

EXHIBITOR MANUAL

PENNSYLVANIA CONVENTION CENTER



January 10-12 & 17-19, 2020

Welcome to the Philly 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 Pennsylvania Convention Center.

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.

PhillyHomeShow.com

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

SHOW MANAGEMENT

The Philly Home Show is produced and managed by:

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

6052 Turkey Lake Rd, Suite 170

Orlando, FL 32819

P: (877) 871-7469

www.marketplaceevents.com

www.phillyhomeshow.com

Jenna Naffin Show Manager JennaN@mpeshows.com 215-704-4124	Christie Elig Exhibit Sales Consultant ChristieE@mpeshows.com 440-248-5729, ext. 121	Kelly Baugh Operations Coordinator KellyB@mpeshows.com 571-814-4949	Hannah Lewis Show Office Administrator HannahL@mpeshows.com 919-674-0412
---	--	--	--

IMPORTANT PHONE NUMBERS

MARKETPLACE EVENTS MAIN OFFICE	(877) 871-7469
SHOW OFFICE MAIN	** (215) 418-2003
GENERAL EXPOSITION SERVICES	(610) 495-8866
SMG ELECTRICAL SERVICES	(215) 418-2190
PENNSYLVANIA CONVENTION CENTER	(215) 418-4800

*****The Show Office Number will be operational starting Monday, January 6 by Noon***

SHOW FACILITY The Philly Home Show is held at the: Pennsylvania Convention Center 12 th & Arch Street Philadelphia, PA 19107 www.paconvention.com Chris Cozzan, Event Coordinator PH: (215) 418-4873 FX: (215) 418-4823 ccozzan@paconvention.com	SHOW PR AGENCY The Philly Home Show PR is represented by: Pavone 1006 Market St. Harrisburg, PA 17101 https://pavone.net/ddc-acquisition/ Elise Brown PH: (215) 990-6955 ebrown@pavone.net
---	---

SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office in the Pennsylvania Convention Center. The office is in directly outside of Exhibit Hall F on the main level. The signs out front will read Exhibitor Registration and Will Call Pick Up. **The Show Office number is (215) 418-2003.** Please note the Show Office number is only valid during Move – In, Show Days and Move – Out.

UTILITIES

Electricity, Telephone, Internet, Water, etc. are provided by the Pennsylvania Convention Center. The order form and pricing are available in the [Exhibitor Kit](#) section of our website.

Main: (215) 418-4800

Fax: (215) 418-4805

For SMG Electric: (215) 418-2190

Internet Assistance: (215) 418-4800

MOVE-IN | MOVE-OUT DAYS AND HOURS

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

All exhibitors may move in to Exhibit Hall F on Wednesday, January 8 and Thursday, January 9 between the hours of 8:00am – 6:00pm. In order to enter the loading dock, please check-in at the marshalling yard.

Representatives from General Exposition Services will be working the lines to ensure they move as quickly as possible. The move in schedule is in the [Exhibitor Kit](#). Please find your scheduled time to move in and plan accordingly.

Marshalling Yard Location 700 Callowhill Street Philadelphia, PA 19123 <i>** Marshalling yard is a big empty lot. Look for Penske trucks parked in the lot. A representative for GES will approach you to give you a loading dock pass.</i>	Hall F Loading Dock 1140 Race Street Philadelphia, PA 19107 <i>**Once on 12th street drive one block and make a right onto Race Street, loading dock located half way down the block on the right-hand side</i>
--	---

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

General Move-In Dates/Time

Wednesday	January 8, 2020	8:00am - 6:00pm
Thursday	January 9, 2020	8:00am - 6:00pm

The move in schedule is based on the location of your booth in Exhibit Hall F. Typically the show is moved in front to back. The week before moving in you will receive an email from General Exposition Services. This email will indicate the date and hour you should arrive to the loading dock for move in. Please remember to look for this email from General Exposition Services which advises you of your move in time. If you cannot meet the time requirements of your move in date and time, please CONTACT JOE BOYLE (610) 495-8866 to make other arrangements.

You will be allowed to work in the building on move in days after 5:00pm but you must arrive before 4:30pm to drive onto the floor. However, space for your vehicle will be determined upon your arrival. You must be in the building no later than 5:00pm to stay for an additional hour. All exhibitors must be out of the building no later than 6:00pm.

