

EXHIBITOR MANUAL



Welcome to the Salt Lake Tribune Home + Garden 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 give this manual to those responsible for setting up your booth space and those participating in the show.

SaltLakeTribuneHomeShow.com

MARKETPLACE | EVENTS
Largest Home Show Producer | in North America

SHOW MANAGEMENT

The Salt Lake Tribune Home + Garden Show is produced and managed by:

Marketplace Events

6955 S. Union Park Center, Ste. 320

Cottonwood Heights, UT 84047

www.SaltLakeTribuneHomeShow.com

www.marketplaceevents.com

SHOW FACILITY

The Salt Lake Tribune Home + Garden Show is held at:

Mountain America Expo Center

9575 S. State St, Sandy, UT 84070

P: 385.468.2260

MOVE-IN DAYS AND HOURS

ALL ACCOUNTS MUST BE PAID IN FULL BY January 17, 2020 IN ORDER TO MOVE IN

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 and will close at 10pm

Front areas near the entrance of the show quickly become inaccessible.

Drive in times to access your booth are very strict. Please refer to the move in map for your specific drive in time.

YOU MUST BE COMPLETELY SET UP BY 10:00 am ON FRIDAY MARCH 6, 2020

General move in time varies based on booth location. Please refer to the colored move in schedule with map on the website under your exhibitor kit page.

Section 1 YELLOW – Drive in Time: Tuesday Mar. 3rd 10am-1pm

Section 2 ORANGE – Drive in Time: Tuesday Mar 3rd 3pm-6:00 p.m.

Section 3 BLUE – Drive in Time: Wednesday Mar 4th 9am – Noon

Section 4 GRAY – Drive in Time: Wednesday Mar 4th 2pm – 6:00 p.m.

Section 5 PURPLE- Drive in Time: Thursday Mar 5th Drive in time varies please refer to map

Section 4 RED - Last In First Out (LIFO) Drive in Time: Thursday Mar 5th 4pm - 7:00 p.m.

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

MOVE-OUT DAYS AND HOURS

Sunday	March 8, 2020	6:05pm - Midnight
Monday	March 9, 2020	8:00am - Noon

All Booths located in the last in first out (LIFO) sections MUST begin hand carry & cart move out Sunday March 8, 2020 at 6:05pm

Vehicles are NOT allowed in the building until 8:00 p.m. on Sunday March 8, 2020

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 March 9th or are subject to removal and a cleaning fee.

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

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



SHOW HOURS

Friday	March 6, 2020	12:00pm - 10:00pm
Saturday	March 7, 2020	10:00am - 10:00pm
Sunday	March 8, 2020	11:00am - 6:00pm

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.

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 11am on Friday the 6th. 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.

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 (3) main entrances. **Badges will be required to enter the show.**

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.

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.

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 night 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.

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

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, Water & Natural Gas

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 here <https://www.visitsaltlake.com/mountain-america-expo-center/exhibit/order-services/> or by calling Mountain America Expo Center directly at 385.468.2260.

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., all day 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.

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

FOOD AND BEVERAGE SAMPLING

Mountain America Expo Center Policies, Procedures & Requirements for Food or Beverage Can Be Found Here <https://utahfoodservices.com/wp-content/uploads/2019/10/utahfoodservices.com-10-09-2019-MAE-and-SP-Sampling-form.pdf>

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

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.

- 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 always stay on show site.
 - 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.
-

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'. The drape color is black.

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

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.

*****TENTS & CANOPIES POP UP OR OTHERWISE ARE PROHIBITED*****

- Booths may not protrude into the aisle or beyond the depth limits of the booth dividers.
- Booth display or signage 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 space. **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

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 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

- **Full size or king size candy bars** may not be distributed unless purchased through the facility
- **Water bottles** of any size may not be distributed unless purchased through the facility
- **Alcohol** may not 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 require a fee and an inspection of the vendor that is using open flames or candles. Applications for the permit will be available, January 1, 2020 by calling Captain Gerald Strebel, Deputy Fire Marshall with the Sandy City Fire Department at 801.568.2943 or by email at gstrebel@sandy.utah.gov

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 -Exhibitors 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 you 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.**

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.

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

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

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

Move In Map

Please see separate link on exhibitor kit page