

ASTRA 2022 EXHIBITOR FAQ

REGISTRATION/MARKETING

What are the dates and times of the Marketplace Exhibit Hall?

Exhibitor move-in:

Saturday, June 11, 9:00 am – 5:00 pm

Sunday, June 12, 9:00 am – 5:00 pm

Show open hours:

Monday, June 13, 10:00 am – 7:00 pm

Tuesday, June 14, 9:30 am – 6:00 pm

Wednesday, June 15, 9:30 am – 1:00 pm

Exhibitors move-out:

Wednesday, June 15, 1:00 pm – 8:00 pm

For a complete schedule, including social activities and educational sessions, please visit [ASTRA Marketplace & Academy 2022 - Long Beach, CA | American Specialty Toy Retailing Association \(ASTRA\)](#)

Are there other activities that exhibitors can take part in besides the Marketplace exhibit hall?

Yes! There are many social functions as well educational sessions geared toward ALL members. We encourage all to attend!

A full schedule, including the educational session topics can be viewed at [ASTRA Marketplace & Academy 2022 - Long Beach, CA | American Specialty Toy Retailing Association \(ASTRA\)](#)

Is there a discounted rate at a hotel in Long Beach?

Yes! Be at the center of all the fun when you book your stay at the ASTRA Hotels –

Renaissance Long Beach Hotel

111 East Ocean Boulevard

Long Beach, CA 90802, US

Rate: \$229 Cut-off: May 18th

BOOK YOUR ROOMS - <https://book.passkey.com/event/50230647/owner/3353/home>

Westin Long Beach

333 E Ocean Blvd,

Long Beach, CA 90802

Rate: \$239 Cut-off: May 20th

BOOK YOUR ROOMS - <https://www.marriott.com/event-reservations/reservation-link.mi?id=1641865631120&key=GRP&app=resvlink>

Hyatt Regency Long Beach **SOLD OUT!!**

(Host Hotel)

200 South Pine Avenue

Long Beach, California 90802

Beware of cold calls from booking agencies. They are not affiliated with ASTRA and potentially be a scam. The ONLY place you can get the discounted ASTRA rate is online at the ASTRA hotel link or by phone.

How do I register exhibit booth personnel?

You can register your booth staff at

[Exhibitor Registration - ASTRA Marketplace & Academy 2022](#)

Full conference registrations are included with your booth based on the size of the booth. Additional registrations may be purchased.

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What does a Full Conference registration include?

Full conference registration includes access to all the educational sessions, networking events including the Opening Reception and Toy Sync Battle as well as the Marketplace trade show floor with lunch vouchers.

What does a Trade Show Floor Only registration include?

Trade show floor only registration includes complimentary access to the trade show floor only for set-up and open hours. All exhibit booth personnel must be registered to gain access to the trade show floor. Trade show only registrations do NOT include access to the educational sessions, social events or any food functions or vouchers.

What marketing opportunities are included in my booth package?

Every exhibitor gets a complimentary listing on the online exhibit floor plan which will be available to attendees to navigate the exhibit hall at the show. Each listing can include your company name, logo, contact information, tags, social media as well as videos and images – such as show specials. To enhance your floor plan please go to <https://astra2022.expofp.com/>, click on the edit icon next to your company address. An email to log-in will be send to the primary contact on file for your company. Once logged in using that link you can add images and videos to your listing.

Are there additional opportunities available to increase your company listing on the floor plan?

Yes. In addition to the images and videos included with your package, for an additional fee you can have your logo as a banner image on the page or with an enhanced listing your company will be at the top of the page instead of alphabetically.

Are there other promotion and advertising opportunities available?

Stand out among the crowd! With five days of sponsorship opportunities, we can help design a custom-tailored package based on your unique needs.

Please click the [link](#) below to view the available sponsorships, and then contact Michael Foldeak at mfoldeak@astratoy.org to secure your choices!

https://drive.google.com/file/d/1U_JKoon-LlxAU-UCuESUCsosv_4kjZf3/view?usp=sharing

EXHIBITOR SERVICES

What is an Exhibitor Services Website and how do it access it?

