



## New Exhibitor Parking Gate and Entry Process

In our continued effort to provide exceptional customer service and improve parking services for both exhibitors and guests we will be implementing a new exhibitor parking process as of January 1<sup>st</sup>, 2015.

### New Exhibitor Parking Gate

A new parking booth and gate arms have been installed for exhibitor access to our back of house parking lot (Lot #1 and Lot #13), located between Olympic Way and 3<sup>rd</sup> Street on 14<sup>th</sup> Avenue S.E.

#### 3A STREET EXHIBITORS GATE



### New Exhibitor Entry Process

- When possible, exhibitor parking passes will be available for pickup at this location - please confirm with your event coordinator prior to your move in
- Exhibitors trying to enter park through the south gate will be redirected via Macleod Trail to the new exhibitor parking gate. There is signage at south side directing exhibitors to access the park via MacLeod and 12AVE
- Exhibitors trying to enter park through the north gate will be directed to the new exhibitor parking gate, entering from 13 AVE (turning at the church)
- New exhibitor entry signage has been installed at both the south and north gates
- Exhibitor parking passes will only be programmed to operate at the new exhibitor parking gate

### Goals of the New Exhibitor Parking Gate and Entry Process

- Increase speed of exhibitor entry – not having to wait in public entry lines at the main gates
- Increase speed of public entry – taking exhibitors out of the main gate line ups
- Increase available public parking – by only programming exhibitor parking passes to allow access at the new exhibitor parking gate (13 AVE and 3<sup>rd</sup> St) exhibitors will not have access to drive through park and park in front of house parking stalls

### Show Management Parking Passes

- Your show management complimentary parking passes will continue to be programmed to work at all park gates to ensure you have unlimited access to park during your event
- Please ensure you and your staff are proceeding to our back of house lot (Lot #1) for parking
- If you will be providing any of your allotted complimentary parking passes (or ordering additional) for contracts or suppliers please notify your event coordinator as these parking passes will be programmed for the new exhibitor parking gate access only

### Next Steps

- Exhibitors will be provided with an email directly from our parking office with the above information, including map, when placing an exhibitor parking pass order
- We would ask you to update any material where you reference exhibitor parking with this new process
- Please feel free to forward this update directly to your exhibitors to help with implementing the new system and the transition period
- The new exhibitor parking gate and entry process will be in effect as of January 1, 2015

Thank you for your continued support as we make improvements to provide exceptional customer service to all our guests. If you have any additional questions on the new exhibitor parking gate or entry process please contact your event coordinator for further assistance.