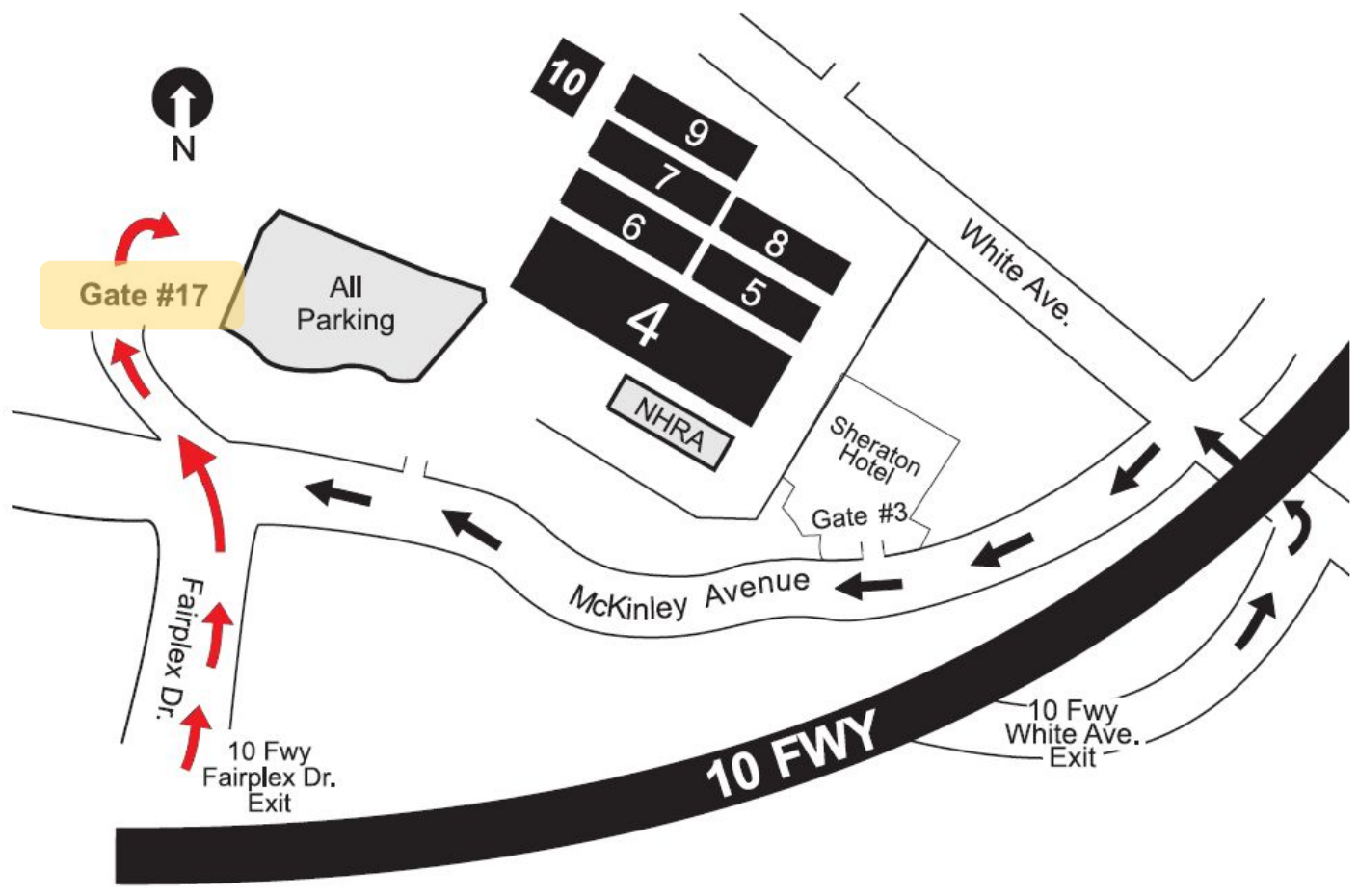
**2705 Fairplex Dr, Pomona CA**

**ASIAN AMERICAN EXPO,  
K-PLAY! FEST and SNEAKER EXPO  
Vendors**

**Enter Through Gate 17**

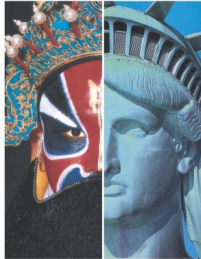