The [Alliance Nationwide Exposition OnLine](#) is an online ordering portal provided by the show decorator, Alliance Nationwide Exposition that contains event specific information you may need to know such as show hours, exhibitor move-in and move-out times, furnishings included in your booth, show colors, as well as rules and regulations of the facility. Also included are the many services that are offered, such as furniture and accessories, carpet, signage, installation and dismantle labor, material and handling and utilities.

The initial email campaign was sent to each exhibiting company's primary contact to log into the event portal from ExhibitorAssistance@alliance-exposition.com. The sender's name will be Alliance Nationwide Exposition. Because the emails come from an automated email address it sometimes gets blocked by spam filters. Though not required, exhibitors may find it helpful to add the Exhibitor Services email above to their safe senders list.

If you are the primary contact for your organization as submitted on your exhibit contract and you do not have it, you can go to the link here [Login to Alliance Nationwide Exposition](#) and just click "Forgot Password". From there it will send you a new temporary password to log in with and then you can create your own password upon logging in for the first time.

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When can I set up my booth space?

Exhibitor move-in is:

Saturday, June 11, 9:00 am – 5:00 pm

Sunday, June 12, 9:00 am – 5:00 pm

Exhibitors can access the hall on Monday, June 13 at 8:00 am for any last-minute work in the booth; however, all displays and product must be in the booth space and all empty containers marked for storage by **4:00 pm on Sunday, June 12**, in order for the aisle carpet to be installed and to prepare the hall for opening.

What furnishings are provided with my booth space?

The booth packages listed below are provided free of charge; however, exhibitors who wish to receive the inclusive booth package furnishings **must opt in** by adding the booth package to their shopping cart and completing the checkout process. This step is required to ensure that booth package furnishings are pre-ordered and delivered to your booth in advance.

Choose the appropriate booth package for your sized booth by going to "Show Special Furniture Packages" in the "Shop Departments" drop-down menu on the left hand side of the online ordering system or contact Alliance at ExhibitorAssistance@alliance-exposition.com or by phone at 888.528.2011

Each 10' x 10' booth packages include:

8' high backwall drape in gray/blue/gray

3' high side divider drape in gray

6' long x 30" high x 24" wide blue skirted table

2 chairs

1 wastebasket

7" x 44" black & white ID sign

Each 5' x 10' booth packages include:

8' high backwall drape in gray/blue/gray

3' high side divider drape in gray

4' long x 30" high x 24" wide blue skirted table

1 chair

1 wastebasket

Standard gray carpet

7" x 44" black & white ID sign

Can I change the color of the skirt for the table included in my booth package?

The booth package tables come standard with a white vinyl top and blue colored skirting on three sides.

Alliance Exposition can change out the table skirt color on the booth package table. There is fee to do this.

You can request this change under "Table Skirt Change" under the "Table" section in the "Shop Departments" drop-down menu on the left hand side of the online ordering system.

Are prices of booth furnishings a daily rate?

No, prices for items ordered from Alliance Exposition such as tables, chairs, carpet, etc. are for the duration of the show. The exceptions would be any labor service and services provided by an outside contractor. Please note that services such as Electrical, Internet, Telephone, and Audio Visual are provided by the event facility. Please be sure to read each independent contractor's form to be aware of rates and service charges.

Does carpet come with my booth space?

The standard 10'x10' booth spaces DO NOT come with carpeting included. Only the aisles will be carpeted in blue. Exhibitors are required to have floor covering for the entire booth space. The entire convention center floor within in the booths must be covered by either carpeting or approved flooring.

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Is carpet padding available for my booth?

Yes, deluxe foam padding can be provided under your carpet for an additional charge. Padding can be ordered on the Carpet& Padding sections.

Can I bring my own carpet?

Yes, exhibitors may provide their own carpeting for their booth space. Please refer to the [ASTRA Exhibit Rules and Regulations](#) regarding floor coverings. Exhibitors who are providing their own floor covering MUST notify Alliance Exposition that they intend to provide their own carpet. You can do so by selecting the "Exhibitor Provided Carpet" under the Carpet section in the "Shop Departments" drop-down menu of the online ordering system or contacting ExhibitorAssistance@alliance-exposition.com or by phone at 888.528.2011

Will my booth be cleaned?

