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



VENDOR PACKAGE

Event Brand Specific Contacts:

Asian American Expo: info@aaexpo.com ANIME Impulse: help@animeimpulse.com K-PLAY! FEST: help@kplayfest.com Sneaker Expo: help@sneakerexpo.com



Set Up Hours

IMPORTANT DATES

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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.
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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

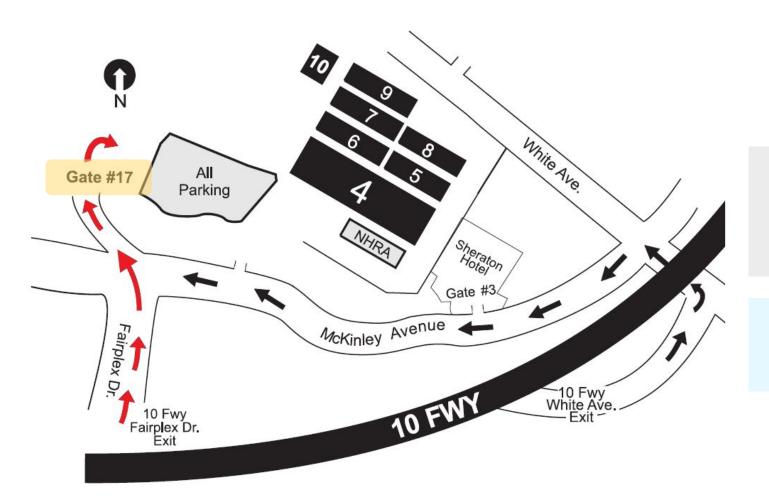
IMPORTANT DATES

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.





