

— MINNEAPOLIS —

Holiday



B O U T I Q U E

**Minneapolis Holiday
Boutique Exhibitor Manual**

December 10-12, 2021

Minneapolis Convention Center

MinneapolisHolidayBoutique.com

MARKETPLACE | **EVENTS**

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The 10 minutes you take now to review this information will save you time and money when setting up your display at the show.

SECTION 1: GENERAL INFORMATION

1.1 SHOW MANAGEMENT:

The Minneapolis Holiday Boutique is produced and managed by:
Marketplace Events, LLC
2000 Auburn Drive, Suite 200
Beachwood, OH 44122

1.2 SHOW PERSONNEL:

Marc Gary	Show Manager	816.601.2707 MarcG@mpeshows.com
Ryan McCune	Show Coordinator	816.601.2705 RyanM@mpeshows.com

1.3 SHOW FACILITY:

The Minneapolis Holiday Boutique is held at the Minneapolis Convention Center.
1301 2nd Avenue South | Minneapolis, MN 555403

1.4 IMPORTANT PHONE NUMBERS:

Marketplace Events Office	816.931.4686
On-site Show Office	816.931.4686
Minneapolis Convention Center (MCC)	612.335.6000
George E Fern Company, "Fern"	800.774.1251

1.5 SHOW DAYS AND HOURS:

Friday, December 10 th	10:00 am – 8:00 pm
Saturday, December 11 th	10:00 am – 8:00 pm
Sunday, December 12 th	10:00 am – 5:00 pm

1.6 EXHIBIT SET UP / MOVE-IN:

Move-In dates & hours:

Each exhibitor will be assigned a specific date and time to move-in and set up their booth. These assignments will be sent via e-mail 30 days prior to move-in.

General move-in hours are:

Wednesday, December 8 th	12:00 pm – 8:00 pm
Thursday, December 9 th	8:00 am – 8:00 pm

The MCC requires that exhibitors enter and exit the building using the rear marshalling yard or other approved route during move-in/out times of an event when transporting items that require a cart or cannot be carried by hand.

Exhibitors may enter through the front lobbies during approved move-in/out times with small hand carried items only.

Upon arrival at the facility:

Go to the On-site Show Office to pick up your exhibitor badges. The Show Office is in Room 103A within Lobby D. Look for the show office signs.

If you have individuals helping in your exhibit space during the show and you will not see them prior to the show, please leave their badges with us for Will Call. Your workers will not be able to get through security/tickets takers without an Exhibitor Badge.

- Vehicles may NOT drive on carpeted areas. Clarify with Show Management Personnel if your exhibit space is located in a carpeted area.
- If you ordered carpet, tables, or chairs from FERN (Show Decorator), make sure these are in your exhibit space. If not, go to their office at the show and speak with them.
- If you ordered electricity or telephone service for your booth, please verify your order with the Minneapolis Convention Center. They will be set up at the show Wednesday & Thursday during move-in for assistance.
- If you are allowed to drive into the facility to unload your exhibit, it is imperative to unload quickly and move your vehicle outdoors, so that other exhibitors can have their turn.
- If you need a hand truck, cart, or dolly for moving in your exhibit, please bring one with you as they are not provided by show management. Do not expect to find one at the facility for your use

ABSOLUTELY NO DRIVING IN THE BUILDINGS AFTER 12:00 PM THURSDAY

No cars or trucks will be allowed in the building after this time.

Due to the aisle carpet installation, all large items must be placed inside your booth space by Noon on Thursday, December 9.

Make sure to clear all trash, boxes, crates, etc. from the aisles by Thursday, December 9, 8:00 pm. If you need additional time, please make special arrangements with Show Management.

1.7 EXHIBIT REMOVAL / MOVE-OUT:

Move-Out dates & hours:

Sunday, December 12th 5:01 pm – 10:00 pm
Monday, December 13th 8:00 am – NOON

All exhibits MUST be fully removed from the MCC by Noon, Monday, December 13, (NO EXCEPTIONS). Marketplace Events is not responsible for any materials or displays that are left at the building. A removal fee will be assessed for items left behind.