General vacuuming of the aisle space in front of your booth is provided. Booth carpet ordered from Alliance Exposition will be installed clean. However, once set up begins any cleaning services must be requested. Only those exhibitors who order cleaning will have their booths vacuumed prior to the opening of the show. Cleaning/Vacuuming services are provided exclusively by the Alliance Exposition and be ordered at [Alliance Nationwide Exposition OnLine](#)

Can I hang a banner/ sign in my booth?

You may display a sign or banner along the back wall of your booth. Nothing may be affixed to the drape itself as it will damage the material, including the use of pins or tape. Any damage to the equipment is the responsibility of the exhibitor. The sign or banner may not extend higher than the 8' high back drape. "S" shaped hooks will be available at the Exhibitor Service Center to aid in hanging banners from the metal cross bars in your booth.

MATERIAL HANDLING / SHIPPING

What is material handling?

Material handling, also referred to as freight handling or drayage, is the movement of your materials or freight to your booth, and back to your outbound carrier at the close of the show. Material handling includes the unloading of your materials or freight from your vehicle or carrier, advance storage of your freight at our warehouse for up to 30 days prior to the show move-in, handling and storage of your empty containers during the show, and removal of your materials or freight from your booth for loading onto your outbound carrier.

Is there a charge for material handling?

Yes, material handling charges are determined by the weight of your materials. The weight is rounded up to the next hundred pounds (cwt.) and charged accordingly to the rates listed in the Exhibitor Service Manual. Please note that material handling does not include the cost of shipping your materials to and from the advance warehouse or event venue.

What is CWT?

A CWT (or hundred weight) is a unit of measurement equaling 100 pounds. Material handling charges are determined by the number of cwt's per shipment. For example, 800 pounds would be 8cwt's. Please note, all shipments are rounded to the next hundred pounds, if your shipment is 345 pounds, it would be considered 400 pounds or 4cwt's.

Does material handling include the cost for me to ship my material?

No, material handling is the cost associated with getting your materials to your booth either from our advance warehouse or show site dock. This should not be confused with the cost to ship your materials from your company to the warehouse or event facility. Please make sure all shipments through your carrier are pre-paid, collect shipments will not be accepted.

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Do I need to order a forklift?

Material handling charges include any forklift use necessary to move your freight to your booth space. However, it may be necessary to order forklift labor for additional work such as repositioning of materials or displays in your booth after the original placement, moving or uncrating heavy displays and machinery, or placing exhibit headers or top sections.

What are the advantages of shipping my material to the advance warehouse?

Alliance Exposition strongly suggests that exhibitors ship to the advance warehouse. This method offers the following advantages:

- Lower material handling rates than shipping to show site.
- Flexible delivery dates and times, as your items can arrive at our warehouse up to 30 days prior to the move-in at the same rate.
- Eliminate additional delivery charges such as weekend overtime delivery or driver wait time.
- Confirm your shipment to be certain all materials have arrived.
- Your freight will be placed in your booth prior to the exhibitor move-in time so you can begin set up as soon as you arrive.

How should I label my materials for shipping to the show?

For your convenience, pre-addressed labels are included in the Alliance Online website. Please be sure to choose the correct labels depending on the destination you are sending your materials to, either the advance warehouse, or directly to show site. Be sure to fill in your company name, booth number and piece count on the labels.

If you do not use the pre-printed warehouse labels provided, please be sure to include the following information on your address labels:

ASTRA 2022 Marketplace & Academy
Exhibiting Company Name/Booth #
c/o Alliance Exposition / ABF / ArcBest Freight
405 E Alondra Blvd
Compton, CA 90220
Piece # _____ of # _____

Alliance Exposition will accept materials for 30 days prior to the show set-up. All materials should be shipped to arrive at the advance warehouse no later than **Tuesday, June 7** to avoid any late charges to the standard material handling rates.

Can I ship directly to show site, and when can it arrive?

Direct shipments will be accepted on **Saturday, June 11, 2022**. Receiving will take place during exhibitor move-in hours.

