

- 34th Annual -



**March 30-April 2, 2017**  
**Thursday through Sunday**

GEORGE SULLIVAN SPORTS ARENA  
and BEN BOEKE ICE ARENA  
ANCHORAGE, ALASKA

**PLEASE NOTE.....VERY IMPORTANT**

THIS MANUAL IS INTENDED FOR THOSE WHOSE RESPONSIBILITY IT IS TO ARRANGE THE SHIPPING, SET-UP AND/OR DISPLAY DETAILS OF YOUR COMPANY'S EXHIBIT. IF THIS RESPONSIBILITY BELONGS, IN WHOLE OR IN PART, TO SOMEONE OTHER THAN YOURSELF, WE WOULD APPRECIATE YOUR ASSISTANCE BY DELIVERING THIS MATERIAL TO THE PROPER INDIVIDUALS.

MANAGEMENT STRONGLY SUGGESTS THAT SERVICES AND/OR FURNISHINGS THAT YOU REQUIRE BE ORDERED BY MARCH 16, 2017. ALL ORDERS PLACED ON-SITE WILL BE SUBJECT TO SURCHARGES. ON-SITE ORDERS WILL NOT BE PROCESSED UNTIL ALL ADVANCE ORDERS HAVE BEEN COMPLETED. FAILURE TO ACT PROMPTLY CAN MEAN OVERTIME CHARGES, LACK OF SERVICE AT THE SHOW AND UNNECESSARY INCONVENIENCE.

IF YOU HAVE FURTHER QUESTIONS, PLEASE CALL US.

AURORA PRODUCTIONS, INC.  
PO BOX 112989  
ANCHORAGE, ALASKA 99511  
(907) 562-9911  
FAX (907) 562-9889

[info@greatalaskasportsmanshow.com](mailto:info@greatalaskasportsmanshow.com)

SHOW OFFICE TELEPHONE NUMBER (907) 276-0990 WILL BE IN EFFECT FROM March 29 - April 2, 2017

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## IMPORTANT DATES & TIMES

MOVE IN:           **Heavy freight and booth displays**  
Wednesday 3/29/17   4:00 pm - 8:00 pm

**Light carry-in only; no backdrop set-ups**  
Thursday 3/30/17     9:00 am - 3:30 pm

**MOVE-IN MUST BE COMPLETED BY 3:30 PM MARCH 30, 2017**

IT IS EXTREMELY IMPORTANT THAT YOU ADHERE TO THE MOVE-IN SCHEDULE. IF YOU HAVE ANY QUESTIONS, PLEASE CALL SHOW MANAGEMENT.

SHOW DATES:       Thursday 3/30/17   4:00 pm - 9:00 pm

Friday 3/31/17     12:00 pm - 8:00 pm

Saturday 4/1/17    10:00 am - 8:00 pm

Sunday 4/2/17     10:00 am - 5:00 pm

MOVE OUT:         Sunday 4/2/17     5:00 pm - 12 Midnight

**ALL EXHIBITS MUST BE REMOVED AND THE ARENAS MUST BE VACATED BY MIDNIGHT, SUNDAY, APRIL 2, 2017.**

**MOVE-OUT BEGINS AT 5:00 PM ON APRIL 2, 2017.  
PLEASE DO NOT BREAK DOWN YOUR  
EXHIBIT UNTIL THIS TIME.**

## SERVICE CONTRACTOR INFORMATION

CARPETING: If you wish to rent carpeting for your display area please contact Rowan Pacific Rim Decorators (order form is in decorator's information packet). Please note that there is a deadline for ordering your carpet and advance payment is required.

FURNITURE: Booth equipment such as tables and chairs can be rented by Rowan Pacific Rim Decorators (order form is in decorator's information packet). Please note that there is a deadline for ordering accessories and advance payment is required.

SHIPPING/DRAYAGE: Product can be shipped via common carrier or through **Rowan Pacific Rim Decorators (please call 907-276-1818 for rates)**. If shipping UPS, FedEx, etc., please consign to ...

The Sullivan Arena/or The Ben Boeke Arena (depending on your booth location)

C/O The Great Alaska Sportsman Show

1600 Gambell Street (Sullivan) or 534 E. 16<sup>th</sup> Avenue (Ben Boeke)

Anchorage AK 99501

**No shipments will be received at either arena until Wednesday,  
March 29, 2017**

ELECTRICAL: All exhibitors requiring electrical service will be renting from Rowan Pacific Rim Decorators (order form is in decorator's information packet). Please note there is a deadline for ordering electricity and advance payment is required.

SUPPLEMENTAL LIGHTING: All exhibitors desiring additional lighting will be renting from Rowan Pacific Rim Decorators (order form is in decorator's information packet). Please note that there is a deadline for ordering lighting and advance payment is required.