YOU MUST BE COMPLETELY SET UP BY 6:00PM ON THURSDAY. NO SETUP IS PERMITTED ON FRIDAY.

General Move-Out Dates/Time

Sunday
Monday

January 19, 2020
January 20, 2020

6:05pm – 10:00pm
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 AISLE CARPET HAS BEEN ROLLED UP.

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



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

SHOW HOURS

Friday	January	10, 2020	12:00pm – 8:00pm
Saturday	January	11, 2020	10:00am - 9:00pm
Sunday	January	12, 2020	10:00am – 6:00pm
Friday	January	17, 2020	12:00pm - 9:00pm
Saturday	January	18, 2020	10:00am - 9:00pm
Sunday	January	19, 2020	10:00am - 6:00pm

Exhibitors will be granted access to the show floor 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 outside of Hall F) during move-in and during show hours. Complimentary 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.

Eight (8) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 24 badges per company.

100 – 200 Sq. Ft: 8 Badges
250 – 400 Sq. Ft: 16 Badges
450 Sq. Ft - & Up: 24 Badges

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 (located outside of Hall F), so that your company does not run out of badges during the show.

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

EXHIBITOR ENTRANCES DURING SHOW HOURS

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

We ask that our Exhibitors limit the use of the loading dock doors when the show is in session. If you need to restock your booth with supplies, please do it one hour before the show opens. Security is permitted to stop any Exhibitor from entering or exiting through the side entrances or loading dock doors. There is no smoking allowed on the loading dock. There is a designated smoking area located at 12th & Arch streets.

COMPLIMENTARY TICKETS

Each exhibitor will receive 20 complimentary tickets for each 100 square feet of space purchased with a maximum allotment of 60 tickets. These will be mailed out three weeks prior to the show. Tickets will only be mailed out if your booth space has been paid in full. Additional admission passes can be purchased at the price of \$6.50 each. Please check the [Exhibitor Kit](#) for the ticket order form.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. If complimentary tickets or badges are given to visitors, the exhibitor responsible will not be allowed to exhibit in future events and may be asked to leave the current show immediately. Use your tickets to invite potential customers to the show, as a thank you to good customers or for friends and family.

WILL CALL

Will Call will be set up in the show office, which will be utilized by consumers to pick up the tickets that have been reserved for them. Staff will be at Will Call always to hand out complimentary tickets for exhibitor family, friends and prospects. 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. Tickets will be filed by last name.

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.

MARKETING OPPORTUNITIES FOR EXHIBITORS

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 and sponsorship expert, Jenna Naffin at (215) 704-4124 for more information or email jennan@mpeshows.com.

SHOW DECORATOR SERVICES

General Exposition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Please order these items directly from them. The forms are available on the [Exhibitor Kit](#) section of our website.

Exhibitors are responsible for the upkeep and cleaning of their own booths. You may order carpet cleaning service from General Exposition Services at their service desk located at the back of the show. During move – out everything that your company brings to the show must be moved or disposed of after the show. If not, there will be a charge to your company for clean-up.

PARKING

Due to the downtown location of the Pennsylvania Convention Center all parking is paid parking and will be the responsibility of the exhibitor. There are various city lots available for parking and most will cost an average of \$20.00 per day.

In an effort to make parking easier and stress free the Philly Home Show has partnered with SpotHero, a platform for online parking reservations. You can view real time availability and pricing at different garages near the Pennsylvania Convention Center. Simply compare parking options, reserve, and use your confirmation to access the facility. We strongly recommend that you purchase your parking in advance if you plan on driving to the show.

There will be no parking on any of the loading docks located in the Pennsylvania Convention Center. If your vehicle is caught parked at a dock it will be towed at the owners' expense. Also, there is no parking allowed inside of the marshalling yard. Show Management does not have access to the Marshalling Yard once the show is open. If you take the risk of your vehicle being parked there you may not be granted access to get back to your vehicle.

Please visit the [Pennsylvania Convention Center](#) or the [Exhibitor Kit](#) for more information on parking, maps and discounted parking.

For any other questions concerning parking, please call Hannah Lewis at (919)674-0412.

UTILITIES AND SERVICES POLICY

The Pennsylvania Convention Center is happy to provide utilities and services at prevailing rates. Current rate sheets for labor, equipment rental and services are available on request. For safety reasons, Pennsylvania Convention Center personnel must perform installation of all utility services. Please submit all service order forms with full payment enclosed to the Pennsylvania Convention Center. They cannot provide the service until payment is received.