1.8 DISMANTLING BOOTHS:

Aisle carpet will be removed on Sunday evening immediately after show closing. Once the aisles have been cleared, vehicles may enter the building for loading of heavy items. Everything your company brought to the show must be removed or disposed of properly. If not, your company will be charged for the cleanup.

NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL IT IS ANNOUNCED OVER THE PUBLIC ADDRESS SYSTEM THAT IT IS PERMISSIBLE. LISTEN FOR THE ANNOUNCEMENT - IT WILL BE LOUD AND CLEAR.

Any exhibitor dismantling or packing before the show closes will not be given priority for booth placement at the 2022 show.

SECTION 2: DECORATOR & UTILITIES**2.1 SHOW DECORATOR, FURNITURE RENTAL:****George E Fern Company, "FERN"**

Exhibitors are responsible for **flooring (required for all booths.)** You may supply your own tables and chairs or rent from the show decorator. An advanced purchase discount is offered & will ensure availability of all needed items.

As an exhibitor, you will automatically receive an introduction email from Fern with instructions on creating your password in [OneView](#).

After you've logged on and created an account you will be able to order services online using OneView. Please e-mail Fern Exhibitor Services at exhibitorservices@fernexpo.com should you have any questions or if you need to have the introduction e-mail resent.

[Click Here](#) for a video tutorial of Fern's OneView.

The decorator office will be open during move-in, show, and move-out for exhibitors requiring furniture, carpet, etc. at the show.

Certain areas within the facility are carpeted. If you are not sure if your exhibit space is in a

carpeted area, contact Marketplace Events sales staff for clarification. Carpet/flooring is not required within exhibit space on carpeted areas of the facility.

2.2 STANDARD DRAPE DISPLAY

Show management will provide without charge one 8' high back wall drape (excluding "island" spaces), and side rail drapes, which extends from the back of the booth to the front of the booth at a height of 8' (excluding corner booths). Any portion of an exhibit or exhibit materials exceeding 8' in height must be approved by Show management.

The standard drape equipment is the property of the official show decorator. Their permission must be obtained to attach any materials to the drape or use it for any other purpose than a backdrop.

PLEASE NOTE: Only the style and color of drapery as described will be supplied at no cost.

2.3 DIRECT SHIPMENTS (SENDING MATERIALS TO THE SHOW) & FORKLIFTS:

Shipping and storage of exhibit materials or products can be arranged with the Show Decorator. Contact George E Fern Company (FERN) for instructions.

DO NOT SEND SHIPMENTS DIRECTLY TO THE FACILITY OR TO MARKETPLACE EVENTS. IT WILL BE REFUSED.

Exhibitors requiring forklift services should make arrangements with Fern prior to move in.

Details:

- Forklift and operators are available to assist you with setup, spotting of machinery and un-skidding once it has been delivered to your booth. Do not order forklifts to unload your freight carrier.
- If a crane or special lift is needed, please call Fern customer service for availability and quote
- A one-hour charge will be applied to all orders cancelled without 48-hour notification
- Payment is due and payable when services are rendered
- The exhibitor is responsible to check-in with the Fern service desk when the forklift is needed
- Check in at the Fern service desk on show site when you are ready for your Forklift. All Forklift orders are assigned on a first come first serve basis.

An exhibiting firm's employees may set up and take down their exhibit and carry their own exhibit materials to and from the loading docks. If extensive work is required on the exhibit that

involves the hiring of outside labor, or if help is needed in moving heavy objects, arrangements for such work must be made through FERN. See Section 2.1 for additional info.

2.4 SIGNAGE

Exhibitors will be supplied with one (1) standard 7" x 44" company identification sign. Your sign will read exactly as your booth was contracted.

Banner height may not exceed 8' (top of banner). Banners may be ONE sided only, and not face into another exhibitor's booth. Banners with writing or logos on both sides are NOT permitted.

Handwritten signs or banners are NOT allowed – USE PROFESSIONAL SIGNS ONLY.

Signs cannot be attached to MCC walls or pillars

2.5 ELECTRIC, UTILITIES, INTERNET, ETC.:

The Minneapolis Convention Center is the exclusive provider of electric, utilities, and internet services. Please order these services by selecting your event below and following the online order form. For questions, call Exhibitor Services at 612.335.6550.

