



Exhibitor Kit

Greensboro Coliseum Complex



March 26-28, 2021

Welcome to the Greensboro Ideal Home Show
Thank you for exhibiting with us!

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Greensboro Ideal Home Show.

SHOW MANAGEMENT

The Greensboro Ideal Home Show is produced and managed by:

Marketplace Events

31105 Bainbridge Road, Suite 3

Solon, OH 44319

Bruce Evans, Show Manager

P: (612) 209-4593

bruce@beddheadmedia.com

Dan DeJaeger, Show Manager

P: (651) 373-6884

dan@beddheadmedia.com

www.marketplaceevents.com

SHOW FACILITY

The Greensboro Ideal Home Show is held at the:

Greensboro Coliseum Complex

1921 W. Gate City Blvd.

Greensboro, NC 27403

greensborocoliseum.com

Mike Suave, Event Manager

P: 336-373-7400

Mike.Sauve@greensboro-nc.gov

UTILITIES

Plumbing, Compressed Air, Natural Gas, Telephone & Internet

Parking: Greensboro Coliseum Complex | 336-373-7400

Phone/Internet: Greensboro Coliseum Complex | 336.373.7457

Water/Drain: Greensboro Coliseum Complex | 336.373.7457

QUESTIONS?

Contact either Show Manager (Bruce or Dan) – contact info above.

MOVE-IN | MOVE-OUT DAYS AND HOURS

ALL ACCOUNTS MUST BE PAID IN FULL BEFORE YOU MOVE-IN.

For safety reasons, no one under the age of 16 is permitted in the halls during move-in/out.

Scheduled Move-In Dates/Time

Tuesday, March 23, 2021	12pm-7pm	
Wednesday, March 24, 2021	8am-7pm	
Thursday, March 25, 2021	8am-8pm	All vehicles must be off show floor by 5pm on Thursday.

Exhibitors requiring forklift or drayage service should make arrangements with the Show Decorator prior to move in. Call Hollins Exposition Services at 336-315-5225 for verification of the rate for your particular need or any other questions.

Floors throughout the building are concrete and therefore, weight load is unlimited. Floors must be protected from scars, paint or traction damage. Exhibitors will be charged for damages to the floor.

YOU MUST BE COMPLETELY SET UP BY 8:00PM ON THURSDAY. NO SETUP IS PERMITTED ON FRIDAY.

General Move-Out Dates/Time

Sunday	March 28, 2021	5:01pm - 11:00pm
Monday	March 29, 2021	8:00am - Noon

*****ALL Exhibitors in West Wing A (hall with the columns) must be out Sunday night.*****

YOU MAY BEGIN BREAKING DOWN YOUR BOOTH IMMEDIATELY FOLLOWING THE CLOSE OF THE SHOW; HOWEVER, DRIVE-ON ACCESS WILL NOT BE PERMITTED UNTIL ALL CARPET HAS BEEN ROLLED UP.

You may use your own carts, hand trucks, dollies, etc.



Dismantling your booth prior to show close at 5:00pm on Sunday is prohibited.
Your cooperation is appreciated.

SHOW HOURS

Friday	March 26, 2021	10:00am - 8:00pm
Saturday	March 27, 2021	10:00am - 8:00pm
Sunday	March 28, 2021	11:00am - 5:00pm

Exhibitors may enter the show one hour before opening.

EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office during move-in and during show hours. The show office is located at the front entrance closest to the box office of the Greensboro Coliseum. Plastic badge holders are provided.

Exhibitor badges are required to identify you as an authorized exhibitor. Exhibitors will not be allowed access to the show floor during show days without a badge.

Six (6) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 24 badges per company.

If you have different staff members working your booth on different days, you are encouraged to drop off your badge each night in the Show Office so that your company does not run out of badges during the show.

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS FOR THE GENERAL PUBLIC.

SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office at Greensboro Coliseum. The show office is located at the front entrance closest to the box office of the Greensboro Coliseum. Look for the show office sign.

EXHIBITOR ENTRANCES DURING SHOW HOURS

During show hours, exhibitors may use the main entrances to the Greensboro Coliseum. An exhibitor badge will be required to enter the show floor.

COMPLIMENTARY TICKETS

Each exhibitor will receive 10 complimentary tickets for each 100 square feet of space purchased with a maximum allotment of 40 tickets. These will be mailed out three weeks prior to the show. Tickets will only be mailed out if your account has been settled in full. Please contact your show managers, Bruce Evans and Dan DeJaeger to purchase additional tickets at a discounted rate: bruce@beddheadmedia.com, dan@beddheadmedia.com or complete the [Discount Ticket Form](#) located on the Exhibitor Kit page.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. Use your tickets to invite potential customers to the show, as a thank you to good customers or for friends and family.

