



Welcome to the Deseret News Home Show!  
**Thank you** for exhibiting with us!

This Exhibitor Manual has been compiled to help you and your staff with complete details about the exhibition process.

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

**We strongly encourage you share this manual with those responsible for setting up your booth space and those participating in the show.**

**DeseretNewsHomeShow.com**

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

# SHOW MANAGEMENT

The Deseret News Home Show is produced and managed by:

Marketplace Events

6955 S. Union Park Center, Ste. 320

Cottonwood Heights, UT 84047

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

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

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# SHOW FACILITY

The Deseret News Home Show is held at:

Mountain America Expo Center

9575 S. State St, Sandy, UT 84070

P: 385.468.2260

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# MOVE-IN DAYS AND HOURS

**ALL ACCOUNTS MUST BE PAID IN FULL BY AUGUST 12, 2019**

All Exhibits 400 sq. ft. or larger can begin Move-In Wednesday the 9<sup>th</sup> at 10am.

Dock doors will close promptly at 7pm and will not be re-opening until the following day. The man doors will remain open after 7pm for hand carry and dolly use only.

Front areas near the entrance of the show quickly become inaccessible. If a vehicle is needed, or if you need access to the front of the show, you should plan to set up at the earliest time in your zone.

**YOU MUST BE COMPLETELY SET UP BY NOON ON FRIDAY OCTOBER 11, 2019**

General move in time varies based on booth location. Please refer to the colored move in schedule with map on the last page.

**Section 1 GREEN** - Start Time: Wednesday Oct 9<sup>th</sup> 11am-2pm

**Section 2 YELLOW** - Start Time: Wednesday Oct 9<sup>th</sup> 4pm-7:00 p.m.

**Section 3 BLUE** - Start Time: Thursday Oct 10<sup>th</sup> 10am – 1pm

**Section 4 RED** - Last In First Out (LIFO) Start Time: Thursday Oct 10<sup>th</sup> 4pm - 7:00 p.m.

**All Booths located in front of the dock doors known as the Last in First out (LIFO) section cannot move-in before 4:00pm on Thursday October 10, 2019.**

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

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## MOVE-OUT DAYS AND HOURS

Sunday	October 13, 2019	6:05pm - Midnight
Monday	October 14, 2019	8:00am - Noon

**All Booths located in the last in first out (LIFO) sections MUST begin move out Sunday October 13, 2019 at 6:05pm**

**To help facilitate a smoother less stressful move out experience. Vehicles will not be allowed to drive into the building prior to 8pm on Sunday the 13<sup>th</sup> regardless of aisle carpet being raised.**

No move-out before 6:05pm on Sunday. Early Move-Out is strictly prohibited. NO EXHIBITS can be removed during show hours. Any violations will result in a \$500 fine. Marketplace Events is not responsible for any materials or displays that are left at the building. Exhibits and items MUST BE REMOVED no later than Noon on Monday October 14th or are subject to removal and a cleaning fee.

Vehicles are NOT allowed in the building until the aisle carpet is cleared

**You may use your own carts, hand trucks, dollies, etc. (These items are not provided for you.)**



**Dismantling your booth prior to show close at 6:05pm on Sunday is strictly prohibited.**

**Your cooperation is appreciated.**

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## SHOW HOURS

Friday	October 11, 2019	2:00pm - 9:00pm
Saturday	October 12, 2019	10:00am - 9:00pm
Sunday	October 13, 2019	11:00am - 6:00pm

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## SHOW OFFICE

During move-in, show hours, and move-out, Show Management will maintain a show office at the Expo Center. The office is located in meeting room 200A (near the south entrance). Look for the show office sign.

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## EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show.

*Badges can be picked up in the Show Office (room 200A) during move-in and at Will Call (located in the south lobby) starting at 1pm on Friday the 11th.* 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.

Four (4) exhibitor badges are provided for the first 100 square feet of space purchased, One (1) additional badge will be given for any additional 100 square feet with a maximum allotment of 10 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 Will Call for another staff member to pick up.

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

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## EXHIBITOR ENTRANCES

Exhibitors **MAY NOT** use the show office in room 200A as an entrance to the show.

Exhibitors must show their badge and go through one of the three (2) main entrances.