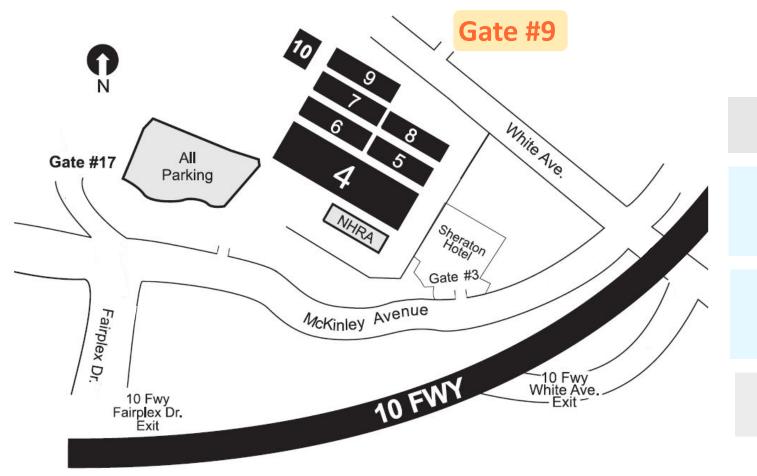
DIRECTIONS & MAP

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

ALL VENDORS Enter Gate 17

MOVE-IN MOVE-OUT





DIRECTIONS & MAP

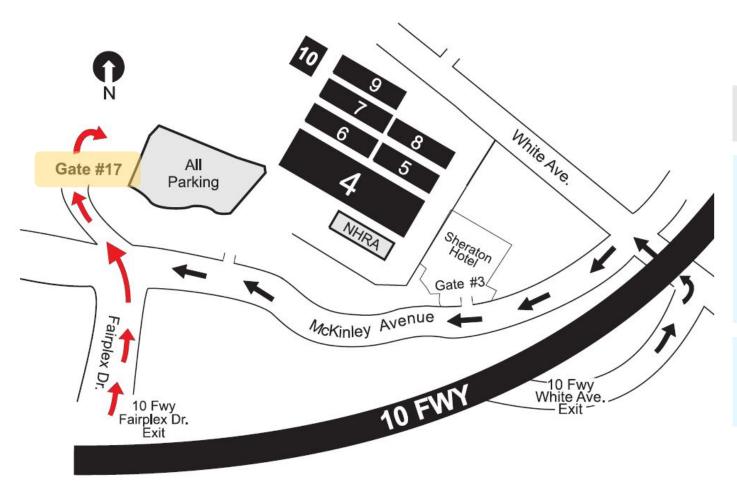
2118 N. White Ave, Pomona CA

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

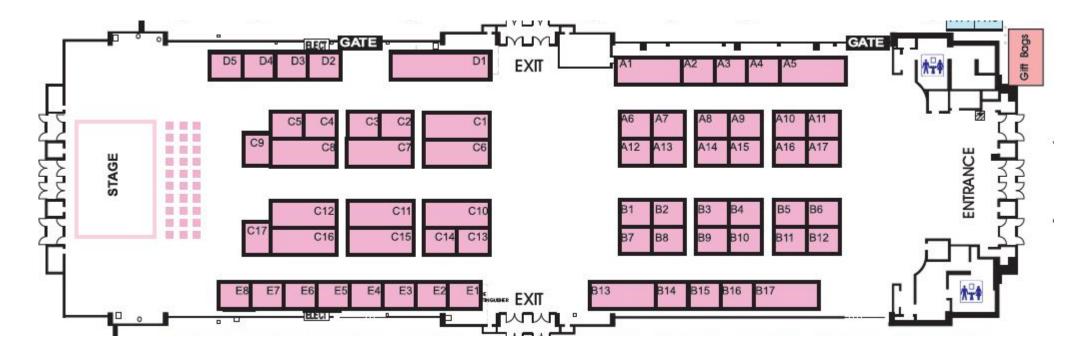
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ASIAN AMERICAN EXPO Hall 5

