

Exhibitor Manual

2021 Greater Cincinnati Holiday Market

The Duke Energy Convention Center



November 12-14, 2021

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Greater Cincinnati Holiday Market Show.

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

We strongly urge that you give this manual to those having responsibility for your participation in the show.

CincinnatiHolidayMarket.com

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

SHOW MANAGEMENT

The Greater Cincinnati Holiday Market Show is produced and managed by:

Marketplace Events

2000 Auburn Drive, Suite 200 | Beachwood, OH 44122
P: 440.591.6974

SHOW FACILITY

The Greater Cincinnati Holiday Market Show is held at:

The Duke Energy Convention Center

525 Elm Street | Cincinnati, OH 45202
P: 513.491.7317

SHOW DECORATOR

Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor

Fern Exposition Services

645 Linn Street | Cincinnati, OH 45203
P: 1.800.774.1251 ext. 1

ADVANCE ORDER DISCOUNT DEADLINE: Tuesday, October 19th

QUESTIONS?

Contact Rosanna Hrabnicky, Group Manager for Marketplace Events

P: 440.591.6974 | Email: rosannah@mpeshows.com

Contact Kelly Scott, Assistant Show Manager for Marketplace Events

P: 571.814.4949 | Email: kellys@mpeshows.com

Contact Kelsey Christopher, Show Coordinator for Marketplace Events

P: 440.591.6963 | Email: kelseyc@mpeshows.com

HOLIDAY DÉCOR



**IT IS REQUIRED FOR ALL
EXHIBITORS TO INCORPORATE
HOLIDAY DÉCOR IN YOUR BOOTH**

SHOW DATES + HOURS

Friday, November 12, 2021: 11:00 a.m. - 7:00 p.m.

Saturday, November 13, 2021: 10:00 a.m. - 7:00 p.m.

Sunday, November 14, 2021: 9:00 a.m. - 5:00 p.m.

VIP Shopper Morning: Friday only 8:00 - 11:00 a.m.

Early Bird Admission: Saturday only 8:00 - 10:00 a.m.

Girls Night Out: Both Friday & Saturday from 4:00 - 7:00 p.m.

ADMISSION

Adults (at the door): \$10

Adults (online only): \$8

Children Ages 12 & Under: FREE

Special admission offers:

VIP Shopper Morning*: Friday, November 12 ONLY from 8:00 a.m. - 11:00 a.m.

Admission (Online only): \$25

Early Bird Admission*: Saturday, November 13 ONLY from 8:00 a.m. - 10:00 a.m.

Admission (Online only) \$15

Girls Night Out: Friday OR Saturday ONLY from 4:00 - 7:00 p.m.

Admission (Online or at the door) \$5

****No strollers, wagons or carts allowed on VIP Shopper Morning or Early Bird Admission hours.***

HOTEL INFORMATION

Hilton Cincinnati Netherland Plaza Hotel

35 West 5th Street | Cincinnati, OH 45202

P: 513.421.9100

Rate: \$99/night + tax

Cutoff date: Wednesday, October 21st

Group Code: HMEX

ATM INFORMATION

An automatic teller machine will be located on the first floor of the Duke Energy Convention Center in the Elm Street lobby.

EXHIBITOR ENTRANCE + SHOW OFFICE

The **Exhibitor Registration** will be located in the Elm Street lobby at the Hall A entrance of the Duke Energy Convention Center. The **Show Office** is convenient to the Exhibitor Entrance. Our show office will open on Tuesday, November 9th at 8:00 a.m. The Show Office will remain open through the end of the Show, on Sunday, November 14th.