Note that materials shipped directly to the Long Beach Convention Center are subject to the show site material handling rates, which are higher than the advance to warehouse rates. Many times, unforeseen delays happen in shipping, so it is highly recommended that exhibitors do not wait to ship to the Convention Center and risk not having all their materials in time. It is strongly recommended that exhibitors ship to the advance warehouse as the costs will be charged at a lower rate. The advance freight is delivered to the booths before any of the direct freight reducing delays in receiving your materials for set up.

If shipping directly to the center is chosen, please use the following address:

ASTRA 2022 Marketplace & Academy
Exhibiting Company Name/Booth #
c/o Alliance Exposition
Long Beach Convention Center - Halls ABC
300 E Ocean Blvd
Long Beach, CA 90802

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What happens to my empty shipping containers during the show?

Empty Labels can be obtained at the Alliance Exposition Exhibitor Service Desk in the exhibit hall. Be sure to print your company name and booth number on the label before placing on your containers. Make sure to remove all necessary items, as containers will not be accessible during the show. The empty containers will be stored and then returned at the close of the show, after the aisle carpet has been removed to allow forklifts onto the floor. This process goes quickly but will take a couple of hours to complete. Please note that storage of empty containers is included in the Material Handling charge. Exhibitors that did not utilize the Material Handling services may arrange to have their empty containers stored for an additional charge.

Am I required to use ABF, the Preferred Carrier, to ship my freight or materials?

No, exhibitors are free to ship their materials both inbound and outbound using any carrier they choose. ABF is the Official Show Carrier and happy to assist with all of your shipping needs. Contact ABF at (800) 654-7019 or tradeshows@arcb.com. For your convenience, Alliance Exposition will have representatives from ABF on show site to assist with your outbound shipping needs.

When must my outbound freight be out of the hall?

Due to contractual agreements with show management and the event facility, exhibitors must arrange for outbound shipments to be picked up during the date and times listed in the Exhibitor Service Information. Alliance Exposition is required to have all equipment and materials removed from the facility by a certain time. Unfortunately, no outbound freight can be left in the exhibit hall, on the loading dock or on the facility property for pick-up at a later date. All freight must be picked up by the exhibitors designated carrier prior to **8:00 pm on Wednesday, June 15** or the items will be rerouted onto ABF, the on-site carrier.

What happens if my outbound freight carrier doesn't show up?

In the event your chosen carrier fails to pick-up during the designated dates and times of move-out, outbound freight will be re-consigned to the designated preferred carrier for the event, ABF. Please be sure to contact your carrier and confirm a pick-up prior to turning in your Bill of Lading. When filling out your Bill of Lading, please provide a contact number for your chosen carrier. Be sure to read the "Outbound Shipping" section on the left hand menu of the Alliance Exhibitor Online for more information.

Will there be an organization to donate product at the end of the show?

As in past years, ASTRA will be teaming up with a charitable organization to receive all donated product at the end of the show. Donated items can then be left in the booth or brought over to the donation center located in the exhibit hall.

LABOR

Do I need to order labor to set up my booth?

Exhibitors may set up their own booth without the use of union labor provided that:

- All work is performed by full time employees of the exhibiting company and have exhibitor badges
- No power tools are used

Please note, these regulations apply only to the set up and dismantle of your booth display, such as custom booths, pop-up booths, hard wall, truss, etc. Exhibitors are not required to hire labor, nor are they limited by time, other than the allotted move-in time, for product placement and merchandising,

Are there any restrictions as to how my booth can be set?

Yes, please refer to [ASTRA's Booth Display Rules](#) and the [Rules and Regulations](#) in the exhibitor contract and the Exhibitor Service Website. The maximum height of is allowed only in the rear half of the booth space, with a 4' height restriction imposed on all materials (cases, shelves, risers, racks, etc.) in the remaining space forward to the aisle. Note: when three or more linear booths are used in combination as a single exhibit space, the 4' height limitation is applied only to that portion of exhibit space which is within 10' of an adjoining booth. This arrangement will allow a reasonably unobstructed sight line to exhibitors from the aisles.

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What is an EAC?

Exhibitors are allowed to hire Installation & Dismantle (I&D) companies, other than Summit Exposition, the official contractor, to set up and tear down their booths. These I&D companies are referred to as an Exhibitor Appointed Contractor (EAC) or a Non-Official Contractor. All companies utilizing an EAC are required to submit a Certificate of Insurance to exhibit@astratoy.org. All EAC's are required to follow local union jurisdictions.

