

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 entrance:

1250 Cherry Ave 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 arena. 1 block from the 10 Fwy and 110 Fwy intersection.

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 Cherry Street (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. See [Loading Area Directions](#) on reverse.

From San Fernando Valley, Santa Clarita, or Ventura:

- Travel on the 5 Fwy or 101 Fwy toward Los Angeles.
- Transition to the 110 Fwy South.
- Exit at Olympic Blvd. and turn left onto Blaine.
- Turn left at next intersection onto 11th Street.
- Turn right at next intersection onto Cherry Street.
- Continue past the 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. See [Loading Area Directions](#) on reverse.

From the Pasadena and Monrovia area:

- Travel southbound on the 110 Fwy toward Los Angeles.
- Exit at Olympic Blvd. and turn left onto Blaine.
- Turn left at next intersection onto 11th Street.
- Turn right at next intersection onto Cherry Street.
- Continue past the 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. See [Loading Area Directions](#) on reverse.

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 Cherry Ave. Continue straight to Pico Blvd.
- Watch for the Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. See [Loading Area Directions](#) on reverse.

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 Cherry Ave. Continue straight to Pico Blvd.
- Watch for the Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. See [Loading Area Directions](#) on reverse.

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 Cherry Ave. Continue on Cherry to Pico Blvd.
- Watch for the Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. See [Loading Area Directions](#) on reverse.

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 Cherry Ave. Continue on Cherry to Pico Blvd.
- Watch for the concrete Drive-Up ramp on your right just past Pico Blvd.
- Drive up the ramp. See [Loading Area Directions](#) on reverse.

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 Cherry Streets. 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

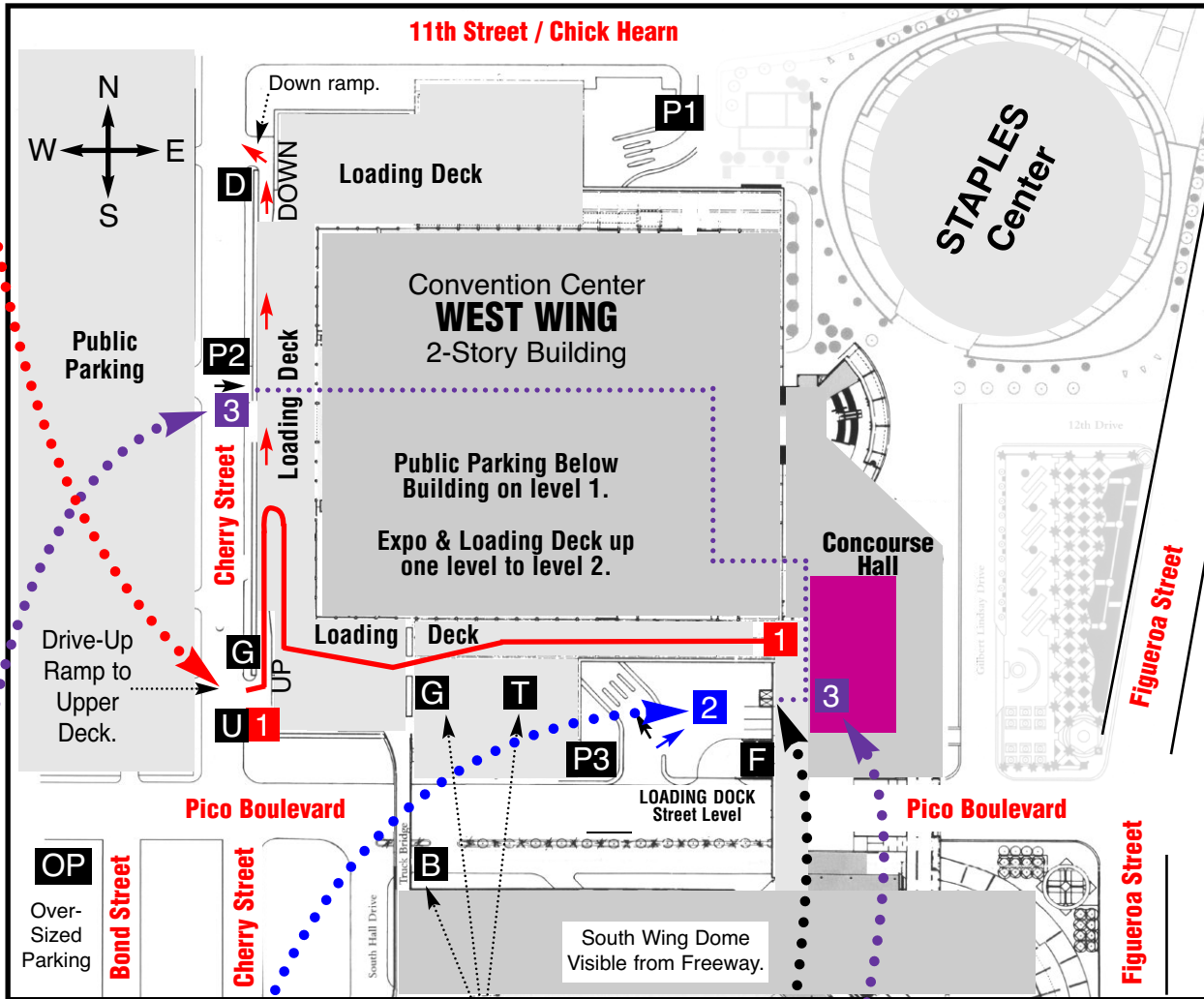
West Wing & Concourse Hall

3 SPECIFIC LOADING AREAS & HOURS.

GPS Address: 1250 Cherry St 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 & Cherry. 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.

2 LOADING DOCK STREET-LEVEL:

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

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

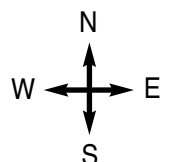
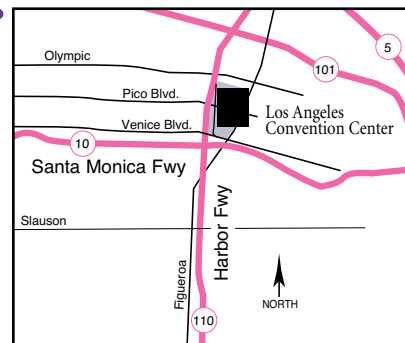
Proceed to the Pico entrance between Figueroa and Cherry Streets. Loading dock entrance is on street level adjacent parking structure entrance [P3]. Look for the freight elevators [F]. Expo and exhibitor assistance is one level up. Freight elevators are manually operated. You must close doors by hand. 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:

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.

[B] Bridge to South Wing
[G] Gates that lock.
[T] Temporary Parking

Freight Elevators

EXHIBITOR

BrideWorld
EXPO
West Wing
Concourse

Recommended Parking/Loading Area

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 found the freight elevator area, walk through the gated opening in the chain-link separating the parking from the loading dock and either ride the elevator up one level to the exhibit hall to retrieve a BrideWorld push-cart or carry your items directly to 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 loading entrance is straight ahead through the 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. You will be charged to use the parking structure for loading and/or parking.