To receive the lower advance rate, your forms must be received before the advanced order deadline which is typically three weeks before the start of the show. **This year the advanced order deadline is Monday, December 16, 2019.**

Utilities Forms can be found under the [Exhibitor Kit](#) section of our website, which is located at the bottom of the Home Page

SERVICE	ADVANCE	STANDARD
500 WATT	\$165.00	\$215.00
1000 WATT	\$195.00	\$245.00
2000 WATT	\$245.00	\$295.00

*****Electrical Labor Rates Per Hour*****

Weekdays 8am – 4:30pm: \$110.00

Weekdays before 8am or after 4:30pm: \$165.00

Saturdays, Sundays and Holidays: \$220.00

FOOD AND BEVERAGE SAMPLING

Exhibitors sampling food from their booths are required to comply with the rules and regulations of the Office of Food Protection in Philadelphia. Exhibitors that are sampling must complete a Special Event Temporary Food Service Application, which can be found [here](#) and must pay the fee required by the Office of Food Protection. A representative from the Office of Food Protection will conduct a thorough inspection the morning that the show opens. Additionally, exhibitors sampling food must complete a sampling release form which you can find [here](#) and a release and indemnity form which you can find [here](#) for Aramark. Please note that Marketplace Events supplies a three-basin utensil washing sink for exhibitors sampling food that can usually be found in the hall. Please contact Show Management with any questions regarding 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.

- 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 by an SMG electrician and have cables taped. Please contact Show Management to have this scheduled.

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.** If you need to order these items, you can purchase them directly through [General Exposition Services](#).

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. All edges must be secured. You may bring your own or rent from [General Exposition Services](#). If your booth is above 600 Sq. Ft, you will be required to pay a minimum labor charge.

- All flooring must be neat and clean
- No frayed edges are allowed
- All edges of a carpet must be taped down – double sided tape is acceptable
- Duct tape is not allowed to secure the flooring
- You must return the Pennsylvania Convention Center floor to its original condition – Fees will be charged for damages

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.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee. [General Exposition Services](#) is available to rent tables that will be properly skirted if needed for an additional charge.



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 selling activity must take place inside your contracted space. One verbal warning will be given if your company is in violation of this rule. A second written warning will be issued and if the problem is not addressed at that point Show Management reserves the right to remove your company from the show.

*****TENTS, FLAGS AND CANOPIES ARE NOT ALLOWED*****

Booth Guidelines

Exhibitors can build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. 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; graphics, logos or print facing into another booth will not be allowed
- Professionally finished signage NO handwritten signs are permitted

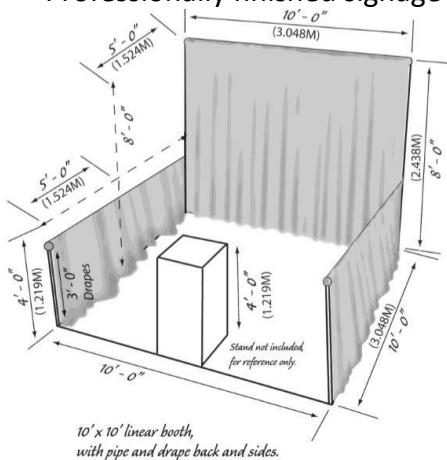


Exhibit fixtures and components will be permitted to a maximum height of 8 feet on the back wall.

If you are using side walls as part of your display they must be finished on BOTH sides. No exposed wires, frames, wood must be exposed for the public or your neighbor to see. All display materials and electrical must meet the fire marshal regulations.

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense any display which is not in accordance with these rules and regulations.

SECURITY

Security is provided by Imperial Security. The guards will be on duty 24 hours each day during the show and each dark day of the show which consists of Tuesday January 15, Wednesday January 16, and Thursday January 17 when the show is closed to the public.

When the show is dark, no access is granted onto the show floor unless approved ahead of time by Show Management. If during these days you need to restock your booth, handle maintenance issues or provide training to your staff you must notify Show Manager, Jenna Naffin at (215) 704-4124. You will need to provide the name of your company, the person who will need access to the show floor, the date and time of your arrival and the reason why. Once this information is received your name will be provided to Imperial Security and one of the guards will escort you onto the show floor. Please note all activities will be monitored and supervised.

