



Thank you for exhibiting at Franchise Expo West at the Los Angeles Convention Center on September 5 & 6, 2025. We strive to make your experience at our event a positive one, so this document has been compiled as a guide for our exhibitors. We have done our best to cover key information you may need without overloading you with details, but this is not meant to be an exhaustive reference. Should anything be unclear or if you have additional questions, please do not hesitate to contact Murphy Connolly at [murphy.connolly@comexposium.com](mailto:murphy.connolly@comexposium.com), or by phone at 631-335-5696.

### **Show Schedule**

Exhibitor Move-In: Thursday, September 4, 2025 10:00am – 5:00pm

Show Hours: Friday, September 5 & Saturday, September 6, 2025 10:00am – 4:00pm

*\*Exhibitors will be permitted on the show floor up to one hour prior to the show open and one hour past show close.*

Exhibitor Move-Out: Saturday, September 6, 2025 4:00pm – 8:00pm

### **Venue Address**

Los Angeles Convention Center  
1201 South Figueroa Street, Hall J  
Los Angeles, California 90015

### **Hotel Partners**

JW Marriott Hotel Los Angeles at LA LIVE  
900 West Olympic Blvd, Los Angeles, CA 90015

[Franchise Expo West Booking Link](#)

Cut-off date: August 14<sup>th</sup>, 2025

AC Hotel Downtown Los Angeles  
1260 South Figueroa St, Los Angeles, CA 90015

[Franchise Expo West Booking Link](#)

Cut-off date: August 4<sup>th</sup>, 2025

*\*PLEASE NOTE: The above are the only hotels we have partnered with for this event. We do NOT work with any third-party hotel brokers, if you are contacted by a broker representing themselves as our partner, do not use their services to complete your booking and let us know right away.*



## **Our Partner Vendors**

### **Arata Expositions**

As our official general show contractor for this event, Arata will be offering rentals and services for show exhibitors including but not limited to carpeting, booth furniture, graphics printing, labor, material handling, etc.

Orders submitted before **August 15<sup>th</sup>, 2025** will benefit from advanced pricing, typically around 30-40% lower than prices for orders placed after this date or on show site. Prices quoted in this document reflect the advanced rates.

Orders must be placed on Arata's [online ordering platform](#). Credentials for this platform are sent from Arata to the primary contact as listed on each exhibitors contract for this event in an email from Partick Thurston ([pthurston@arataexpo.com](mailto:pthurston@arataexpo.com)) with the subject line "Franchise Expo West 2025 – Online Exhibitor Service Kit" (this email will sometimes go to spam or junk, so double check those folders if you are not seeing it in your inbox). If you have checked those folders and have not received your credentials, you can reach out to Patrick from Arata to have them sent.

### **Edlen Event Services**

Edlen is our electrical and plumbing provider for the event. Electrical does **NOT** come standard with your booth space. Edlen's services can be [ordered online](#). Unlike Arata's system, you can sign up for the Edlen platform without an invitation being emailed. Once logged in, search for "Franchise Expo West 2025" to place an order for our event. Edlen offers preferred pricing on orders placed before **August 15<sup>th</sup> 2025**.

### **Boldyn**

Boldyn is the Los Angeles Convention Center's official internet provider. While free wi-fi is available in common areas and meeting rooms in the Convention Center, you may need a stronger, more reliable connection for the duration of the event. More information on Boldyn services can be found [here](#).

### **Cvent**

Cvent is our registration company for the event, managing registration for all exhibitors and attendees. You can use [this link](#) to register yourself and your staff for your exhibitor badges. If you are not registered with the exhibitor badge type, you will not be able to take advantage of all the benefits of being an exhibitor.

In addition to badging, Cvent also offers their LeadCapture product as a tool to manage the leads you collect at our event. More information on the LeadCapture system can be reviewed [here](#).

### **Haulistic**

As our preferred shipper for the event, Haulistic will be on-site at the event to assist with both inbound and outbound shipments for our exhibitors. For more information, please complete [this form](#) and submit to [LEX@shiphaulistic.com](mailto:LEX@shiphaulistic.com).



### **Booth Furniture & Equipment**

All standard booths will come equipped with:

- 8' high draped back wall and 3' high side rail dividers made from flameproof fabric suspended from aluminum framework
- (1) 7" x 44" booth identification sign including exhibiting company name and booth number

Exhibitors in our Emerging Franchisor Pavilion and Business Resource Center have a furniture package included with their participation in addition to the above:

#### **Business Resource Center**

- (1) 6'w x 30" h skirted table
- (2) chairs
- (1) Wastebasket
- Booth carpet

#### **Emerging Pavilion**

- (1) 4'w x 30" h skirted table
- (1) chair
- (1) Wastebasket
- Booth carpet

*If you are unsure if a furniture package is included with your participation, please do not hesitate to reach out to your sales representative or [murphy.connolly@comexposium.com](mailto:murphy.connolly@comexposium.com) to confirm.*

Additional furniture and equipment are available for rent from Arata, including chairs starting at \$160 each, tables starting at \$244 each, and booth carpeting starting at \$3.60 per square foot. Furniture ordered from Arata will be waiting for you in your booth space on set-up day.