MARKETING OPPORTUNITIES FOR YOU

Please contact the show team to take advantage of our many affordable marketing opportunities that will maximize your investment in the show and drive traffic to your booth. Sponsorship Opportunities are also available; please reach out to our show managers Bruce Evans and Dan DeJaeger for more information: 612-209-4593, bruce@beddheadmedia.com, dan@beddheadmedia.com

SHOW GUIDE

We are excited to have the Greensboro News & Record once again produce the show guide. The show guide will be inserted into the newspaper Sunday, March 21. This is a great way for added exposure for your company. If interested in advertising in the guide, please can contact Bruce at 612-209-4593, bruce@beddheadmedia.com.

HAVE A NEW/INNOVATIVE PRODUCT, PLANNING AN INTERACTIVE DEMONSTRATION?

Please contact the show team if you are introducing a new product at the show OR if you will be doing an interactive and interesting demonstration within your space. There may be an opportunity for the show team to promote this in select marketing. Bruce Evans/612.209.4593/bruce@beddheadmedia.com

SHARE YOUR EXPERTISE ON OUR MAIN STAGE

Are you comfortable presenting in front of groups and have valuable information you can share with homeowners? There are opportunities for stage presentations on the Fresh Ideas Stage throughout the show. If interested, contact Show Manager, Bruce Evans for more information: bruce@beddheadmedia.com

WILL CALL

Will Call will be set up in the box office at the entrance of the show, which will be utilized by consumers to pick up the tickets that have been reserved for them. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME on the front of the envelope at Will Call for your guests.

EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES.

DECORATOR SERVICES

Hollins Exposition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly with them. These forms are available on our website www.GreensboroIdealHomeShow.com. Look for the "EXHIBITOR KIT" link at the bottom of the page. There will be a charge for any labor and forklift time used to unload shipments arriving during move-in.

FLOORING

Flooring is not included in the cost of your exhibit booth. Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

Protective material must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring to the Greensboro Coliseum flooring. Any damage (including unremoved tape) to the Greensboro Coliseum flooring will be repaired at the exhibitor's expense.

VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- Visqueen must be put down on the floor before the vehicle is driven into place.
- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

TABLE COVERINGS

It is mandatory that all tables are properly skirted. Skirting must go from the edge of the table to the floor on all VISIBLE sides. All skirting must be pressed and neat. **Use of plastic table cloths, sheets, shower curtains or any type of “makeshift” table cloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor’s expense.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 36". The drape color is black. **Tables, chairs, electricity etc. are not included with the cost of your exhibit booth.**

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.

Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

Working in the aisles or distributing brochures, etc. from any other area other than your booth is prohibited. All activity must take place inside your contracted space.

*****TENTS AND CANOPIES ARE NOT ALLOWED*****

Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires, frames, wood must be exposed for the public or your neighbor to see. Signage is not allowed above the 8' height limit.

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.
- If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor’s expense.

Demonstrations and Handouts

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management

Microphones, Audio Equipment & Music

Use of microphones, audio equipment and musical instruments is permitted, however, sound levels must be kept at a volume that Show Management deems reasonable. Violators will receive one warning. If there are more problems with volume, Show Management reserves the right to prohibit exhibitor from using sound equipment for the remainder of the show.

MUSIC, PHOTOGRAPHS AND OTHER COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the exhibitor has, or does not need, a license to use such music or copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for all claims, causes of action, suites, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's age or employees of any patent, copyright or trade secret rights or privileges.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. Please refer to items #4 and #5 on your exhibitor contract/application or contact Show Management if you have questions.

SHIPPING INFORMATION

Shipments to the Greensboro Coliseum Complex should be scheduled to arrive beginning Tuesday, March 16, 2021. Make sure all shipments are properly marked using the following address:

Your Company Name and Booth #
C/O Hollins Exposition Services - Greensboro Ideal Home Show
Greensboro Coliseum Complex
1921 W. Gate City Blvd.
Greensboro, NC 27403

GREENSBORO COLISEUM COMPLEX BUILDING REGULATIONS

Smoking Regulations

No smoking is permitted within the Greensboro Coliseum Complex.

Sale of Merchandise at the Show

All Exhibitors are reminded that to sell products "cash and carry" during the show, you must comply with all rules and regulations as required by the City of Greensboro, Guilford County and State of North Carolina. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by the show may be sold. No food or drinks may be sold without the approval of the show and Greensboro Coliseum Complex.

All exhibitors making sales at the show are required to have a NC Retail Sales License and pay a NC and Guilford County combined rate. To apply for a license, contact the NC Sales and Use License Office, Box 25000, Raleigh, NC 27640. Telephone 877.252.3052.

Sawing of Stone & Brick

Dry sawing of rock, brick, concrete, etc. is allowed inside the Greensboro Coliseum Complex. No cutting directly on floor or dragging across floor. This is a very strict rule.