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.

Please take the following suggestions under advisement:

- Do not leave your booth unattended during the set – up process, show process or move – out process PERIOD
- Do not leave small items, one of a kind special samples, prototypes, generated leads or extremely valuable merchandise in your booth overnight.
- Under the guideline of special circumstances, you can ask Show Management to lock up valuable items in the Show Office (located outside of Exhibit Hall F)

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. Every reasonable precaution will be taken to protect exhibitor property but please note that Show Management assumes no 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 under the [TERMS AND CONDITIONS](#) or contact Show Management if you have questions at (215) 704-4124.

SALES TAX

All exhibitors are required to have a Pennsylvania Sales License if they are directly selling on the show floor. This license can be obtained from:

[Pennsylvania Department of Revenue](#)
110 North 9th Street; Suite 204A
Philadelphia, PA 19107
(215) 560 - 2484

FINAL PAYMENTS

Full and final payment for exhibit space must be made by November 11, 2019. Show Management reserves the right to refuse entry to any exhibitor whose account has not been settled and paid in full. Please note if your booth space isn't paid for by the November 11, 2019 deadline complimentary show tickets will not be mailed out to you and your company name will not appear in the House & Home Magazine, the official Show Guide for the show.

If you have signed and authorized Marketplace Events to automatically charge your card on your original contract, please make sure funds are available in the proper time frame. If you have any questions regarding payment processes, please contact Hannah Lewis at (919)674-0412. Any contracts that are outstanding after the show cycle is completed will automatically be sent to collections and the exhibitor will still be responsible to pay off the booth space and will not be allowed to exhibit in any future shows with Marketplace Events.

MICROPHONES, AUDIO EQUIPMENT AND MUSIC

Use of microphones, audio equipment and musical instruments is permitted, however, sound levels must be kept at a volume that management deems reasonable. Violators will receive ONE WARNING. If there are more problems with volume levels, then Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show. You must be courteous to your neighboring exhibitors who are conducting business on the show floor.

MUSIC, PHOTOGRAPHS + 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, perform 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 the booth or display that contains music, photographs and or copyrighted materials for which the exhibitor fails to produce proof that the exhibitor holds all the required licenses.

The exhibitor shall remain reliable for all claims, causes of action, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation of infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges

SHIPPING INFORMATION

General Exposition Services charges a drayage fee for handling any materials delivered to the Pennsylvania Convention Center. Deliveries without a company name and booth number will be declined. Contact General Exposition if you are sending shipments ahead of your arrival. Marketplace Events and the Pennsylvania Convention Center are not responsible for accepting your shipment.

All shipments should be clearly marked with your company name and booth number. Special arrangements can be made with General Exposition Services on items that need special care. Please do not send packages before your arrival date. It is expected that a representative from your company will be present to sign for your package. Please decide with General Exposition Services to dispose of or store your shipping crates and or boxes.

All shipments MUST BE PREPAID. There are two options for shipping your materials ahead of time.

OPTION 1: Shipping Directly to General Exposition Services Warehouse Location

General Exposition Services will transport your materials from their warehouse to the Pennsylvania Convention Center on Tuesday, January 7, 2020. Your package will be dropped inside of your booth providing that the floor has been set with pipe and drape

(Exhibiting Company Name) (Booth Number)
2020 Philly Home Show
General Exposition Services
205 Windsor Road; Limerick Business Center
Pottstown, PA 19464

****Advance Warehouse Discount Deadline: Friday, January 3, 2020**

****Last Date to Arrive at GES Warehouse: Monday, January 6, 2020**

OPTION 2: Shipping Directly to the Pennsylvania Convention Center

*** If your package is received by General Exposition Services the package will be dropped inside of your booth on the show floor or will be housed in the loading dock area***

















2020 Philly Home Show
Pennsylvania Convention Center c/o General Exposition Services
(Exhibiting Company Name) (Booth Number)
1101 Arch Street; Race Street Entrance – Hall F
Philadelphia, PA 19107

****Items will not be delivered without this information****

****Deliveries will not be accepted before Tuesday, January 7, 2020****

SHOW HOTEL INFORMATION

The Philadelphia region offers exhibitor accommodations at every price point. Marketplace Events understands that lodging for your staff can be a primary concern when exhibiting at the show. Below are some hotels in the surrounding area located near the Pennsylvania Convention Center. Please click on the logos to find out more information. *We recommend stays at the Downtown Philadelphia Marriott and Hilton Garden Inn.*

