

BRIDEWORLD  
(800) 600-7080

If you require electricity services for this event, please call the LACC at 213-741-1151. If you plan to distribute any edible items, please call the county Health Dept. for a permit, at 888-700-9995.  
**Freeway offramp closure at 110 fwy exit Olympic Bl.**

BRIDEWORLD expo

SAT-SUN, JANUARY 14-15, 2012

L.A. Convention Center (West Wing Concourse)  
(GPS) 1200 L.A. Live Way  
Los Angeles CA 90015  
Pico Blvd & L.A. Live Way  
(213) 741-1151

**Move In Times:** Fri 5p-9p; Sat 7a-10a; Su 9-10a

**Loading Area:** Pico & L.A. Live; Ramp to 2nd

**Parking:** \$12 parking structure.

**Expo Hours:** 10am-4pm

**Fashion Show:** 12 noon and 2 pm.

Post your company message & special offers online at [Facebook.com/BrideWorld](http://Facebook.com/BrideWorld)

Print driving directions, freeway map, and event floor plan at [www.brideworld.com/events.mv](http://www.brideworld.com/events.mv)

**Before Your Arrival:**

Exhibit spaces, tables, and chairs will be ready during the move-in hours designated above. Please read this entire form, review related materials, and print the driving directions from [BrideWorld.com](http://BrideWorld.com). There may NOT be anyone to telephone for directions or assistance on the day of the event.

**Moving In:**

Staff members with hand truck will offer loading assistance until 9:30 a.m. Exhibitors will be assisted on a first-come first-serve basis. Be patient if you encounter a short line. You may save time by carrying in or moving in your own property. Upon moving property to your space, immediately return to move your vehicle. **DO NOT LEAVE YOUR VEHICLE PARKED IN A LOADING AREA WHILE SETTING UP YOUR EXHIBIT!** Others will arrive behind you and be waiting to unload.

**Moving Out:**

Upon completion of the event, **PACK ALL YOUR PROPERTY** prior to moving. This will ensure the security of your property and the efficient use of carts and loading areas. Staff members with hand trucks will assist moving your property to the loading area. To avoid hazardous congestion, and comply with insurance regulations, **YOUR VEHICLE MAY NOT BE ALLOWED IN A LOADING AREA** until ALL of your property is packed and being moved or has already been moved to the loading area.

**Protocol:**

You are assigned to a designated exhibit area with strict boundaries. **YOU WILL NOT BE ALLOWED TO SOLICIT OR SET PROPERTY INTO THE AISLES.** All displays and property must be professionally and tastefully finished for the mutual benefit of adjoining and rear booths. ALL property must be fireproof or flame retardant. Your music, noise, and announcements must be kept at a volume level convenient for adjoining exhibits. Because visibility is a high priority for all participants, you **MUST** place property over 4' tall within the rear 3' feet of your space. Expo staff are available to assist with moving larger items that block the visibility of adjoining exhibits. The event manager reserves the right to remove property or exhibitors for non-compliance.

**Answers to Most Frequently Asked Questions:**

**ELECTRICITY:** The use of electricity is an optional service item. Each exhibit requiring electricity must be wired individually to meet state fire code, local safety codes, insurance requirements, and avoid circuit overloading. Order prior to expo to avoid expo-day processing surcharge.

**MAILING LISTS:** A compiled list of all registered brides is an optional service item. Data is delivered via email. Phone numbers are NOT included but email and mailing addresses are. Order prior to expo to avoid surcharge.

**TABLES:** Each exhibit includes 1 table (covered & skirted). A standard size exhibit includes an 8'x30" table. Smaller exhibits include a smaller table. Your table may be 6 or 8 feet long; and 18, 24 or 30 inches wide. Confirm or change table sizes (at no charge) up to three days prior to the expo. A 2nd or additional table is an optional service item (fee applies). Tables are limited.

**SIGNAGE:** You are responsible for all signage within your exhibit space.

**DECORATION:** BrideWorld uses ivory curtains and white table covers to create a blank canvas for your space. Decorate with your colors to impress.