REGISTRATION

Registration (during set-up and Show) will be conducted from the main Exhibitor Entrance. Thursday, November 11th registration will be open from 8:00 AM - 5:00 PM. During the Show, it will be open one hour prior to Show opening until one hour before closing. An entrance for MAIN FLOOR exhibitors will be open at the loading dock for the one hour prior to the Show opening. This is a pass only gate. Any exhibitor needing more than one hour prior to opening, to work on display, must fill out an early-entry form one (1) day in advance. Forms will be available online at <https://cincinnatiholidaymarket.com/exhibitor-kit> and the Exhibitor Registration/Entrance and must be approved by Show Management.

There will also be a WILL CALL station available at Exhibitor Registration/Entrance.

SHIPPING + MOVE IN/OUT INFORMATION

MOVE IN:

Tuesday, November 9: 2:00 p.m. to 7:00 p.m.

Wednesday, November 10: 8:00 a.m. – 7:00 p.m.

Thursday, November 11: 8:00 a.m. – 8:00 p.m.

All exhibits **MUST** to be set-up by Thursday, November 11th at 8:00 p.m. Friday you can enter to finalize your booth at 7:00 a.m.

MOVE OUT:

Sunday, November 14: 5:00 p.m. - 11:00 p.m.

Monday, November 15: 8:00 a.m. - NOON

All exhibits **MUST** remain in place until closing of the show, Sunday November 14th at 5:00 p.m.

Dock area is **NOT** for parking during your move in/move out privileges, **for unloading and loading only**. Must be moved quickly to get other companies in and out.

NOTES:

PLEASE DO NOT BLOCK THE FIREHOUSE LOCATED ON FIFTH STREET AT CENTRAL.

ANY VEHICLES BLOCKING FIREHOUSE WILL BE TOWED IMMEDIATELY.

- ALL BOOTHS MUST BE COMPLETED BY 7:00 PM, Thursday, November 11.
- There is **NO** storage behind the pipe and drape in the raceways
- We urge you to avoid Downtown traffic between 3:00 - 5:00 PM.
- LABOR will be available to help you unload your vehicles!

TRAILER

Trailers are permitted for those that have paid the \$100 trailer fee. Once the trailer is in the building and parked in designated spot, you are **NOT** allowed to take the trailer out of the building until Move-Out.

TRANSPORTING DISPLAYS

Enter dock, Sixth Street at Plum Street (center, rear of building). Labor and equipment will be at dock to help unload. (Directions shown on page 11). After unloading, **VEHICLE MUST BE REMOVED FROM DOCK AREA IMMEDIATELY**

SHIPPING INSTRUCTIONS

Shipments to arrive **PRIOR** to Wednesday, Nov. 10th should be sent **PREPAID** to the following address:

TO: (Exhibit Name)
c/o Fern Exposition Services
645 Linn Street
Cincinnati, OH 45203

FOR: The Greater Cincinnati Holiday Market
Booth # _____

Shipments to arrive **ON** or **AFTER** Wednesday, Nov. 10th should be sent **PREPAID** to the following:

TO: (Exhibit Name)
Duke Energy Convention Center c/o Fern Exposition Services
525 Elm Street
Cincinnati, OH 45203

FOR: The Greater Cincinnati Holiday Market
Booth # _____

PLEASE MAKE SURE BOOTH NUMBER IS ON ALL BOXES, CRATES, ETC.

HANDLING

For shipments consigned to the Duke Energy Convention Center or reaching the dock by your transportation, will be accepted on or after Wednesday, Nov. 10, 2021. Any items shipped via U.P.S., overnight carrier or common carrier is subject to drayage charges. The Show Decorator is also available for freight handling. Contact their office if you would like them to handle your drayage. (Fern Exposition Services, 800.774.1251 ext. 1).

EXHIBITS ARRIVING PRIOR to November 10th will automatically be sent to the George Fern Company and **WILL BE CHARGED** for shipping and handling.

RECEIVING HOURS

Wednesday through Thursday 8:00 a.m. – 5:00 p.m.

