

# Exhibitor Kit

Park Expo & Conference Center – Charlotte, NC



**February 25-27, 2022**

This Exhibitor Kit has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Charlotte Home & Remodeling Show.

Enclosed you will find helpful information to make your participation in our show successful.

**Please share this manual with those responsible for your participation in the show.**

[CharlotteHomeAndRemodelingShow.com](http://CharlotteHomeAndRemodelingShow.com)

**MARKETPLACE** | **EVENTS**  
Largest Home Show Producer | in North America

## SHOW MANAGEMENT

The Charlotte Home & Remodeling Show is produced and managed by:

Marketplace Events  
2000 Auburn Drive  
One Chagrin Highlands  
Suite 200  
Beachwood, OH 44122

Bruce Evans, Show Manager  
P: (612) 209-4593  
[bruce@beddheadmedia.com](mailto:bruce@beddheadmedia.com)

Dan DeJaeger, Show Manager  
P: (651) 373-6884  
[dan@beddheadmedia.com](mailto:dan@beddheadmedia.com)

Anthony Davis, Exhibit Sales Consultant  
P: 704-916-5000 ext. 903  
[AnthonyD@MPEShows.com](mailto:AnthonyD@MPEShows.com)

Breonna Anderson, Show Coordinator  
800-395-1350 Ext 160  
[breonnaA@mpeshows.com](mailto:breonnaA@mpeshows.com)

[www.marketplaceevents.com](http://www.marketplaceevents.com)

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## SHOW FACILITY

The Charlotte Home & Remodeling Show is held at the:

The Park Expo and Conference Center  
800 Briar Creek Road  
Charlotte, NC 28205

[www.theparkexponc.com](http://www.theparkexponc.com)

Rhonda E. Caldwell, Event Director  
[events@theparkexponc.com](mailto:events@theparkexponc.com)

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## UTILITIES

**Plumbing, Compressed Air, Natural Gas, Telephone & Internet**

Parking: The Park Expo & Conference Center | 704.369.7721

Phone/Internet: The Park Expo & Conference Center | 704.369.7721

Water/Drain: The Park Expo & Conference Center | 704.369.7721

## MOVE-IN | MOVE-OUT DAYS AND HOURS

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

All exhibitors may move in on Wednesday afternoon and Thursday. Wednesday morning move-in is for bulk exhibitors or by appointment with Show Management approval only.

*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, February 22, 2022: 12pm-6pm Exhibitors with spaces 20'x20' or larger  
Wednesday, February 23, 2022: 8am-6:00pm: All exhibitors may move in  
Thursday, February 24, 2022: 8am-8:00pm: All exhibitors may move in (vehicles off floor by 5pm)

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.

## General Move-Out Dates/Time

Sunday	February 27, 2022	5:01pm - 10:00pm
Monday	February 28, 2022	8:00am - Noon

**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 strictly prohibited.  
Your cooperation is appreciated.

## SHOW HOURS

Friday	February 25, 2022	10:00am-8:00pm
Saturday	February 26, 2022	10:00am-8:00pm
Sunday	February 27, 2022	10:00am - 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 (located before the concessions in main hall – look for signs). 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 Park Expo. The office is located between Freedom and Liberty Halls. Look for the show office sign.

## EXHIBITOR ENTRANCES DURING SHOW HOURS

During show hours, exhibitors may use the main entrances to the Park Expo. An exhibitor badge will be required to enter the show floor. The main entrance is for attendees and gets very crowded prior to opening each morning. You will not be allowed to bring in exhibit supplies through this entrance, including hand-carried items.

## 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 show coordinator, Breonna Anderson, to purchase additional tickets at a discounted rate: [breonnaa@mpeshow.com](mailto:breonnaa@mpeshow.com)

**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 Show Management 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](mailto:bruce@beddheadmedia.com), [dan@beddheadmedia.com](mailto:dan@beddheadmedia.com)

## HAVE A NEW/INNOVATIVE PRODUCT? BE PART OF THE NEW PRODUCT SPOTLIGHT!

Please contact the show team if you are introducing a new product at the show. Your product will be highlighted on the show website and with a small sign at the show. This is a great way for added exposure for your business. Complete the submission form available on the Exhibitor Kit section of our website or contact show management with questions.

## 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.

## DECORATOR SERVICES

Hollins Exposition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly with them. Please order directly with them. These forms are available on the Exhibitor Kit section of our website. 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.