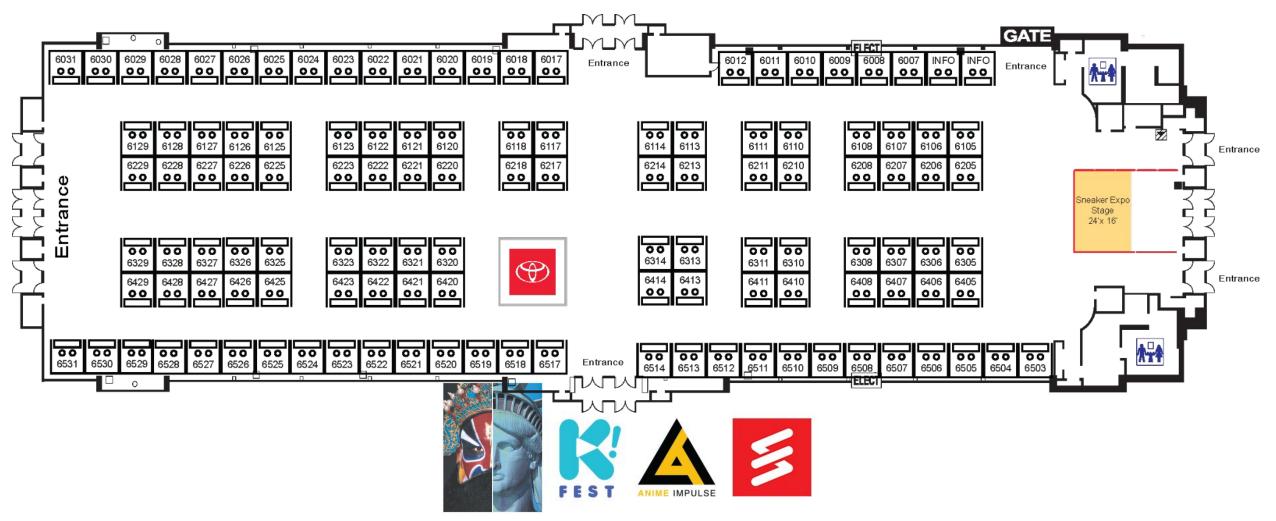
LAYOUTS





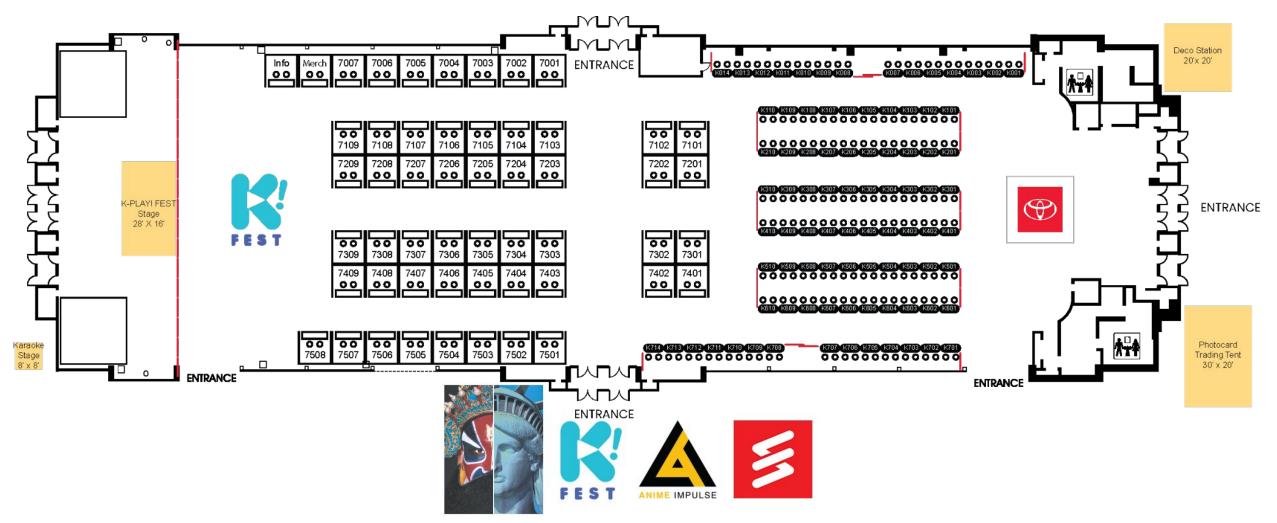
SNEAKER EXPO Hall 6

LAYOUTS



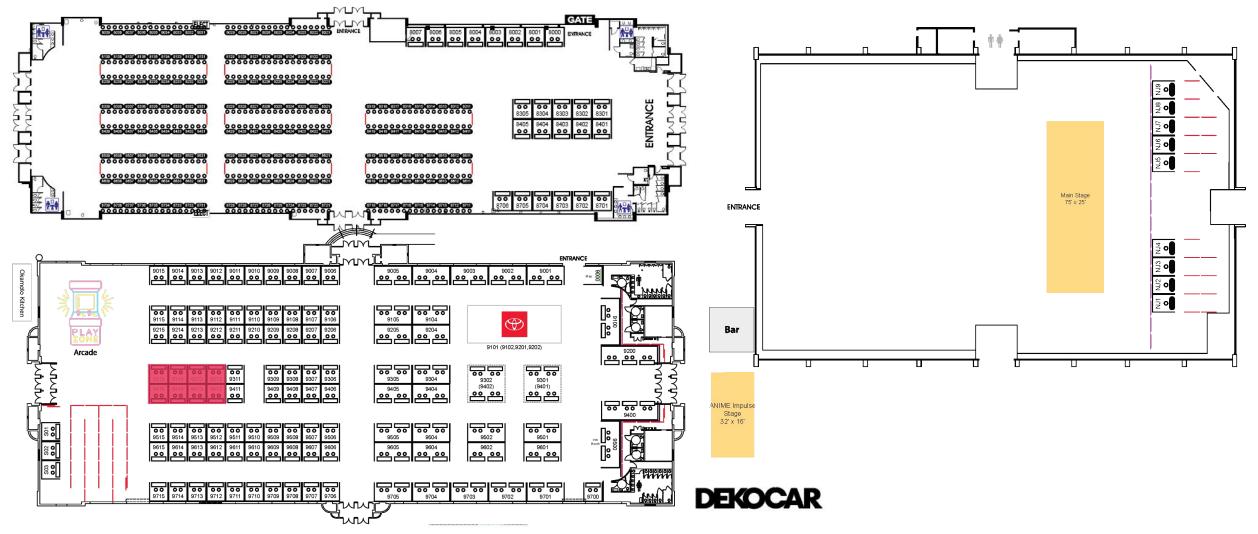
K-PLAY! FEST Hall 7

LAYOUTS



ANIME IMPULSE Hall 8,9,10

LAYOUTS



Indoor Setup Notes

DECORATIONS

Booth Setup:

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

<u>Artist Alley Setup:</u>

- 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.



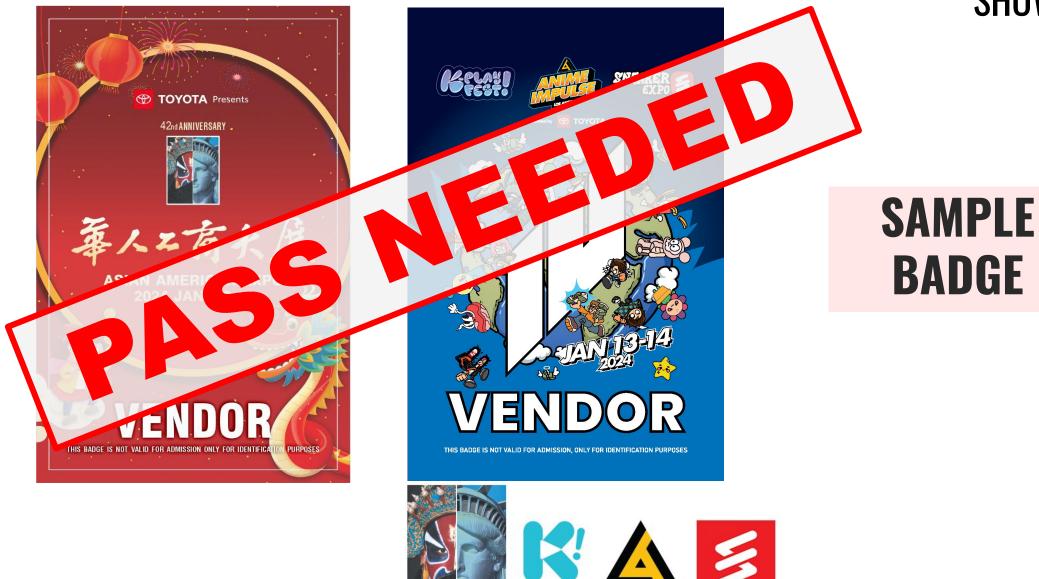






SAMPLE BADGE

SHOW POLICIES



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ANIME IMPULSE

SHOW POLICIES

Venue Safety

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 ELECTRICITY POLICIES (Indoor and Outdoor Power)

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?



FAQ

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



FAQ

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?



FAQ

How high can I set up my vendor booth?



Can I bring a tent top display?



Can I play music from my booth?



FAQ

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



Health Orientation

Health Guidelines





Health Orientation

Health Guidelines

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.



Food Safety Requirements

Health Guidelines

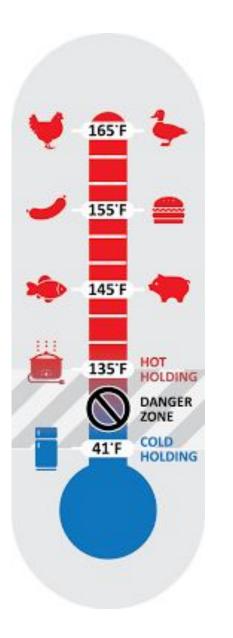
All food vendors must have:

• 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