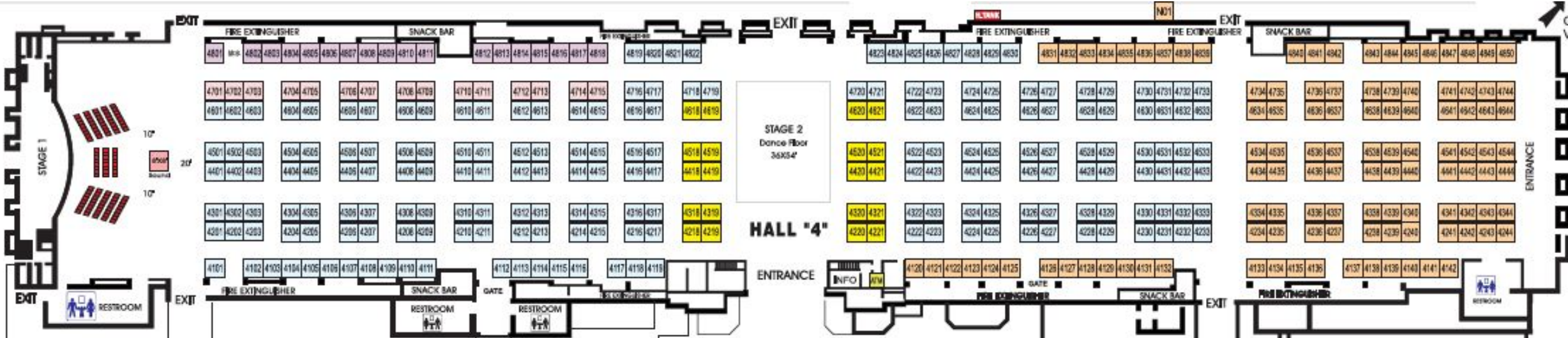
**EVENT DAY**

**\$18/Entry**



# ASIAN AMERICAN EXPO Hall 4

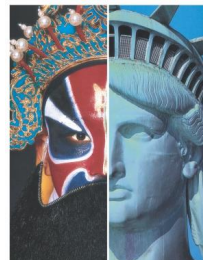
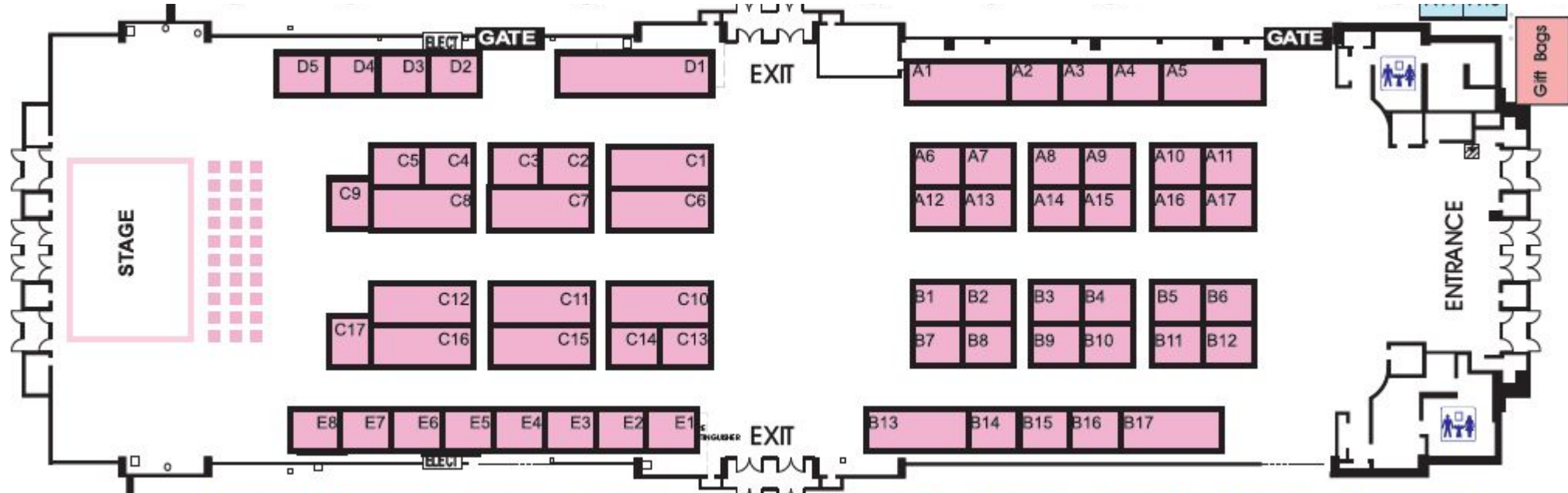
# LAYOUTS