## PARKING

The Main Parking Lot is not for truck or trailer parking. If you park in the Main Lot after the start of the Show, the vehicle may be towed at your expense. If you have a car or truck, you will need to visibly display an Exhibitor Parking Pass at a cost of \$5 per day. All spaces are 12'. If your vehicle or trailer is longer than 12', you must rent additional space. These vehicles & trailers are for daily restocking only. Exhibitor Daily Parking Passes must be picked up at the

Show Office. Daily rate for exhibitor parking without exhibitor pass will be \$8 per day. If the Parking Pass is not visible on the vehicle or trailer, it may be towed at your expense.

If you wish to park behind Liberty, Freedom or Independence Halls - those reserved spots must be booked in advance through The Park Expo and Conference Center. Please park in the space that has been assigned to you. Parking in a space that you did not purchase may result in your vehicle being towed at your expense. You may purchase your Reserved Parking Pass in The Park's Lobby between 8am & 4pm prior to Show opening. If the Parking Pass is not visible on the vehicle or trailer, it may be towed at your expense.

**Note: Reserved spaces are not in effect until the morning of the show opening.**

## FOOD AND BEVERAGE SAMPLING

Please visit the [Exhibitor Kit](#) section of show website for the food and beverage sample requirements guide and application for sampling.

## 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 1/8 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.

## FLOORING

Flooring is not included in the cost of your exhibit booth. It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage. 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 Park Expo & Conference Center flooring. Any damage (including unremoved tape) to the Park Expo & Conference Center flooring will be repaired at the exhibitor's expense.

## 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.



## **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 32". 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. 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 booths to the maximum height of 8 feet. This includes back wall and sidewalls. Side walls must completely finished on BOTH sides. No exposed wires, frames or wood can be exposed for the public or your neighbor to see. Signage is not allowed above the 8' height limit.

### **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. 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.

### **SECURITY**

Show Management provides 24 hour security with a reputable security provider, for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the The Park Expo & Conference Center are responsible for lost, damaged or stolen articles. We encourage you to take all valuables with you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear out.

Report anything of a suspicious nature to Show Management and/or Security. Leads can be followed up to avoid incidents of theft. Ensure you are adequately insured.

## **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 Park Expo and Conference Center should be scheduled to arrive beginning Tuesday, February 22, 2022. Make sure all shipments are properly marked using the following address:

Name of your Representative at the Show  
Your Company Name and Booth #  
Charlotte Home & Landscape Show  
The Park Expo and Conference Center  
800 Briar Creek Road  
Charlotte, NC 28205

## **THE PARK EXPO & CONFERENCE CENTER REGULATIONS**

### **Smoking Regulations**

No smoking is permitted within the Park Expo and Conference Center.

### **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 Charlotte, Mecklenburg 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 The Park Expo & Conference Center.

All exhibitors making sales at the show are required to have a NC Retail Sales License and pay a NC and Mecklenburg County combined rate of 7.25%. 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 Park Expo and Conference Center. No cutting directly on floor or dragging across floor. This is a very strict rule.

### **Water, Drain, Gas and Electric**

A Park Expo & Conference Center order form is posted on the Exhibitor Kit section of our website. Orders with payment must be received by The Park Expo & Conference Center before receipt of service. Discounted rates available if ordered by February 8, 2022. Reminder, if you use water in your exhibit and need to drain following the Show, order water and drain service from the The Park Expo & Conference Center.

## **DRAIN SERVICE MUST BE ORDERED FROM THE PARK EXPO & CONFERENCE CENTER.**

Animals/pets are not permitted in The Park Expo & Conference Center without prior approval of Marketplace Events and The Park Expo & Conference Center management including move-in and move-out. Approval of animals/pets in The Park Expo & Conference Center 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 Park Expo and Conference Center unless approved by Marketplace Events and the Park Expo and Conference Center.

### **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.

- ♣ 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.

## **LOCAL HOTEL INFORMATION**

### **Fairfield Inn & Suites Charlotte Uptown**

201 South McDowell Street  
Charlotte, North Carolina 28204 USA  
704-372-7550



## 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 GEMS and the Cabarrus Arena.
- 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 show decorator.
- 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 Cabarrus Arena 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 Cabarrus Arena floor in broom-clean condition.

**THANK YOU for your support and participation in the Charlotte Home & Remodeling Show!**