 <p>Hilton Garden Inn Center City 1100 Arch Street Philadelphia, PA 19107 215.923.0100</p>	 <p>Days Inn Center City 1227 Race Street Philadelphia, PA 19107 215.564.2888</p>	 <p>Double Tree Center City 237 Broad Street Philadelphia, PA 19107 215.593.1600</p>	 <p>Lowes Philadelphia Hotel 1200 Market Street Philadelphia, PA 19107 215.627.1200</p>
 <p>Courtyard Philadelphia 21 North Juniper Street Philadelphia, PA 19107 215.496.3200</p>	 <p>Philadelphia Marriott 201 Market Street Philadelphia, PA 19106 215.625.2900</p>	 <p>Four Points Center City 1201 Race Street Philadelphia, PA 19107 215.496.2700</p>	 <p>The Independent Hotel 1234 Locust Street Philadelphia, PA 19107 215.772.1440</p>
 <p>Alexander Inn South 12th Street Philadelphia, PA 19107 215.923.3535</p>	 <p>Hampton Inn Center City 1301 Race Street Philadelphia, PA 19107 215.665.9100</p>	 <p>Holiday Inn Express Midtown 1305 Walnut Street Philadelphia, PA 19107 215.735.9300</p>	 <p>Residence Inn Center City 1 East Penn Square Philadelphia, PA 19107 215.557.0005</p>
 <p>Aloft Philadelphia Airport 4301 Island Avenue Philadelphia, PA 19153 267.298.1700</p>	 <p>The Rittenhouse 210 West Rittenhouse Square Philadelphia, PA 19103 215.546.9000</p>	 <p>Hyatt at The Bellevue 200 South Broad Street Philadelphia, PA 19102 215.893.1231</p>	 <p>Rittenhouse 1715 A Boutique 1715 Rittenhouse Square Philadelphia, PA 19103 215.546.8787</p>

PENNSYLVANIA CONVENTION CENTER RULES AND REGULATIONS

In order to keep the facility in exceptional condition for all of our exhibitors, we ask for your cooperation in enforcing the following guidelines. Should you have any questions please call the Pennsylvania Convention Center Event Services Department at (215) 418-4850 or please take a look at the Plan of Operations which is revised and available at

http://www.paconvention.com/plan/Documents/Plan_of_Ops.pdf

Everything you need and want to know about the Pennsylvania Convention Center is listed here!

BUILDING REGULATIONS

- Decorations, signs and banners may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces, or columns unless approved by the Pennsylvania Convention Center.
- Holes may not be drilled, cored, or punched into the building.
- Painting of signs, displays or other objects is not permitted in the building.
- Adhesive backed (stick-on) decals or similar items (except name tags) may not be distributed or used inside of the building.
- Due to extensive clean-up costs, glitter and confetti are not permitted in the Pennsylvania Convention Center. Additional cleaning charges may be assessed if these materials are used.
- Helium balloons may not be distributed in the Pennsylvania Convention Center. Balloons may be approved in advance for permanent attachment to your display. Please contact the Event Services Department (215) 418-4850.
- The following carpet tape is approved for use inside of the Exhibit Halls: Kendall TC-19-100, Shurtape PC 618 or DF642. Any substitutes must be approved beforehand. All tape and residue marks must be removed from the Exhibit Hall floors and disposed of immediately after the show. No tape of any kind will be permitted on carpeted surfaces.
- The Pennsylvania Convention Center will not accept advance shipment of freight or materials. All shipments delivered to the Pennsylvania Convention Center must arrive after move-in begin date begins and must be to the attention of the shows' general services contractor. Under no circumstances will C.O.D deliveries be accepted by the Pennsylvania Convention Center.
- Parking – There are numerous parking facilities within close proximity of the Pennsylvania Convention Center. Therefore, except for loading and unloading, parking is not permitted on the loading docks. Due to limited space, unapproved vehicles may be towed at the owner's expense.
- Display Vehicles – Vehicles as part of a display are required to have less than ¼ tank of fuel, with a locking tank or it must be taped shut. Both the negative and positive battery cables must be removed and taped. See display of motor vehicles policy for further information or contact the Event Services Department at (215) 418-4850.
- Industrial personnel carts may be operated in the Pennsylvania Convention Center exhibit halls only during move-in, move out and non – show hours (actively permitting.) Steps must be taken to protect carpeted and terrazzo surfaces by the installation of plastic or wrapping the wheels. Battery operated transportation devices specifically manufactured for the use of transporting disabled individuals may be utilized without exception. Golf carts or industrial personnel carts utilized for the purpose of transporting guests with special needs on carpeted or terrazzo must be approved in advance through your Event Manager. Please refer to the PCC Floor protection Policy for further details.