Layouts approved by Fire Marshall may still be subject to change between now and set up day.

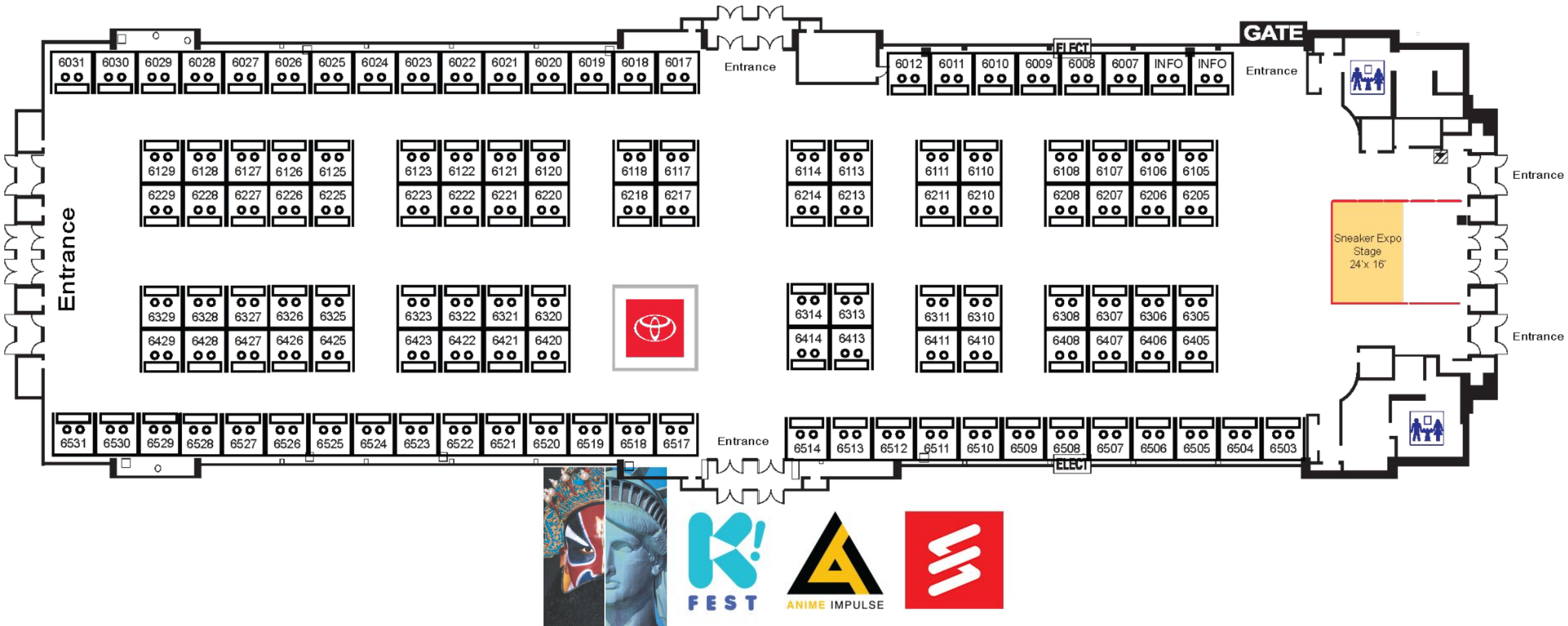
# ASIAN AMERICAN EXPO Hall 5

LAYOUTS