**Badges will be required to enter the show.**

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## COMPLIMENTARY TICKETS

Each exhibitor will receive 40 complimentary E-tickets via a unique promo code. Promo codes will be emailed 4 weeks prior to the show.

**COMPLIMENTARY E-TICKETS ARE NOT PERMITTED TO BE SOLD AT ANY TIME OR DISTRIBUTED AT THE ENTRANCES OF THE SHOW.** You are welcome to use your e-tickets to invite potential customers, friends, and family ahead of time.

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## MARKETING OPPORTUNITIES

Please visit the Marketing Opportunities section of our website to take advantage of our many affordable marketing opportunities that will maximize your investment in the show, and drive traffic to your booth. You may also contact your Exhibit Sales Consultant directly. Sponsorship

Opportunities are also available; please reach out to our show manager, Dave Maughan for more information [davem@mpeshows.com](mailto:davem@mpeshows.com).

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## **WILL CALL**

Will Call will be setup in the south entrance. You are welcome to leave your extra badges at Will Call to be picked up by your staff as they come in. You may also drop your badge off at the end of the day and pick it up the next morning. If you are leaving tickets for your guests, please place them in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME on the front of the envelope.

**EXHIBITOR BADGES ARE FOR EXHIBITORS ONLY, THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES, FAMILY, OR FRIENDS.**

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## **DECORATOR SERVICES**

Modern Expo & Events is the show decorator and provides carpet, tables, chairs, etc. Please order these items directly from them. The forms are available on the Exhibitor Kit section of our website or call them directly 801.983.8160

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## **UTILITIES**

### **Electric Service**

Exhibit rates do not include electric service. If electric service is needed it must be ordered from Modern Expo & Events at exhibitors expense. Modern Expo & Events can be reached at 801.983.8160

### **Phone & Internet**

Exhibit rates do not include phone or Internet service. If phone and/or Internet service is needed it must be ordered from the facility at the exhibitor's expense. You can find the MAEC Services information page on the exhibitor kit section of our website or by calling Mountain America Expo Center directly at 385.468.2260.

### **Water**

Exhibit rates do not include water fill and/or drain service. If water service is needed it must be ordered from Mountain America Expo Center at the exhibitors expense by calling 385.468.2260.

### **Natural Gas**

Exhibit rates do not include natural gas. If natural gas is needed it must be ordered from Mountain America Expo Center at exhibitors expense by calling 385.468.2260

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## PARKING

Exhibitor parking, during move-in, is at Mountain America Expo Center. It can fit oversize vehicles and is an open air lot. **Friday after 5 p.m., Saturday, and Sunday there is NO PARKING in the Mountain America Expo Center lots. Please park across the street at the inContact parking structure. A shuttle will be provided.**

**Please note-** Wrapped vehicles with company logos, names or banners are NOT allowed in the front parking lot of the Mountain America Expo Center and should be parked at the inContact Parking Structure. Improperly parked vehicles will be subject to a fine.

## FREE SHUTTLE SERVICE

Shuttle will be available Friday at 5:00 pm - 10:30 pm

Saturday 9:30 am - 10:30 pm

Sunday 10:30 am - 6:30 pm

Shuttle will pick up at InContact parking structure on the 30 minute and hour mark. Drop off will be in front of the Mountain America Expo Center south entrance at the 15- & 45-minute mark of the hour.

## FREE VALET

Valet services will be available Saturday for your guests at the south end of the parking lot.

**Exhibitors may not park here.**

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## PERMITS & TAXES

### UTAH STATE SALES TAX

Businesses that anticipate selling a tangible product at the show, must apply for a Temporary Utah State Sales Tax Number.

You may obtain a temporary sales tax number from:

**State Tax Commission**

**Special Events Section**

210 North 1950 West

Salt Lake City, UT 84134

Phone (801) 297-6303

Fax (801) 297-6358

\*This only applies to exhibitors selling products at the show.