FOR YOUR INFORMATION

The Fern Exposition Services hours are 8:00 a.m. - 4:00 p.m. If a forklift or any other special attention is needed, please plan your move-in and move-out schedules in advance. Forklift arrangements **MUST** be made in advance. **Call Rosanna to setup up forklift time.**

EXHIBITOR BADGES

Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. Exhibitor badges are not required during move-in.

100 sq. ft. receives: 3 badges

200 sq. ft. receives: 5 badges

300 or more sq. ft. receives: 8 badges

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS AND CANNOT BE LEFT AT WILL CALL.

COMPLIMENTARY TICKETS

Complimentary tickets that can be used for additional staff, customers, friends and family, or promotional incentives are also included. **4 complimentary tickets will be sent out digitally to all exhibitors.**

If you need additional tickets, or have any questions Please contact Kelsey Christopher at kelseyc@mpeshows.com or 440.591.6963.

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 and for friends and family.

WILL CALL

Will Call will be located in the in the lobby of the show entrance.

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME 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 OR PEOPLE WORKING IN YOUR BOOTH.

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 Duke Energy Convention Center flooring. **Any damage (including unremoved tape) to the Duke Energy Convention Center flooring will be repaired at the exhibitor's expense.**

TABLE COVERINGS

It is mandatory that all tables are properly skirted. If your table is decorative, there is no need to cover. 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 tablecloths, sheets, shower curtains or any type of "makeshift" tablecloths 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.



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.

Demonstrations and Handouts

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

Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall. If your display includes a sign attached to the back wall, you must get approval from show management and the following rules apply:

- 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.

SECURITY

Show Management provides 24-hour security for the show floor during move-in, move-out, show hours and overnight. **However, neither Show Management nor the Duke Energy Convention 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. Each company should have Insurance Coverage.

BOOTH DECORATION/CONSTRUCTION

8-foot-high white back drapes, 3-foot-high white side drapes, Madison (black & white spec) aisle carpet and an ID sign are provided for the Show (if contracted by the cutoff date). You are responsible for your own floor covering and tables. Decorating your booth is a requirement. Holiday decorations add character & ambiance to the overall theme of the Show. Those who do not decorate won't be invited back the following year.

FIRE/EMERGENCY PLAN

- 1) An announcement will be made by security in the event of a fire emergency.
- 2) In the event an emergency announcement is made, you and your staff are to proceed and exit through the nearest fire exit.
- 3) If at all possible, encourage everyone exiting to do so in a calm and orderly fashion.
- 4) Do not exit the building via elevators. Use emergency exit steps which are well-marked on upper levels of the Duke Convention Energy Center.
- 5) Once the emergency is over, Exhibitors will be re-admitted prior to the public through the Exhibitor Registration area in the front lobby (Elm Street).

FIRE PREVENTION CODE

ALL materials used for decorations MUST BE FLAME RESISTANT, capable of meeting a MATCH FLAME TEST. No HAZARDOUS equipment or material is permitted in the exhibit area without written approval from the Fire Prevention Bureau. (Includes open flame, hot coals, toxic liquid or gasses, flammable chemicals, liquid, solid or gas, LP cylinder, etc.) ALL COMBUSTIBLES (cartons, crates, packing materials, etc.) MUST BE REMOVED from exhibit area. Storage will be provided. For special approval form or information, contact the Cincinnati Fire Prevention Bureau at 513.352.2301.

FIRST AID STATION

The First Aid Station is located off the main lobby (street level) near the Fifth & Elm Streets entrance. An EMT is on duty during Show hours.

HANGING SIGNS

Hanging signs over booths is not permitted. All sign sizes, sign copy and sign locations are at the discretion of Marketplace Events. Marketplace Events reserves the right to make changes in sign specifics without prior notice. No other type of signs may be suspended from the ceiling other than Show directional and feature signs except in the sole discretion of Show Management.