# SNEAKER EXPO Hall 6

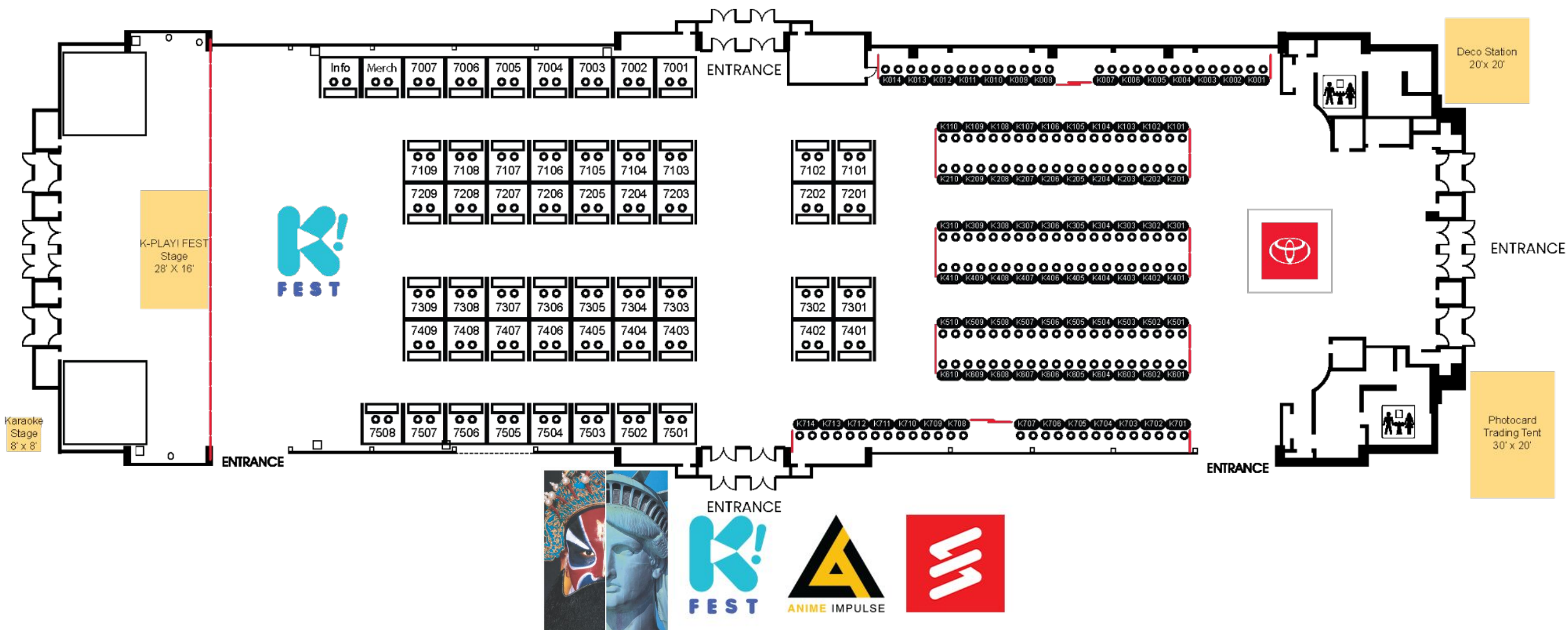
# LAYOUTS



Layouts approved by Fire Marshall may still be subject to change between now and set up day.