**DONATED PRIZES (optional):** Your prize becomes a live commercial presented on stage and given away to a bride or guest, at one of the fashion shows. Deliver your prizes (2 per event day please) to Registration by 11 am with a simple short sales message typed and firmly attached. No coupons.

**MEALS & BEVERAGES:** Limited concessions are usually sold through the facility. Water will always be available. You may bring in outside food for your personal consumption (some restrictions apply). Please be courteous to those exhibitors offering food products intended solely for brides and grooms.

**LITERATURE:** While you may talk face-to-face with a few hundred brides in one day, you may also find that moms, grooms, family members, and visiting wedding professionals wish to pick up materials. Plan accordingly.

**EXPO PASSES:** You may save your bridal clients the admission fee by distributing FREE Expo Passes prior to the event. Please call for passes.

**EXHIBITOR BADGES:** Badges and passes are NOT required for you or your staff to be admitted. A simple hand stamp is used upon entering.

**BRIDEWORLD.com**

Review your company listing (for accuracy), other exhibitors, activities, floor plan, roadway map, and driving directions.

**BrideWorld is committed to providing you with the most productive selling atmosphere possible. YOU MUST REPORT PROBLEMS IMMEDIATELY!**

# Expo Hours and Freeway Driving Directions

(Each loading area has unique hours. Please see Loading Area directions online or attached)

Please retain this form for reference during term of expo.

**Parking will cost approximately \$12 per day (subject to change).**

## LOAD IN:

Fri. 5 pm – 9 pm.  
Sat. 7 am – 10 am.  
Sun. 9 am – 10 am.

## EXPO HOURS:

Sat: 10 am – 4 pm  
Sun: 10 am – 4 pm

## LOAD OUT:

Sat. 4 pm – 4:30 pm  
Sun. 4 pm – 6 pm

## FASHION SHOWS:

12 noon, 2:00 pm



## WEST WING & CONCOURSE HALL

Los Angeles Convention Ctr 213-741-1151  
1201 S Figueroa St Los Angeles, CA 90015

## GPS Address to loading/parking entrances:

1200 L.A. Live Way, Los Angeles CA 90015

The Expo is located in Concourse Hall on Level 2 of West Wing of the LA Convention Center.

This is the building closest to Staples Center, and approximately 1 block from the 10 freeway and 110 freeway intersection.

**The 110 Freeway is currently experiencing on-ramp and off-ramp closures near Convention Center, at Olympic Blvd.**

## From West Los Angeles and Santa Monica:

- Travel eastbound on the 10 Fwy toward Downtown L.A.
- Transition to northbound 110 Fwy toward Pasadena
- Exit onto 9th Street (one way)
- Pass Figueroa and Turn right onto Flower St.
- Continue two blocks and turn right onto 11th St.
- Continue two blocks, passing the Staples Center (on your left).
- Continue to L.A. Live Way (the next street) and turn left.
- Continue past parking entrance toward Pico Boulevard.
- The loading area Drive-Up ramp is on your left just before the corner at Pico.
- Drive up the ramp. Make a right U-turn. See [Loading Area Directions](#) next page.

## From San Fernando Valley, Santa Clarita, or Ventura:

### (Temporary Directions for Closure of Olympic Blvd. Off-Ramp)

- Travel on the 5 Fwy or 101 Fwy toward Los Angeles.
- Transition to the 110 Fwy South.
- Exit at 8<sup>th</sup> & 9<sup>th</sup> Street Exit (before Olympic Blvd.) and stay left to merge onto 9th.
- Continue on 9<sup>th</sup> St. about four blocks (past Figueroa), turn right onto Flower Street.
- Continue on Flower about four blocks, Turn right onto Pico Blvd.
- Continue one block past Figueroa and turn right onto L.A. Live Way.
- The loading area Drive-Up ramp is immediately on right about 50' from the corner.
- Drive up the ramp. Make a right U-turn. See [Loading Area Directions](#) next page.