PHILADELPHIA FIRE DEPARTMENT RULES AND REGULATIONS

City of Philadelphia, Philadelphia Fire Department, Department of License & Inspection, Security Services Department Convention and Exhibition Shows shall meet the following requirements to insure fire safety of all occupants exhibiting and attending a show at the Pennsylvania Convention Center.

FIRE REGULATIONS

- **SMOKING:** The Pennsylvania Convention Center is a smoke free facility. Pursuant to the no smoking law enacted by the city of Philadelphia; prohibits any smoking within 20 feet of any entrance to the Convention Center. The Authority will strictly enforce all fire and safety regulations including the playing of required public service announcements. We thank you for your cooperation in enforcing this policy.
- **EXIT:** For your safety, exit doors may not be obstructed. Exit doors shall not be locked, blocked or held open, except by an approved smoke detection closing device. Nothing shall be placed within 15 ft. of a means of egress doorway. Exit signs shall not be obstructed from the view by booths, decorations or any other objects and or hanging materials.
- **FIREFIGHTING EQUIPMENT:** Access to firefighting equipment and view of accompanying signage shall not be obstructed by exhibition materials. A distance of five feet shall be maintained between fire protection equipment and exhibition material. This includes exhibit hall pillars, which house fire and electrical equipment.
- **AISLES:** Aisles in exhibition halls must be at least eight (8) feet wide.
- **ELECTRICAL EQUIPMENT:** Electrical equipment shall be listed equipment (U.L., f.m., etc) Electrical wiring shall be in accordance with the National Electrical Code. 14-gauge wire or better is required for all connections. All extension cords must be 3-wire, grounded.
- **EXHIBITION BOOTH CONSTRUCTION & DECORATIONS:** Exhibition booths shall be constructed of noncombustible or limited – combustible materials. Wood shall be greater than ¼ inch nominal thickness or wood not greater than ¼ inch thickness shall be treated fire retardant wood meeting the requirements of National Fire Protection Association (NFPA) standard 703. Other combustible materials shall be flame resistant in accordance with NFPA 701 for textiles and films, and Underwriters Laboratories (U.L.) 1975 for foamed plastics.
- **CRATE STORAGE:** Crates and other combustible shipping and packing materials shall be stored outside in loading dock areas or in sprinklered rooms used exclusively for storage and separated from assembly areas by one-hour fire resistant rated construction. Crate storage shall not exceed a height of 12ft and shall have eight (8) foot aisles every 50 feet. Philadelphia Fire Safety Code requires 24-hour Fire Watch and fire extinguishers every 10 feet.
- **COMBUSTIBLE STORAGE:** Combustible storage within a booth shall be limited to a one-day supply. Combustible storage outside of a booth is prohibited.
- **OPEN FLAME:** Open flame devices and candles are not permitted except by written approval from the Fire Department.
- **COOKING & BAKING APPLIANCES:** Cooking and baking appliances shall be on noncombustible surfaces and separated horizontally from combustible materials by at least two feet. Cooking ranges and deep-well cooking equipment shall be protected by an approved automatic fire suppression system or at

least two 20BC portable fire extinguishers. The Fire Marshal will require a test of all cooking equipment prior to event opening.