Electrical

- All electrical equipment must be U.L. approved, properly wired and tagged as to type of current, voltage, phase, cycle and horsepower. Use of open clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plugs and Romex cable is prohibited.
- All 120-volt extension cords must be a 3-wire grounded type.
- The MCC reserves the right to refuse connection to any exhibitor whose equipment is deemed unsafe by MCC electrical supervisors.
- Utility panels and mechanical equipment rooms may not be blocked.
- Only MCC staff are authorized to access electrical floor boxes and make electrical disconnections and/or connections.
- Exhibitors will be financially responsible for damages to electrical equipment.
- For booth electricity, complete the form in the Show Decorator Kit and return to the MCC 14 days prior to the first show date to receive advanced rates. Make sure to note if you need 24-hour service.

Internet

- Internet services are provided by Smart City. For services, please complete the form complete the form in the Show Decorator Kit and return to the MCC 14 days prior to the first move-in date of the show to receive advanced rates. You may contact Smart City directly at 612.335.6465, with additional questions.

Telephone Service

- Telephones are issued at the MCC service desk. Deposits for telephones must be paid prior to issue. Refunds will be made for set(s) returned. If you are considering bringing in your own phone, verify with the MCC that it is compatible with their system.

- For booth phone service, complete the form complete the form in the Show Decorator Kit and return to the MCC 14 days prior to the first show date to receive advanced rates.

Water/Drain

- Please note only one in three for the floor boxes include a drain. All others are electrical.
- For booth water/drain, complete the form complete the form in the Show Decorator Kit and return to the MCC 14 days prior to the first show date to receive advanced rates.

2.6 CLEANING:

Aisles will be cleaned every evening during the show. Exhibitors are responsible for the upkeep and cleaning the inside of their own booths. If exhibitors have light trash, it should be bagged and placed in the aisle at the close of the show.

The MCC shall have exclusive control of cleaning exhibit booths. Independent contractors are not allowed to clean booths. Vacuuming and cleaning service may be ordered online through Exhibitor Services or the Event Coordinator. Booth cleaning is based on gross square footage. Please contact the Exhibitor Services Department for further details.

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.

SECTION 3: REGULATIONS

3.1 BOOTH REGULATIONS:

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense, any display that is not in accordance with these rules and regulations. If any doubt exists, the exhibitor must provide details and have such exhibits approved by show management. Management may require exhibitors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition and, or failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's Expense.

Exhibits must be designed and constructed so they do not obstruct the general view of the show or detract from other exhibits. All sides and surfaces, front and back of exhibits which are exposed to view must be properly finished and decorated by exhibitor at their own expense and to the satisfaction of neighboring exhibitors and Show Management. No advertising is allowed on the reverse of an exhibit without prior approval by show management. Certain areas within the facility have ceiling height restrictions. Absolutely no tents of any kind are allowed without show management prior consent.

No exhibits will be permitted which interfere with the use of other exhibits or impede access to the free use of the aisle.

FLOORING: ALL FLOORS WITHIN EXHIBIT SPACES ON UNCARPETED AREAS OF THE FACILITY MUST BE 100% COVERED WITH CARPETING, ASTROTURF, VINYL FLOORING, ETC. – NO EXCEPTIONS. Flooring is NOT included in the cost of your booth. Any carpet extending into the common aisle is subject to being cut and removed.

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 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.

IT IS REQUIRED THAT EXHIBITORS ALWAYS HAVE A STAFF MEMBER IN THEIR EXHIBIT DURING SHOW HOURS. SHOW MANAGEMENT DOES NOT ASSUME ANY RESPONSIBILITY FOR LOSSES.

BOOTH PERSONNEL, INCLUDING DEMONSTRATORS, RECEPTIONISTS AND MODELS ARE REQUIRED TO CONFINE THEIR SALES ACTIVITIES WITHIN THEIR OWN BOOTH SPACE.

No spraying of scented fluids is allowed during the show

All inventory and personal items must be stored **COMPLETELY OUT OF SIGHT**. Your booth should look professional and inviting to the attendee. Holiday décor is welcome and makes your booth more appealing to consumers!