## From the Pasadena and Monrovia area:

### (Temporary Directions for Closure of Olympic Blvd. Off-Ramp)

- Travel southbound on the 110 Fwy toward Los Angeles.
- Transition to the 110 Fwy South.
- Exit at 8<sup>th</sup> & 9<sup>th</sup> Street Exit (before Olympic Blvd.) and stay left to merge onto 9th.
- Continue on 9<sup>th</sup> St. about four blocks (past Figueroa), turn right onto Flower Street.
- Continue on Flower about four blocks, Turn right onto Pico Blvd.
- Continue one block past Figueroa and turn right onto L.A. Live Way.
- The loading area Drive-Up ramp is immediately on right about 50' from the corner.
- Drive up the ramp. Make a right U-turn. See [Loading Area Directions](#) next page.

## From the L.A. Harbor or San Pedro area:

- Travel northbound on the 110 Fwy toward Los Angeles
- Watch for the Pico Blvd and use transition to the 10 Fwy West.
- While on the transition road, exit at Pico Blvd.
- The off-ramp becomes L.A. Live Way. Continue straight to Pico Blvd.
- Watch for the Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. Make a right U-turn. See [Loading Area Directions](#) next page.

## From Long Beach & Orange Co (Northbound 405):

- Travel northbound on the 405 freeway toward Santa Monica.
- Travel northbound on the 110 Fwy toward Los Angeles.
- Watch for Pico Blvd. Use the transition to the 10 Fwy West.
- While on the transition road, exit at Pico Blvd.
- The off-ramp becomes L.A. Live Way. Continue straight to Pico Blvd.
- Watch for the Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. Make a right U-turn. [Loading Directions](#) next page.

## From Greater San Gabriel Valley & Inland Empire:

- Travel westbound on the 10 Fwy toward Los Angeles.
- DO NOT exist when you see the first sign for "Convention Center"
- Instead, watch for the 110 Northbound transition and Pico Blvd Exit.
- Exit at Pico, before you reach the 110 Fwy.
- The off-ramp merges into L.A. Live Way. Continue straight to Pico Blvd.
- Watch for the Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. Make a right U-turn. [Loading Directions](#) next page.

## From Orange Co. & San Diego Co. (5 Fwy):

- Travel northbound on the I-5 toward Los Angeles
- Transition to the westbound 10 Fwy toward Santa Monica
- DO NOT exist when you see the first sign for "Convention Center"
- Instead, watch for the 110 Northbound transition and Pico Blvd Exit.
- Exit at Pico, before you reach the 110 Fwy.
- The off-ramp merges into L.A. Live Way. Continue straight to Pico Blvd.
- Watch for the concrete Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. Make a right U-turn. [Loading Directions](#) next page.

# 1 LOADING DECK UPPER-LEVEL (recommended):

**HOURS: Friday 5pm-9pm; Saturday 7am-10am.**

**Saturday 4pm-5pm. Sunday 9am-10am. Sunday 4pm-6pm.**

Proceed to the northeast corner of Pico and L.A. Live Way. Drive up the ramp [U]. From the top of the ramp, make a right U-turn. Make first left turn. There is a gate and access with concrete planters to drive through. Continue along building at left. Look for the loading doors far ahead at end [1].

Exhibitor parking is one level below. Return to ramp area. Use the down ramp [D] directly forward from up ramp. At the bottom of the down ramp turn left. Make another quick left at the first street (12th street) into the parking structure [P2]. Parking Fee applies.

## L.A. CONVENTION CENTER

### West Wing & Concourse Hall

3 SPECIFIC LOADING AREAS & HOURS.

GPS Address: 1200 L.A. Live Way, LA 90015

(Freeway Driving Directions online or attached)