## INTERNET/ TELEPHONE/ WIRELESS INFORMATION

INTERNET/ TELEPHONE/WIRELESS SERVICE: These services may be obtained by calling the business office at **ACS** at (907) 564-1968. Orders should be made a minimum of 3 weeks prior to the Show to insure service or faxed to (907) 564-7382. A copy of the ACS Trade Show Order Form is on page 11. It is recommended by ACS that you bring a copy of your completed and processed paperwork with you to the Show. *Please call Aurora Productions (907-562-9911) for questions regarding wireless services at either arena.*

## GENERAL INFORMATION

SHOW OFFICE: Is located off the main floor of the Sullivan Arena through the yellow doors. There will be a representative of Show Management on duty during all show hours as well as move-in and move-out.

EXHIBITOR PARKING: Please see page 7 for instructions.

CREDENTIALS: All credentials will be available for pick up at the Show Office starting @ 4pm, Wednesday, March 29, 2017. These credentials are for your adult working personnel only. **No credentials will be issued until booth space has been paid in full and a contract has been signed.**

INSURANCE/LIABILITY: The exhibitor is entirely responsible for the space that is allotted him and agrees to reimburse the Sullivan and/or Ben Boeke Arenas for any damage to floors or walls, which has been made in the space he has contracted.

## FIRE REGULATION INFORMATION

- 1) No motorized camping units may contain more than (1) gallon of gasoline while on display.
- 2) All pressurized gas tanks must be drained.
- 3) Battery cables must be disconnected and taped.
- 4) Gas caps must be either locked or taped closed.

Note: If you have any questions concerning the above-mentioned regulations, please play it safe and call the Anchorage Fire Department.

## GUNS AND AMMUNITION REGULATIONS

All federal, Alaska and local firearms laws must be obeyed. NO LOADED FIREARMS AND OR AMMUNITION ARE PERMITTED IN THE HALLS AT ANY TIME. VIOLATION OF THIS RULE IS GROUNDS FOR IMMEDIATE REMOVAL FROM THE SHOW WITHOUT REFUND OF EXHIBIT COST.

Show management requests that zip ties be used when possible on all firearms.

## EXHIBITOR CREDENTIALS AND ACCESS

**Credentials:** Exhibitors may obtain 2017 Credentials and allotted Parking Permit(s) *only* at these times and locations:

All Move-In Hours                      => Sullivan Arena, yellow doors (NW corner)

Show Hours                                => Sullivan Arena, green doors (SE corner)

**Access:** Exhibitors with 2017 Credentials may access exhibit areas *only* at these times and locations:

1-Hour Before Opening                => Sullivan Arena, green doors (SE corner)

=> Ben Boeke, main entrance

=> Denali Hall, either entrance

During Show Hours  
*with Credentials*

=> any door, any exhibit area

*without Credentials*

=> Sullivan Arena, green doors (SE corner)



**PARKING POLICIES**  
**(Vendors - Please Take Note)**

Everyone who exhibits at, or attends, the Great Alaska Sportsman Show knows that we have parking problems. These problems represent the Show's growing popularity.... but we can provide some answers to solve the most pressing problems.

***The arena charges \$6.00 for public parking.***

This move was designed to encourage public use of shuttle buses from ***(locations to be determined)*** where parking is free. We've offered the free shuttles for the past seventeen years, and the public response has been positive. Again this year, we'll actively promote riding the shuttles in all media advertising.

We'd also like to encourage you, our exhibitors, to use the free shuttles. These buses are spacious enough to carry materials to the arena. The shuttles will even drop you off right at the Exhibitor Entrance during the hour before the Show opens. And shuttles run for 1/2 hour after the Show closes so you have plenty of time to catch a ride back to your vehicle.

***Exhibitor parking area***

Because exhibitors do have special needs, there will be a 350-space free parking area, reserved exclusively for exhibitors in Lot C. **This lot is located behind the Ben Boeke Arena with the entrance accessible only off Gambell Street.** One (1) parking permit will be issued to each exhibiting company (approximately 325 companies); additional permits will be allocated to larger exhibitors. If you need a *Disabled Parking Permit*, please let us know as soon as possible. The permit should be clearly displayed on the dash of the authorized vehicle.

*Here's how you can help...* to make the Show more attractive to visitors, and also ease parking problems:

- car pool with other people working in your booth
- share your parking permit with others working in your booth
- use the free shuttle!

Please remember that every "public area" parking space occupied by an exhibitor, represents one less car full of people who could be attending the Show.

## PARKING LOT MAP

During show hours all exhibitors should park in the C lot located between Gambell Street and Ben Boeke Ice Arena. This is the closest parking lot to the Exhibitor Entrance, which is located by the loading dock - Green Doors.



**OFFICIAL ORDER FORM FOR EXHIBITOR CREDENTIALS**

Mail or Fax To:

The Great Alaska Sportsman Show  
C/O Aurora Productions, Inc.  
PO Box 112989  
Anchorage, Alaska 99511  
Fax# (907) 562-9889

**CREDENTIALS WILL BE FURNISHED TO WORKING  
PERSONNEL ONLY!**

**Each exhibitor will be allowed no more than 5 credentials per booth.**  
Order Form needs to be returned no later than Wednesday, March 29, 2017.  
All Exhibitor credentials can be picked up at the Show Office starting  
Wednesday, March 29, 2017 at 4:00PM

AMOUNT OF EXHIBITOR PASSES: \_\_\_\_\_

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

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

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

BOOTH # (S): \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

AUTHORIZED BY (please print): \_\_\_\_\_

LIST NAMES:

_____	_____
_____	_____
_____	_____
_____	_____

**NO EXHIBITOR CREDENTIALS WILL BE ISSUED UNLESS  
BOOTH SPACE IS PAID IN FULL!**

# Booth Guidelines

— IMPORTANT —

All exhibitors must adhere to the following guidelines in booth construction. These restrictions will avoid obstruction of adjoining booths.