INSURANCE REQUIREMENTS

ALL exhibitors MUST furnish public liability insurance. Affidavits or other evidence of coverage must be sent to Marketplace Events. This is an important safeguard for your company while exhibiting at a public show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. Every reasonable precaution will be taken to protect exhibitors' properties but Show Management nor The Duke Convention Center assume responsibility for any losses due to fire, theft, robbery, damage, accident or other causes. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

LIQUOR CONTROL POLICY

ALL agents, employees, guests or exhibitors are prohibited from selling, giving away or bringing upon the premises, any intoxicating liquor, liquids or compounds. (Sec. 4301.62) This section does not apply to liquor lawfully purchased through the liquor license holder of the building (concessionaire).

PUBLICITY + PROMOTION

Publicity starts with interesting and newsworthy releases and captioned photos. Alert us now of plans involving unique or exclusive products, history of invention or development of your product or a visiting VIP or celebrity. Highlight your participation in your TV, radio, newspaper, advertising, general mailings, newsletters or fliers. Treat it with the excitement it deserves!

RAFFLE REGULATIONS

Ohio law prohibits the sale of raffle tickets or the conducting of raffles by any company, corporation, non-profit organization or any other entity in a facility which holds a liquor license. The Duke Energy Center holds such a license, thus prohibiting this type of activity.

SERVICE ORDER FORMS

A complete service package will be sent to the Exhibitor by the Official Contractor, Fern Exposition Services, approximately six weeks prior to the Show. All building service forms (i.e., electric, sample food form, etc.) can be found at <https://cincinnatiholidaymarket.com/exhibitor-kit>.

ADVANCE ORDER DISCOUNT DEADLINE: Tuesday, October 19th

SPECIAL NOTES... ATTENTION EXHIBITORS!

Why are you at the Show? **To sell!**

What is the best way to generate a lead for a possible sale? **Your exhibit presentation & qualified exhibit staff!**

How best do you present your exhibit? **In an imaginative & professional manner!**

How do you accomplish that? **By creating a display with floor covering and signage that promptly identifies the company name and your benefits!**

Banners, handwritten posters and signs, concrete floor under your feet and sloppy display elements show results - but not what you're looking for!

Your competitors that have done their homework will out-class and out-sell you every step of the way. Consumer trade shows are made up of your competitors and you can bet they will be gunning for you. So look alive, vibrant and give an accurate reflection of your business through your exhibit!

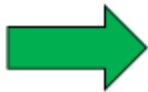
TRANSIENT VENDORS LICENSE

The State of Ohio requires a transient vendor's license when the person who, in the usual course of his business, transports inventory, stock of goods, or similar personal property to a temporary place of business in a county in which he has no fixed place of business, for the purpose of making retail sales of such property.

USE OF SPACE REGULATIONS

All sales, taking of orders for future delivery, conferences, lectures, displays and distribution of literature will be in a dignified manner consistent with the overall theme of the Show within the confines of leased space. No noise making devices, public address systems and/or sound systems of any type shall be allowed without specific prior written approval of Show Management. All exhibits must have attendants during the Show hours unless other arrangements are made with Show Management. All rubbish must be moved into the aisles at the end of each day of the Show. No helium filled balloons or placement of stickers on persons or Center grounds will be permitted.

TRANSPORTING DISPLAY DIRECTIONS



Exiting 75 from South Bound:
Exit 7th St. Exit

Straight on 7th St. from Exit Ramp
Right turn on Race St.
Right turn on 6th St.

ALTERNATE ROUTE:

Exiting 75 from South Bound:
Exit 57th St. Exit
*** (This exit will be on your left)*
Stright on 5th St.
Left turn on Central Ave.
Right turn on 7th St.
Right turn on Race St.
Right turn on 6th St.



Exiting 75 from North Bound:
5th St. Exit

Straight on 5th St.
Right turn Plum St.
Right turn on 4th St.
Right turn on Central Ave.
follow green arrows now
Straight on Central Ave.
Right turn on 7th St.
Right turn on Race St.
Right turn on 6th St.