All-Day Parking Fee Charged by City of Los Angeles

### Oversized Vehicles:

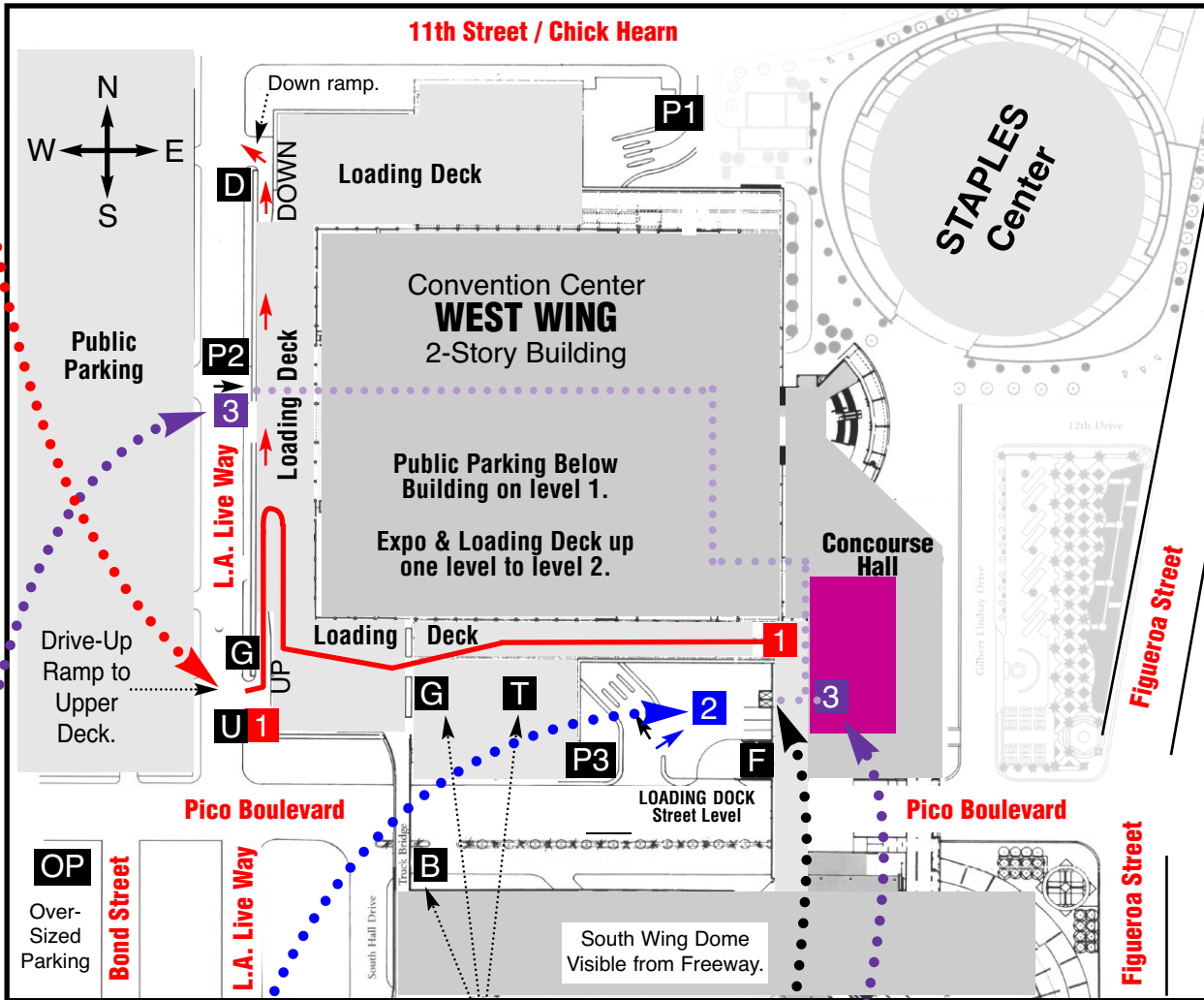
You must use Street Level Loading Dock [2] or upper level loading area [U]. Temporary oversized parking at [T]. See Security Staff for Oversized Parking Lot pass [OP], near Pico & L.A. Live Way. Enter Bond St.

### LATE Deliveries:

If arriving after regular loading hours or if loading ramps are locked, go to the parking entrance [P2, P3] and talk to parking attendant (You will have to pay the parking fee to use the loading elevators, even if you are not parking). You can also try ramp and bridge [B] from South Wing ramp, to gain access to secondary loading areas. Gate G may be closed. This gate will not be reopened after 10am.

### Surface Streets:

Signage along streets will direct you to the Convention Ctr. Look for West Wing or Staples Center. Many streets travel in a one-way direction. If you miss a turn, you may have to drive around the block. Please avoid surface streets, by following directions from [www.BrideWorld.com](http://www.BrideWorld.com).