*PLEASE NOTE: Flooring is required for **ALL** exhibit space. If carpet or other floor covering is not set in your booth by **5:00pm on Thursday, September 4**, carpet will be added to your order at the standard rate and installed before the show opening.*

### **Shipments**

You can also ship equipment and materials for the event. There are a few options for shipments to the show:

#### **Advance Warehouse**

Arata offers an advance warehouse to receive and hold exhibitor materials up to 30 days prior to the show. Materials will be delivered to your booth space ahead of your arrival for booth set up. Shipments must be delivered no later than **3pm on Friday August 22<sup>nd</sup>** to avoid late fees. These shipments must be labeled with Arata's [advance shipment labels](#) to ensure they are properly stored and delivered.



### **Direct-to-Venue**

Shipments can also be sent directly to the venue. Direct shipments MUST arrive on **Thursday, September 4<sup>th</sup>** and be labeled with the [direct shipping labels](#).

*PLEASE NOTE: material handling fees will apply for both advance warehouse and direct-to-venue shipments, starting at a rate of \$2.63 per pound.*

More details on inbound freight procedures can be reviewed [here](#).

### **Hand Carry**

For smaller materials, you have the option to hand carry your items into the hall. Exhibitors can park their Personally Operated Vehicles (POVs) in the Los Angeles Convention Center's General Parking and enter through the pedestrian entrances / lobby doors. Two-wheel carts and dollies are permitted to assist with hand carry items. The South Hall Garage will be closest to our event hall.

### **Vehicles**

Should you wish to display a vehicle at the event, please take time to review all details of the [spotting policy](#). Spotting fees start at \$495.

### **Food Sampling**

If you wish to offer samples of your food or beverage products, please be sure to complete the following at least 30 days prior to the event:

- [Levy Sampling Form](#)
- COI (per the example [here](#))
- [LA Health Department TFF Form](#)

*PLEASE NOTE: There is a \$59.00 fee associated with distributing samples per the local health department. That fee will be collected by show management. If not paid, you will not be permitted to distribute samples at this event.*

### **Move out**

Show breakdown and move-out hours will be from **4pm to 8pm on Saturday, September 6** once the show closes. Breaking down prior to 4pm can create safety risks for those on the show floor and is therefore strictly prohibited. Exhibitors breaking down prior to this time will be subject to penalty fees.

All outbound freight carriers must check in at least one hour prior to the end of exhibitor move-out (which means they need to check in by 7pm for this event). If your carrier fails to pick up or accept your shipment by this deadline, your freight will be shipped by our official show carrier as all materials must be off the show floor on Saturday night.

More information on outbound freight procedures can be reviewed [here](#).



## **Other Information**

### **California Registration**

Franchisors: California law requires all franchisors to register their Franchise Disclosure Document (FDD) with the California Department of Financial Protection and Innovation (DFPI) before offering or selling franchises, which includes exhibiting at Franchise Expo West. All FDDs must be registered, or existing registrations must be renewed, by **July 25<sup>th</sup> 2025**.

All filings must be submitted to the [Franchise and Securities Electronic Submissions \(FRANSES\)](#) system by the deadline to be considered complete.

Once completed, please provide your Franchisor Org-ID (unique identifier assigned by FRANSES) and a copy off your Franchisor Registration Order (available for download from your FRANSES account) to Murphy at [murphy.connolly@comexposium.com](mailto:murphy.connolly@comexposium.com) to verify your compliance with California law.

More information on filing your franchise application can be found [here](#).

### **Exhibitor E-Zone**

Your exhibitor profile that appears on our Franchise Expo West website is edited via your [exhibitor e-zone](#). Here you can upload information, brochures, press releases, and any relevant information regarding your business that potential attendees to the show might need as they plan their visit to Franchise Expo West. You can also take advantage of some complimentary promotional tools with this space.

*PLEASE NOTE: Cvent has a similar space to this one that can sometimes cause confusion. The exhibitor profile offered by Cvent does not integrate with our website as seamlessly as we would like, so we instead use the e-zone linked above. Unfortunately, Cvent's portal is a bit "all-or-nothing", so there is no way we can disable the exhibitor profile offered but still offer their LeadCapture system.*

### **Promotions**

Showing up is half the battle! If you would like an added boost in exposure, we offer an array of paid additional marketing. Have a look at our options [here](#), or reach out to your sales representative to work on a comprehensive plan to maximize the eyes on your brand.

### **Unauthorized Solicitations**

Unfortunately, each year fraudulent companies present themselves as partners or affiliates of our show targeting exhibitors and attendees of our event with exclusive hotel rates, attendee lists including contact information, and other enticing offers. Please note that outside of our official partner vendor list, we do not have any relationships in place with brokers or firms that would be able to make these types of offers. We thank you in advance for forwarding any suspicious contacts to a member of our team so we can either verify our official affiliation or pursue necessary legal action.



### **Important Deadlines Summary**

California Franchisor Registrations: July 25<sup>th</sup>, 2025

Arata Advance Warehouse Opens for deliveries: August 4<sup>th</sup>, 2025

Food Sampling Forms (LEVY Sampling Form, COI, & TFF Application): August 6<sup>th</sup>, 2025

Cvent LeadCapture Device Rental Early Bird Pricing: August 7<sup>th</sup>, 2025

Arata Advanced Order Rate: August 15<sup>th</sup>, 2025

Edlen Electrical Preferred Pricing: August 15<sup>th</sup>, 2025

Cvent LeadCapture Device Rental Standard Pricing: August 21<sup>st</sup>, 2025

Arata Advance Warehouse Closes for deliveries: August 22<sup>nd</sup>, 2025