# K-PLAY! FEST Hall 7

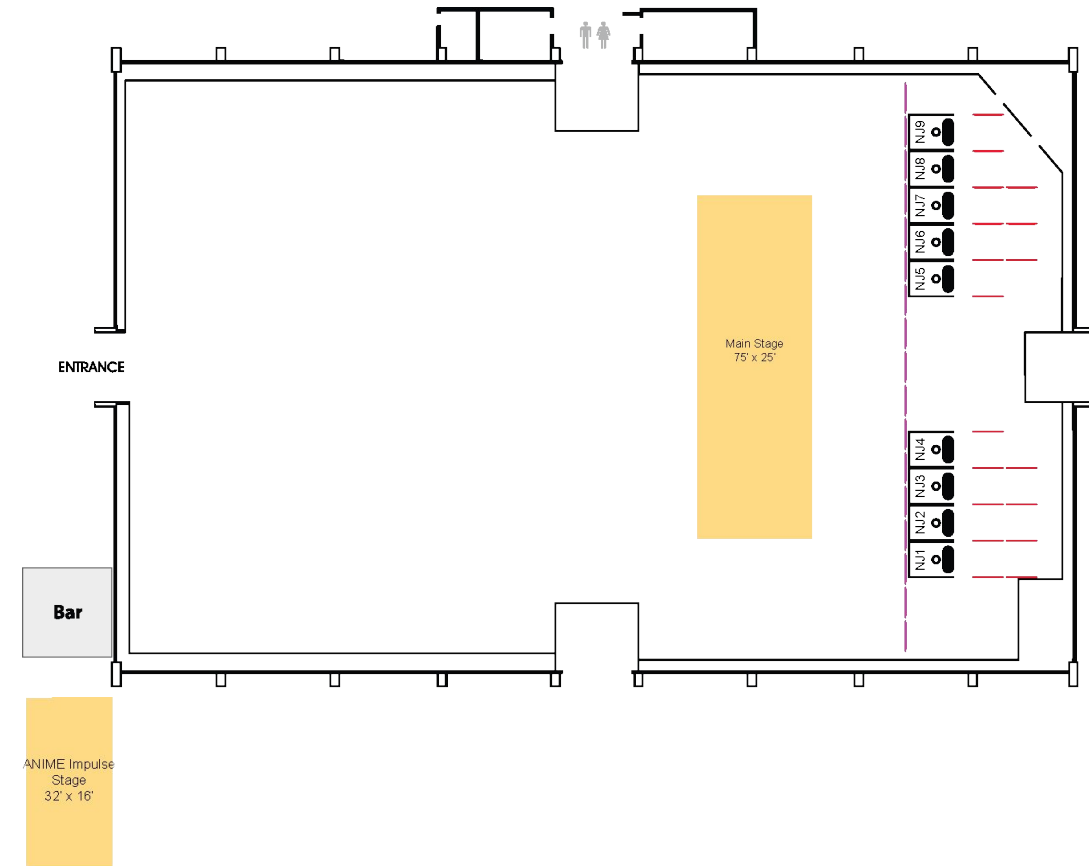
