



2011 Cathedral City Classic Vendors Information

Hello 2011 Cathedral City Classic Sponsors,

Thank you for your involvement in the 2011 Cathedral City Classic. It is my hope that you will have a great experience and gain a tremendous amount of exposure for your company and products. And I'm sure you'll see a few great softball games too! As always, there is much preparation that goes into putting on an event of this size and I hope the information to follow will help in your preparation as well:

Credentials:

Provided with your sponsorship will be credentials that need to be worn at all times. These credentials allow for easy entry and re-entry into the facility. They also make it possible for our staff and Big League Dreams to be aware of who you are and who you represent. Those credentials will be available for pick up at the front ticket booth starting on Thursday, February 24th.

Set up times:

So that we do not block the front gate traffic or the walkways, it will be important to have your booth area and product set up prior to the first games starting. We would like vendors to set up on Thursday or Friday, prior to the first game starting at 10am. There is a large gate at the main entrance. However, we will not be able to have any cars driving inside the facility once the main gates open. I will have a flat bed golf cart at my disposal to help with any transporting needs you may have, so feel free to call me when you get on-site.

Directions:

From the intersection of I-10 and SR-111 (Palms Springs Exit), continue on east on the 10 fwy and exit on DATE PALM Drive (Cathedral City). Make a Right and head south on Date Palm Drive approx 3 and ½ miles to Dave Kelley Drive. Turn Left onto Dave Kelley Drive and you will see Big League Dreams Complex and Cathedral City High School. The major cross streets are Date Palm Drive and Dinah Shore Drive. www.bigleaguedreams.com

Parking:

There are no reserved vendor parking spaces on site, so you will need to plan accordingly. Parking is available on Dave Kelley Drive and in the Cathedral City High School Parking Lot over the weekend. There are parking shuttles available throughout the day to transport you to and from your vehicle. I would suggest either driving into the venue through the back gate before 9am for set-up or dropping your equipment at the front gate and then parking your vehicle. Remember: This will have to be done prior to the first game starting at 10:00AM as the front parking lot will become a pay parking.

Booth set up:

Each booth will be provided with 2 tables and 4 chairs. There are no tents or drapery provided, but you may bring your own awnings or pop up tents. These may be especially helpful this year because all vendors will be outside along the walkways. All display signage is the responsibility of the vendor. Your booth areas are predetermined by sponsorship levels and will be clearly marked with your company name on the tables. There will not be electricity provided unless you request that ahead of time or bring your own extension cords.

Booth Security:

PLEASE NOTE: Your booth will not be secured during the day. Please make sure to staff your booth area or pick up any valuables when you leave. We will have a security guard on staff from 11:00PM to 6:00AM Thursday-Saturday. However, I highly recommend that you pack up your booth each night and either put the belongings under your tables or in the covered pavilion area. This pavilion area houses the Umpires and Training Room, and sits at the back of the complex, thus will be more secure at night. Big League Dreams is not responsible for any lost or stolen property. If you need an area to demo products, please let me know. Demo area will be tight this year due to our set up on the main walkways, so I must plan accordingly.

Delivery:

If you need to mail product or banners to Big League Dreams you can mail them to Big League Dreams – Cathedral City, 33-700 Date Palm Drive, Cathedral City, CA 92234. There is no shipping agent on site, so please arrange all shipping needs you may have before the tournament begins. Please call Pat Queenen at (760) 324-5600 ext 215 for any specific questions you may have about the facility or shipping. Pat is not in charge of the tournament and will not be able to answer any specific question in regards to the event but he does run the facility. Please forward any and all questions to Heather Smith.

I look forward to working with you again this year. I will be on-site and available to you all weekend, so please feel free to contact me.

Heather Smith
OSU Director of Operations.
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