- **DISPLAY OF MOTOR VEHICLES:** Vehicles on display shall not contain more than one-quarter (1/4) tank of fuel. All fuel tank openings shall be sealed to prevent the escape of vapors. Both vehicles battery cables shall be disconnected and taped. Refueling or the removal of fuel from the vehicles on the premises is prohibited. Vehicles shall not be moved during show hours. An extra set of keys must be left with the building in case of emergency.
- **FLAMMABLE & CONBUSTIBLE LIQUIDS:** Flammable and combustible liquids are prohibited in exhibition areas, except as stated in item number 6.
- **COMPRESSED GASES:** Compressed gases are prohibited except for one-pound gas capacity cylinders used for demonstration purposes. No more than one cylinder per booth shall be in use. Reserve cylinders are limited to 20 in the building and shall be stored in a room not accessible to the public. Permission to exceed the stated quantities shall require written approval from the Fire Department. Approval may be granted only after receipt of a written request to be received at least 15 days prior to the first day of move-in. This request shall state the gases being used, the quantities of each gas and how the gas will be used.
- **CRYOGENIC LIQUIDS:** Cryogenic liquids are prohibited, except by written approval from the Fire Department. Approval may be granted only after receipt of a written request to be received at least 15 days prior to the first day of move-in. This request shall state the liquid being used, the quantities of each and how it will be used or demonstrated.
- **HAZARDOUS DISPLAYS:** Hazardous displays, such as, welding, brazing, torch cutting, lasers or use of radioactive materials, require written approval from the Fire Dept. depending on quantities, permits may be necessary. Approval may be granted only after receipt of a written request to be received at least 15 days prior to the first day of move-in. This request shall slate exactly what is taking place in the display, materials being used, quantities of each and what precautions are being taken to protect both the Exhibitor and the Attendee.
- **HAZARDOUS CHEMICALS:** Hazardous chemicals, including pool chemicals, pesticides and herbicides are prohibited, except in small quantities used for demonstration purposes. A material safety data sheet shall be provided for each chemical which will be present.
- **PERMITTED QUANTITIES:** Liquids – one quart per chemical | Solids – two pounds per chemical
- **EXPLOSIVES:** Explosive, including the performance of live pyrotechnic or fireworks displays is prohibited.
- **PYROTECHNIC OR FIREWORKS DISPLAYS:** The performance of live pyrotechnic or fireworks displays is prohibited.
- **AEROSOLS:** Pressurized containers having flammable propellants are prohibited, except by written approval from the Fire Department.

YOUR COMPANY WILL BE RESPONSIBLE FOR ENFORCING ALL THE ABOVE RULES AND REGULATIONS UNDER THE FIRE CODES OF THE STATE OF PENNSYLVANIA!

PHILLY HOME SHOW

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 General Exposition Services and the Pennsylvania Convention Center.
- Tables are to be professionally skirted with floor-length skirting. Absolutely no paper or plastic table skirts! Fine furniture is acceptable without skirting.
- 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 Pennsylvania Convention Center.
- 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 Pennsylvania Convention Center floor in broom-clean condition.

**Our sincere thanks for your support and participation in the Downtown
Philly Home Show produced by Marketplace Events**

Marketing Tips to Maximize Your Show Participation...



- **Direct Mail / Email Campaigns:** We can work with you to develop postcards, newsletters, coupons, e- newsletter or advertisements promoting your participation in the show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.



- **In-Store Flyer Distribution:** Promote your participation in the show and offer your customer an online discount to attend the show



- **Stickers:** Print up stickers with your booth number and the show name, date and facility name. In the months before the event, affix the stickers to all communications – invoices, letters, packages etc. Provide each sales person with a batch of stickers, too.



- **Website Link:** Be sure your website is linked to www.phillyhomeshow.com / Create a mini – site off your company website that describes your activities at the upcoming show. Include product announcements, show hours, contact information for staff working the show, speaking engagement schedule – whatever will inform or excite your customers and prospects.



- **Invitation:** Send a letter of invitation, complimentary show passes and a map of the exhibit hall with your booth location highlighted. Stretch the benefit. Don't say "visit us at booth number x." Say why recipients should take the time to visit with you. Are you offering a show special? Launching a new product? What is in it for them?



- **Show Appointment Book:** Set up appointments with your key customers at the show. Send a handwritten note to your customers reminding them of your appointment.



- **Prizes:** Offer a time – limited incentive to create a sense of urgency. "The first 30 people to visit our booth will get a special prize!" Or, send your hot prospect list a coupon for a gift that they can pick up at your booth.



- **Personal Call:** Have your sales reps personally deliver show invitations and / or complimentary tickets to customers and hot prospects.

For More Information on Marketing Opportunities Please Contact:

Jenna Naffin; Show Manager, 215.704.4124 or email jennan@mpeshows.com with any questions.