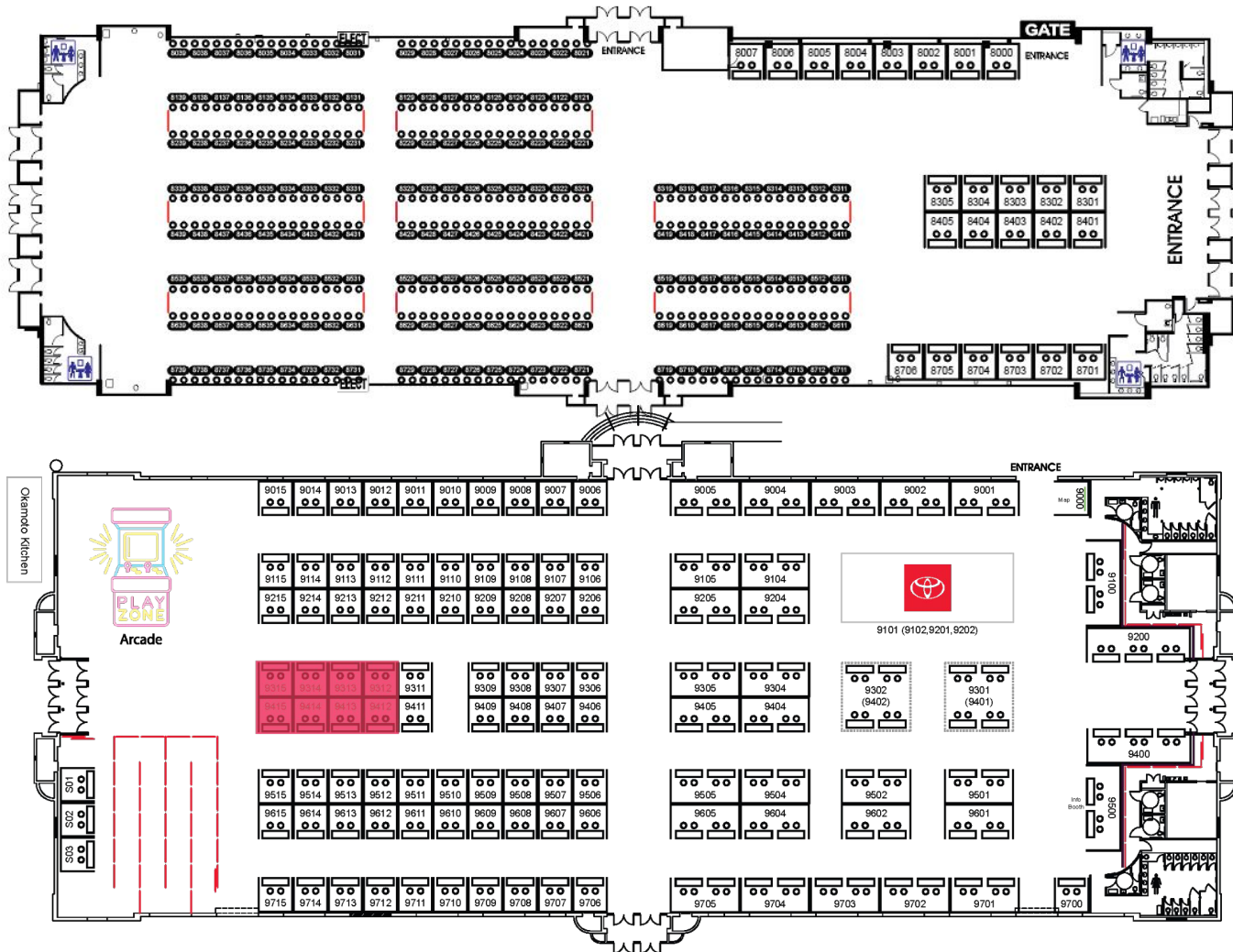
## LAYOUTS