### FOOD PERMITS

**All exhibitors distributing food (or samples) must obtain a Temporary Event Permit.** Each Vendor is responsible for obtaining a permit. You may obtain a Temporary Event Permit from:

**Bureau of Food Protection**

788 E. Wood Oak Lane (5400S.)

Murray, Utah 84107

Phone 385.468.3860

**At least one food service worker must have a Food Handler Permit.** For more information on obtaining a Food Handler Permit call (801) 534-4669

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# FOOD AND BEVERAGE SAMPLING

## Mountain America Expo Center & Salt Palace Convention Center Policies, Procedures & Requirements for Food or Beverage SAMPLING

Welcome! Our goal is to provide you as an exhibitor with the best experience possible during your stay at our facility. The information below is meant to assist you in maximizing your exposure to your guests while maintaining a food safe environment. As the exclusive distributor of food and beverages at the Convention and Expo centers, Utah Food Services (UFS) works closely with the Utah Health Department to insure maximum safety for all of our guests. Insurance and liability statues allow for very specific considerations for bringing food and beverage items to the centers. If you have any questions regarding this form or the approval process please call Traci at 801-521-7585.

**BUILDING REQUIREMENTS: BEFORE obtaining health permits or insurance please send attached application for building approval or call Traci at UFS 801-521-7585**

1. The product to be sampled must be the primary business of the exhibitor
2. Alcohol in any size or form is not allowed for sampling
3. Use of cooking equipment must have prior approval from the facility & fire department

Mountain America Expo Center 385-468-2286

Salt Palace 385-468-2221

4. **IF APPLICABLE**, the exhibitor must obtain and provide a copy of a Temporary Food Permit from The Salt Lake Valley Health Department. If the health department does not require a Temporary Food Permit they will give you a form letter to forward to UFS.

- ✓ SLVHD is located at 788 E. Wood Oak Lane Murray, Utah.....385-468-3845
- ✓ Permits need to be purchased at least 12 days in advance to avoid a late fee
- ✓ Exhibitors are responsible for complying with all Salt Lake Valley Health Department regulations regarding food sampling, storage, equipment, temperature, etc. If they are not in compliance or do not obtain the proper permits, the Health Department will close their booth.
- ✓ No home made products are allowed

**The Health Department's main concern with sampling, is bare hand contact by workers and customers. If you are portioning your samples on site, gloves are not enough, you will need a hand washing station.**

- You must have min. 2-gallon water container with a tap or spigot capable of staying open for hands free operation.
  - You must have a wastewater container/bucket directly under the hand washing unit
  - You must have dispenser type hand soap
  - You must have paper towels for hand drying
  - You must have a garbage receptacle close to washing station
  - Hand washing station must be easily accessible for all food handlers
  - Customer must be able to pick up samples without touching other samples: toothpicks, tongs, soufflé cups.
5. If the Health Department requires a Temporary Food Permit for your sampling, you will need to provide liability insurance with SMG-Mountain America Expo Center, Salt Lake County and Utah Food Service LLC concessions, **ALL** listed as additional insured. Policy amounts: 1million "general"; 1million "aggregate"

6. Food and beverages items used as traffic promoters **MUST** be purchased from Utah Food Services catering department 801-531-0226

7. Restrooms, concessions stands and/or facility kitchens may not be used as exhibitor clean-up areas.

8. Costs associated with the disposal of trash, waste, grease, etc. from exhibitor sampling are the responsibility of the Exhibitor.

## APPROVAL SCHEDULE:

1. Applications and approvals must be made no later than two weeks prior to the first day of the event.

### SAMPLE SIZES:

1. All items distributed are limited to **SAMPLE** sizes.

a. Beverages limited to maximum of 2 ounces in 3 ounce or smaller container

b. Food items limited to "bite-size"

To apply, please fill out the following form & remit to:  
Traci McCormick, UFS, Fax 801.521.0050 OR [traci@wfsutah.com](mailto:traci@wfsutah.com)

## SAMPLING FORM

Event: \_\_\_\_\_ Event Date(s) \_\_\_\_\_ Booth # \_\_\_\_\_  
Company: \_\_\_\_\_  
Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Description of Business: \_\_\_\_\_

### **SAMPLING (if you intend to sell your product, please request the appropriate form)**

Products and portions to be sampled:

**PRODUCT TO BE SAMPLED SIZE OF SAMPLE AND METHOD OF DISTRIBUTION**


If you will be sampling the same product/sizes at additional shows this year at the Mountain America Expo Center please list events below to obtain annual approval.