Do I need to be present if I order labor from Alliance Exposition?

Exhibitors may choose from two options when hiring labor from Alliance Exposition:

- Alliance Exposition Supervised: For a supervision fee, Alliance Expo will install and dismantle your booth in your absence. Please be sure to include any specific instructions or details with your Labor Order.

- Exhibitor Supervised: An employee of the exhibiting company is responsible for supervising all work performed. The exhibitor must check in at the Alliance Exposition Exhibitor Service Desk to pick-up their scheduled labor and return to the Service Desk at the completion of work to sign out their labor.

GRAPHICS

Does a sign come with my booth?

Each booth will receive a complementary 7" x 44" ID sign containing the company name and booth number, printed in black on a white card stock. ID Signs are generated from how your company is listed on the online floor plan <https://astra2022.expofp.com/>. If you would like your company name to read differently than how it is listed, please use the link provided in the email to update your listing or contact ASTRA at exhibit@astratoy.org.

Can I add more information to my ID sign?

Basic ID signs are a part of the booth package to contact only the company name and booth number. Alliance Exposition can modify ID signs to include color, logos, etc., for a charge.

UTILITIES AND ADDITIONAL SERVICES

How do I order Electricity?

Electrical is provided by Edlen services

Please order online at <https://ordering.edlen.com/> or using the PDF form in the exhibitor site.

If you have additional questions or need more information, please feel free to contact Edlen at (714) 985-1480 or Anaheim@edlen.com.

How do I order Audio Visual?

Audio Visual is provided by Projection AV.

Please order using the form in the exhibitor site.

If you have additional questions or need more information, please feel free to contact Projection at (562) 499-7546 or lbcc@projection.com.

Internet?

Telecommunication Service at the Long Beach Convention Center is provided exclusively by Smart City

If you have any questions, and would like to speak to a Smart City Networks representative please call (888) 446-6911.

Do I need additional lighting for my booth?

The Long Beach Convention Center has powerful overhead lights installed in the exhibit hall so additional lighting is not necessary.

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Where can I get Plants and Flowers for my booth?

Plant and Floral Services are provided by Alliance Exposition. Order forms can be found in the Exhibitor Service Website and should be submitted directly to Alliance Exposition.

Can I keep the plants after the show?

Floral arrangements are a purchased item and are yours to keep. All other plants and trees are a rental item and will be collected at the end of the show.

MISC FAQ

Can I move-out early?

Early tear down is strictly prohibited and may result in fines or affect future participation in ASTRA events, so plan accordingly. **Exhibitors may begin packing up their booth and preparing their shipment after the hall closes at 1:00 pm on Wednesday, June 15.**

Do I need to have insurance?

As a standard requirement for all our show exhibitors, it is necessary for you to carry general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 aggregate. Insurance Coverage is not optional.

This insurance must be in force during the lease dates of the event, June 11-15, 2022, naming American Specialty Toy Retailing Association (1 East Erie Street, Suite 525, PMB 4624, Chicago, IL 60611) as the certificate holder. The following must be named as additional insured: American Specialty Toy Retailing Association, Long Beach Convention Center, Alliance Exposition Services, LLC and Summit Exposition LLC.

If you do not have insurance, or you would rather not use your own insurance, (similar to when you rent a car – so that claims would not be filed against your policy), we have set up a program with Rainprotection Insurance through which, you can purchase compliant insurance instantly online for only \$84.

<https://securevendorinsurance.com/RainprotectionGroupVendor/ApplicantInformation?GroupEventKey=3156fd-c32d5b>

or contact Sales@rainprotection.net (800) 528-7975

Rainprotect also offers Equipment/Merchandise/Display Insurance. All exhibitors are strongly urged to obtain full-coverage temporary insurance for their merchandise and displays while in transit and while at the exposition. Contact Rainprotect for more information.

What if my question is not listed here?

For booth services questions, please contact Alliance Exhibitor Services ExhibitorAssistance@alliance-exposition.com or 888.528.2011

For other questions please contact exhibit@astratoy.org or 412-882-1420.