Water, Drain, Gas and Electric

A Greensboro Coliseum Complex order form is posted on the Exhibitor Kit section of our website. Orders with payment must be received by Greensboro Coliseum Complex prior to the show. Reminder, if you use water in your exhibit and need to drain following the Show, order water and drain service from the Greensboro Coliseum Complex.

Animals/pets are not permitted in the Greensboro Coliseum Complex without prior approval of Marketplace Events and the Greensboro Coliseum Complex management including move-in and move-out. Approval of animals/pets in the Greensboro Coliseum Complex is based on whether the animal or pet is part of an exhibit legitimately requiring use of animals. Service animals are exceptions to this regulation.

No stickers, pressure adhesive, etc. can be used or given away by exhibitors; no helium-filled balloons may be distributed at any time. No food (including popcorn) or beverages may be distributed by exhibitors inside the Greensboro Coliseum Complex unless approved by Marketplace Events and the Greensboro Coliseum Complex.

Fire Regulations

Material used in exhibits (such as drape and table coverings, banners, props, wood chips and mulch) must be constructed of flameproof material. Certification for the flame proofing must be available, upon request, to Fire Prevention and Investigation Division personnel.

Precautions must be taken to prevent the general public from coming in contact with anything that may cause burn or injury. Any product that will be WARM—WARMER—OR HOT to the touch must be placed at the back of your booth, away from the aisle. For those with bulk 20'x20' peninsulas, islands or larger, these products must be positioned in the middle/center area of your space, again, as far away from the aisle(s) as possible. Warning signs ("CAUTION! HOT SURFACE") must be placed prominently on all such surfaces, horizontal and perpendicular.

HEALTH AND SAFETY

As an exhibitor, you must ensure the health, safety and welfare of your employees, contractors and visitors as far as is reasonably practical throughout the Show. You should also check that any contractors, suppliers, agents, etc. that you may be using have a Health & Safety Policy, suitable to the exhibitor environment.

Important Guidelines:

- Maintain emergency aisles through and to the center of the hall during move-in, show, and move-out.
- All materials must be flame resistant. This includes, but is not limited to, drapes, curtains, table coverings, etc.
- The building's fire extinguishers, fire hoses and sprinkler closets must be visible and accessible at all times even if they are located in your booth.
- Ensure portable electrical tools are used with the minimum length of trailing leads and that such equipment is not left unattended with a live power supply to it.
- Forklifts are not to be used by anyone other than fully trained operators.

- Chemicals and flammable liquids must be removed from the exhibition venue after use by the user or, in exceptional circumstances, brought to the attention of the venue cleaning department for safe and proper disposal. Such products must not be placed in general garbage bins.

HOTEL INFORMATION



Holiday Inn Greensboro Coliseum
3005 West Gate City Blvd
Greensboro, NC 27403
336-294-4565
Email: hicoliseum@gmail.com



Red Roof Inn Greensboro Coliseum
2101 West Meadowview Road
Greensboro, NC
336-852-6560
<https://www.redroof.com/property/NC/Greensboro/RR1099>



Ramada by Wyndham Greensboro
2003 Athena Court
Greensboro, NC 27407
336-294-9922

EXHIBITOR RULES AND REGULATIONS CHECK LIST

- ☐ All booths must have floor covering in entire booth area.
- ☐ No signs above 8'. All signs must be professional. "Homemade" or handwritten signs are not allowed.
- ☐ If the height of your display exceeds 8' you need to notify management for approval. **Electric, tables, chairs, carpeting, water, telephone, etc. are not included with the price of your exhibit space.** These items can be ordered through Hollins Exposition Services and the Greensboro Coliseum Complex.
- ☐ No tents allowed.
- ☐ Tables are to be professionally skirted with floor-length skirting. Absolutely no paper or plastic table skirts! Fine furniture is acceptable without skirting.
- ☐ Exterior of display or structure facing adjacent exhibitor or aisle must be finished or suitably decorated. You can order masking drape from Hollins Exposition Services.
- ☐ Improve exhibit with live flowers and plants.
- ☐ Stickers, pressure adhesive and helium balloons are not permitted in the booth.
- ☐ No food or beverages may be distributed by exhibitors unless approval has been obtained from Marketplace Events and the Greensboro Coliseum Complex and you have completed the necessary applications with the North Carolina Health Department.
- ☐ All exhibitors are expected to be in their booths during all published show hours. If Show Management sees that you are in violation of this rule, your company may not be permitted to exhibit in future shows.
- ☐ All exhibiting companies must have an executed space agreement with Marketplace Events. Exhibitors are not permitted to assign, sublet or share booth space.
- ☐ Admission with an exhibitor badge is required.
- ☐ Exhibitors are allowed on the show floor one hour before the show opens to the public and are encouraged to arrive early and be prepared for the crowds.
- ☐ What you bring in, take out. Leave the Greensboro Coliseum Complex floor in broom-clean condition.

**THANK YOU for your support and participation in the Greensboro Ideal Home Show
produced by Marketplace Events!**