Date	Event	Date	Event
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Sampling **approved** by \_\_\_\_\_ Date \_\_\_\_\_

\*\*this approval is for the item and size of food product and that all applicable forms have been received, it does not imply that UFS, concessions is approving of any food handling or any assumption of liability.

Sampling **denied** by \_\_\_\_\_ Date \_\_\_\_\_

**APPROVAL OF SAMPLING IS NOT APPROVAL TO SELL YOUR ITEM. PLEASE REQUEST THE APPROPRIATE FORM IF YOU INTEND TO SELL A FOOD ITEM.**

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## 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.

- **ALL vehicles must be in a 10 X 30 space or larger.**
  - **If you plan on including a vehicle in your display, please contact show management for approval and special move-in instructions.**
  - ALL vehicles batteries must be disconnected and cables taped.
  - NO vehicles in exhibits may block exit doors, or fire extinguishers in pillars or on walls.
  - Keys to all vehicles displayed in show must stay on show site at all times.
  - ALL vehicles must have locking gas caps or gas caps sealed with tape and no more than a 1/4 tank of gas in the vehicle.
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# 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 3'.

Booths located along the south wall will have 3' drape along the back. Drape and displays may not cover the electrical panels located along the wall. The drape color is black.

**Tables, chairs, electricity etc. are not included with the cost of your exhibit booth.**

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires, frames, or wood for the public or your neighbor to see.

Booths may not protrude into the aisle or beyond the depth limits of the booth dividers.

## **\*\*\*TENTS & CANOPIES ARE PROHIBITED\*\*\***

- Booths may not protrude into the aisle or beyond the depth limits of the booth dividers.
- Booth may not exceed 8' height limit
- All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.

### Flooring

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all booths are carpeted** or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage. Flooring should not protrude into the aisle or beyond the depth limits of the booth dividers.

### Table Skirting

**It is mandatory that all tables are properly skirted.** Skirting must go from the edge of the table to the floor on all four 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.

### Signs

Signs **MAY NOT** exceed 8 Feet. This is the height of the back drape provided to you in your booth space (unless your booth space is 400sq ft. or larger or are along a perimeter wall)

Rotating, flashing, strobe or projection lights are not permitted.

## NO BALLOONS

No flag poles above 8 feet. (Unless prior approval has been given by show management)

No tear-drop flags, paper banners, or hand-written signs allowed.

No handwritten signs. All signs must be professionally made.

## **Product Display**

Only products agreed upon in the signed contract can be sold and displayed in your booth. Only one (1) product per 100 sq. ft. or smaller.

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

## **Food & Beverages**

No full-size candy bars may be given out

No water bottles of any size may be given out unless purchased through the facility

No alcohol may be consumed on show site other than during designated times and locations as specified by the show facility/convention center. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

## **Fire & Safety**

All materials used in exhibits must be fire retardant.

No cut evergreen trees unless treated

No straw bales

## **Fire Bowls/Pits**

Must be under a covered screen **AT NO TIME CAN THE FIRE RISE ABOVE THE SCREEN**

Must have a fire extinguisher in booth

Propane tanks are not allowed in Mountain America Expo Center (MAEC). A gas line can be purchased through MAEC directly for your fire bowl/pit.

An additional permit and fee that will be required is the open burn permit fee. Once again this is a permit that is required by code.

**106.6.34 Open Flames and Candles.** An operational permit is required to use open flames or candles in connection with assembly areas...

This permit will be \$114.00 and will require an inspection of the vendor that is using open flames or candles.

Applications for the permit will be available, January 1, 2019, at [www.sandy.utah.gov/fire-department](http://www.sandy.utah.gov/fire-department). All applications and supporting documents with payment of the fee will need to be done no later than five days before the event. If an application or supporting documents are submitted any later than 5 days prior to the event, an applicant could have to pay an expedited review fee, which is the cost of the permit times two.

These fees will be able to be paid online at [www.sandy.utah.gov/fire-department](http://www.sandy.utah.gov/fire-department) or can be paid by contacting Carrie Phillips at 801-568-2930 and providing a credit card over the phone. The permit will then be issued on the date of inspection or prior to if, no inspection is required.