# 2 LOADING DOCK STREET-LEVEL:

**HOURS: Friday 5pm-9pm; Saturday 7am-10am.**

**Saturday 4pm-5pm. Sunday 9am-10am. Sunday 4pm-6pm.**

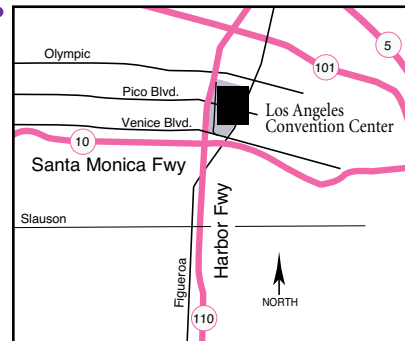
Proceed to the Pico entrance between Figueroa and L.A. Live Way. Loading dock entrance is on street level adjacent parking structure entrance [P3]. Look for the freight elevators [F]. Expo and exhibitor assistance is one level up. Freight elevators are manually operated. You must close doors by hand. Please close doors after each use.

Exhibitor day parking on ground level. Enter into the parking structure "P1, P2, or P3".

# 3 PARKING-STRUCTURE - LEVEL 1 (BELOW EXPO) LOADING. See details on next page.

**Unique Hours: Saturday 7am-10am; Sunday 9am-10am; Sun. 4pm-6pm.**

Proceed to parking structure entrance [P1, P2, or P3]. There are 3 entrances. If other events are in progress there may be a line at entrances. Please arrive early and try another entrance if a line exists. Ask Parking Attendant to point out Freight Elevators below Concourse Hall. Park nearest Freight Elevators [F]. Load your items from your car to Freight Elevators. Remain parked for remainder of day. Parking fee applies.



## Courtesy Please...

If your car is in a loading area, please move your car immediately after you've unloaded and moved your property into your space (and before you take time to decorate or set-up your space). There is a short-term parking area nearby.

# EXHIBITOR

BrideWorld  
EXPO  
West Wing  
Concourse

## Recommended Level 1 Parking & Loading

**Park & Load (SAVE TIME): Saturday A.M. & Sunday P.M.**

We strongly recommend that you load in and set up on Friday evening between 5:00 p.m. and 8:30 p.m. If however, you decide to load in on Saturday morning, and you have a normal-sized vehicle, use the West Hall parking structure and the Recommended Parking area to both load-in and park. When entering the WEST WING Parking Structure (behind Staples Center) Saturday and Sunday morning, place this flyer in your windshield. Ask to be directed to the freight elevators for Concourse Hall. There are no signs to assist you. Park in a parking stall close to the freight elevators and leave your car parked for the entire day. There will be a charge for parking and it is collected upon entering.

Once you've identified the freight elevator area, walk through the gated opening in the chain-link fencing separating the parking from the loading dock and ride the elevator up one level to the exhibit hall. You may first retrieve a BrideWorld push-cart or directly carry your items onto the freight elevator. The Expo is up one level (Exhibits are on Level 2 and the Fashion Area is on level 3). Upon exiting the freight elevator on level two, the expo entrance is straight ahead through roll-up doors.

At the conclusion of the expo on Sunday afternoon, if you park in the same area, you can use the same elevators to move your items directly to your car without moving your car or waiting in line at the loading dock or upper loading deck.

Security personnel will be monitoring the loading areas and exhibit area for safety. The security staff will lock the exhibit hall overnight on Saturday and you may leave items overnight on Saturday for a easier Sunday set up.

**IMPORTANT NOTE:** *On Saturday morning the West Hall parking area may begin to fill up with attendees from adjoining expos. BrideWorld suggests that you arrive early (before 8:30 am Saturday) if you wish to find ample parking.*

Oversized vehicles loading in on Saturday morning must use the upper-level loading deck or lower-level Loading Dock (on Pico Blvd). On Saturday morning there may be a line of vehicles waiting to be admitted to loading areas. Arrive early.

For regular-height vehicles the parking structure parking is the nearest possible parking and the most convenient loading area. The normal parking fee will apply for parking in the Recommended Exhibit parking area, but you will save valuable time and avoid lines at the loading dock. There is no fee to use the Upper-Level Loading Deck or Loading Dock.