## Standard 8' x 10' Booth

Booth backdrop cannot exceed 8' in height.

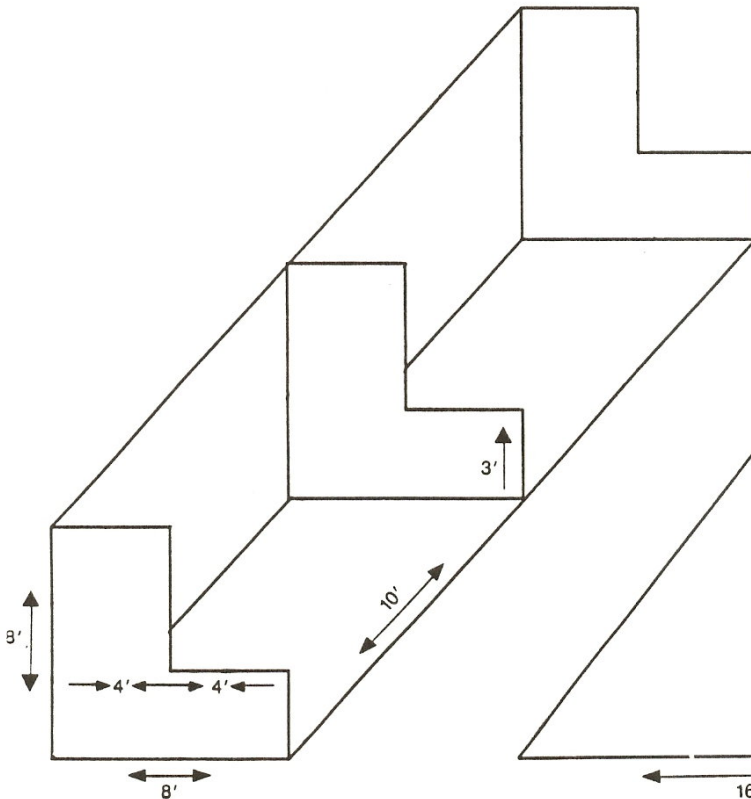
8' high side panels cannot exceed 4' in length.

The remaining 4' can be NO higher than 3'.

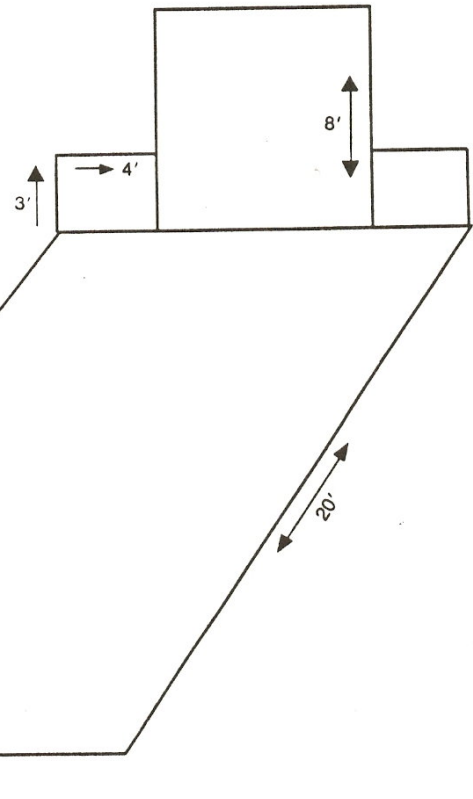
## Bulk Areas


Booth backdrop cannot exceed 8' in height and the center backdrop is to be no longer than 8' across. The remaining 4' on either side can be NO higher than 3'.

8' x 10' BOOTH



BULK: 16' x 20'



		<b>TRADE SHOW ORDER FORM</b>	
Today's Date:		Requested Due Date:	
Trade Show Name:			
Customer Name:		Account #	
Billing Address:		Service Address - Please include booth number(s):	
On Site Customer Contact (Name and Phone Number):			
Number of Phone Lines Needed:			
Jacks Needed? <input type="checkbox"/> Yes <input type="checkbox"/> No    (If Yes Please indicate how many you will need):			
Note: If jacks are not required phone line(s) will be installed to the demarcation point only.			
Please Provide Us With The Date You Would Like The Line(s) Disconnected:			
Long Distance Carrier: <input type="checkbox"/> ACS <input type="checkbox"/> GCI <input type="checkbox"/> AT&T <input type="checkbox"/> No Carrier			
Additional Information (if needed):			
Requestor's Name:			
ACS Use Only:	Install Work Order:	Install Due Date:	
	Disconnect Work Order:	Disconnect Due Date:	