## **Mountain America Expo Center Rules & Regs At A Glance**

Find the complete rules and regulations at <https://www.visitsaltlake.com/mountain-america-expo-center/plan/event-planning-guide/facility-rules-and-regulations/>

- Do not hang/tack/tape, etc. anything on air walls
- No spray painting or aerosol can usage inside the building. Must be done outside.
- No dry cutting in the hall. Must be done outside in the parking stall areas closest to dirt. Cutting must be done over a pallet or other raised item to protect blacktop.
- All carpeted areas require the wheels on freight handling equipment and lifts to be suitably covered or use non-marking wheels approved by the facility. If forklifts or pallet jacks are used on carpeted surfaces, then the application of protective covering to the floor is required. The cost to repair damage to carpeted areas will be billed directly to the general service contractor.
- Paint - Contractors must provide complete protection from paint and paint products in all areas of the facility including the exhibit floor. Under no circumstances may spray paints, airless sprayers, power painters, airbrushes or similar tools be used within the facility without written consent from the facility.

### **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 only.

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## **SECURITY**

Security is provided by the Mountain America Expo Center and guards will be on duty throughout the event. Every reasonable precaution will be taken to protect exhibitors' property, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes.

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## **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.

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# SHIPPING INFORMATION

To avoid extra expense, most exhibitors choose to deliver their displays/materials themselves on scheduled move-in days.

## REGULAR SHIPPING

If you can arrange with your shipper to deliver during normal move-in days when your staff is at the facility to accept delivery, you may ship direct to yourself at the normal facility address at no additional expense (see directory for facility address.)

Be sure to include your full company name, exhibit space #, facility address, required delivery date, and phone numbers when shipping.

If you choose to ship to yourself at the show, you must insure that delivery occurs during move-in and that you have staff on site to accept it. Otherwise, your shipment will be refused since MARKETPLACE EVENTS or the facility is not authorized to accept it.

## ADVANCE SHIPMENTS & CONSIGNED SHIPMENTS- Please see Modern Expo & Events Manual for details

If you require advance shipments (shipments arriving before scheduled move-in days), or shipments requiring acceptance (when exhibitor is not available to accept shipments during move-in), you must use Modern Expo & Events at your expense.

**SHIPMENTS SHOULD BE RECEIVED AT LEAST ONE WEEK PRIOR TO MOVE IN.** Such material consigned to Modern Expo & Events will be delivered to the show on scheduled move-in days.

**EXHIBIT SPACE RATES DO NOT INCLUDE DRAYAGE CHARGES.**

Contact Modern Expo & Events (801) 983-8160 for current drayage prices.

**Advance shipments must be marked and  
Consigned as follows:**

To: Exhibitor: \_\_\_\_\_ Booth# \_\_\_\_\_

For: Salt Lake Tribune Home + Garden Show

C/O Modern Expo & Events

3370 West 500 South

Salt Lake City, Utah 84104

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## SHOW HOTEL INFORMATION

Salt Lake City lodgings offer visitors' superior value compared with many other cities its size. Most hotels are close to entertainment, restaurant, & shopping districts. Airport area hotels are available, but downtown Salt Lake & Sandy locations offer a much more diverse selection. The winter ski season and holiday events attract many visitors, so make reservations well in advance at those times. The Mountain America Expo Center is located in Sandy, Utah 9 miles south of downtown Salt Lake City. The Exhibition Center is 18 miles from Salt Lake City International Airport.



Host Hotel Hyatt House –  
Sandy, UT



9685 South Monroe Street, Sandy, UT 84070

801.304.5700

**Expect more from an all-suite property with the convenience of a full kitchen in every suite**

**COMPLIMENTARY** daily full healthy hot breakfast buffet

**COMPLIMENTARY** Evening Social Monday-Thursday 5:30pm-7pm featuring generous appetizers, soup, salad and assorted beverages including beer, wine and soft drinks

**COMPLIMENTARY** 20 mega fiber optic high speed internet in all guest suites, lobby and meeting rooms'

**COMPLIMENTARY** year round heated outdoor pool & hot tub, on-site fitness center, a business center with printing capability

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## Move In Map

**Please see separate link on exhibitor kit page**