Layouts approved by Fire Marshall may still be subject to change between now and set up day.

# ANIME IMPULSE Hall 8,9,10

# LAYOUTS



**DEKOCAR**

Layouts approved by Fire Marshall may still be subject to change between now and set up day.



# Indoor Setup Notes

## DECORATIONS

### Booth Setup:

- pipe & drape 10x10 booth
- 2 chairs
- 8' table

### Artist Alley Setup:

- 2 chairs
- 6' table

**All Events Use the Same Indoor Setup Type**  
**Different Booth Drape Color Configuration**



# Outdoor Setup Notes

## DECORATIONS

### **Standard Booth Setup (Non-Food):**

- **pipe & drape 10x10 booth (3 sides enclosed)**
- **2 chairs**
- **8' table**

### **Food Booth Setup:**

- **pipe & drape 10x10 booth (4 sides enclosed with mesh wall front)**
- **2 chairs**
- **8' tables**



# Event Admission

SHOW POLICIES

**E-tickets or physical tickets must be used for event access.**

**Printed or Mobile Device Displayed E-Tickets Acceptable**

**Badges are only to be used for vendor identifying purposes.**

**Hand stamps are required for re-entry.**



# SHOW POLICIES



**SAMPLE  
BADGE**



# SHOW POLICIES



**PASS NEEDED**

**PASS NEEDED**

**SAMPLE  
BADGE**

# Venue Safety

SHOW POLICIES

**Public safety security will patrol show grounds during event hours.**

**Vendor booth must be staffed at all times.**

**Please don't leave valuables behind.**

**Event organizer not responsible for anything lost, stolen or damaged property.**



# Personal Safety

SHOW POLICIES

**There will be no security in parking lots.**

**Take precautions with valuable goods (ie. Cash Boxes)**

**Please refrain from leaving valuables in parked vehicles.**

**Event organizer not responsible for anything stolen or damaged.**



# Food and Beverage Policy

SHOW POLICIES

**Only Coca Cola (American) beverages may be sold or sampled.**

**No limits on Craft and/or Asian beverages.**

**Only Dasani bottled water allowed.**





# COVID Safety

## COVID-19 POLICIES

**Health & Safety is our priority.**

**We follow California State Law, which means that policies may change without notice.**

**We will update COVID policies as the event date gets closer.**

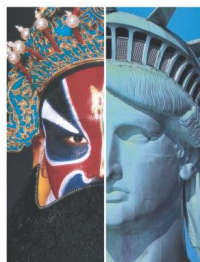


# Internet Needs

**Wireless and Hardline Internet Options Available**

**Inquire to Vendor FAQ for Ordering Information**

**Deadline to order is January 11th, 2024**



# Convention Electric (Indoor and Outdoor Power)

ELECTRICITY POLICIES

**Order sufficient voltage for Booth Electrical needs.  
Order online by Dec. 28 for discounted rate.**



# Electricity Safety

## ELECTRICITY POLICIES

**Order sufficient electricity for the entire weekend.**

**Vendors must prepare their own extension cords.**

**Do not daisy chain power cables.**

**Electricity will go live beginning Friday.**



FINAL REMINDER

**Arrive by 9 AM on Saturday 1/13**  
**Arrive by 8 AM on Sunday 1/14**



FINAL REMINDER

**Reminder: Tickets are Needed for Entry!**



# FREQUENTLY ASKED QUESTIONS



# Can I get into Asian American Expo with a K-PLAY! FEST Ticket?





# Why is Gate 17 used on Setup / Take down while Gate 9 is used for Event Days Parking?



# Can I bring my own power generator?



# How can I ship goods or product samples directly to the venue?



# Can I bring in my own decorator or production set up company?



**How will I know how to get to Hall 8 during move in if I have never been to Fairplex?**



# How close can I get to the buildings during the move in / move out days?



# How high can I set up my vendor booth?



# Can I bring a tent top display?





# Can I play music from my booth?



# What time earliest can I get access to the buildings to set up on Sat / Sun?



# Is there a dedicated Vendor Entrance at both Gates?



# What is the latest I can stay in the building at the end of each day?



# Is there wifi available at the venue?



# Can I still order electricity once the event starts?



# What is the event policy on counterfeit or grey market goods?



# See you at the Event!



HEALTH PRESENTATION START







**All Food vendors are required to have a Temporary Food Facility Vendor Permit.**

**Health Department representatives will be on-site before event for all food vendor inspections.**



### **All food vendors must have:**

- **A handwashing station**  
Five gallon container with warm water (at least 100F)
- **Pump-style soap dispenser**
- **Paper towels**
- **Bucket to collect waste water**



# Food Temperature

## Health Guidelines

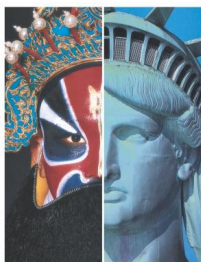


**Cold foods must be kept at 45 F or below.**

**Hot foods must be kept at 135 F or above.**

**Each booth must have an accurate probe thermometer.**

**Prepare sufficient cooling and heating equipment.**



# Food Safety Requirements

## Health Guidelines

**Food Vendors will be provided a shared sink for warewashing needs**

**Shared Grease Barrels will be provided for grease disposal**

**Please be mindful of other vendors when using shared spaces**



# Food Safety General

# Health Guidelines



**Additional Questions:**  
**info@aaexpo.com**