Exhibitors must make arrangements to dispose of any shipping crates or other rubbish created through the building or dismantling of their individual display

3.2 BUILDING REGULATIONS:

Balloons

Helium balloons may not be sold or distributed inside the facility. Helium balloons may be approved through the Event Coordinator for permanent attachment to authorized displays. A deposit may be required prior to installation. If helium balloons are released for any reason within the facility, any MCC labor and/or lift equipment costs to remove balloons from ceilings and/or domes will be charged to Permittee at the prevailing rates and conditions. A balloon drop requires appropriate stagehand personnel to hang, release and remove. See the Fire & Safety Regulations section for information about helium tank storage and operation.

Butanes

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- One fire extinguisher 2-A: 10-BC or greater must be present for each open flame device

- 20 lb. maximum tank
- A minimum of 10' must separate each open flame device and any combustible materials
- Butane tanks may not be stored in the exhibit area or in the building. Tanks must be stored 50' from the building.

Candles

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- The candle must be housed in glass
- The tip of the flame in any state of use may not extend at all above the top of the glass housing
- Any open flame must be securely supported on substantial noncombustible base and open flame is protected.

Cooking

- Grilling (charcoal or propane) inside of the MCC is prohibited. Exceptions:
 - Exhibitor or Show Manager consults with MCC to approve and designate a grilling area in the MCC's marshaling yard.
- Grease-laden vapors (Deep Frying): Exhibitors may request to use gas or electric cooking devices in a manner that produce grease laden vapors. Where use of such devices is approved by the MCC, the following requirements will apply:
 - Must be constantly attended by a qualified, responsible adult (18+ year old);
 - K Class portable extinguisher must be readily available and stored with the cooking space.
 - Submit storage and transport plan for cooking oil;
 - Submit make and model of cooking device. Product must have a substantive base and containment for oil; and
 - Cooking areas must be separated from each other by 10-feet.
- Any tabletop cooking will be allowed as long as our fire alarms are not going off. As usual, if the Exhibit Hall gets too smoky, then those vendors will be asked to stop until we can properly ventilate that area.
- If a smoke beam is tripped within the Exhibit Hall, the exhibitor will be required to shut their booth down for the run of the show.

Decorations

- Decorations may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, doors, floors, walls, glass, columns, painted surfaces, fabric or decorative walls. Damage resulting from the improper and/or unauthorized installation of materials will be charged directly to Permittee.
- HOLIDAY TREES AND HOLIDAY DECORATIONS
 - Natural or resin bearing trees and branches used for wreaths, garland, etc. must be treated with a flame retardant

- Every natural or resin bearing tree used for holiday decoration, regardless of the type of tree, shall be so placed, kept and maintained so that the butt or bottom end of the trunk is at all times immersed in not less than two (2) inches of water
- No cotton batting, straw, dry vines or leaves, celluloid or other flammable material shall be used unless fireproofed in a manner approved by the M.F.D. Fire Prevention Bureau
- No trees or natural wreaths, etc., shall be placed in or immediately adjacent to exit areas, light wells or stairwells in the building
- No candles shall be used on holiday trees or natural wreaths, etc. No electrical decorations shall be used on holiday trees or natural wreaths, etc.
- All artificial trees and wreaths must be flame retardant and lights must be U.L. approved
- **PROHIBITED DECORATIONS**
Painting, confetti and streamers are prohibited without the prior written authorization of the MCC. Chewing gum, glitter, pressure-adhesive stickers/decals or similar promotional items cannot be distributed or sold within the facility. Costs associated with the cleanup of these, or similar items are the responsibility of the Permittee.

Food Truck

Upon approval and authorization by our catering provider, any food truck occupying space inside of the MCC that is cooking and serving food must adhere to these standards: a. Kitchen hood fire suppression system.

- K Class and 20 BC portable extinguisher.
- 5lb maximum propane cylinder tank. All additional tanks, both empty and full, are to be stored outside of the building; and
- In addition, all food licensing requirements must be followed.

Liquid Petroleum (LP) Gas

Use of LP gas by show management and/or exhibitors is prohibited unless the following conditions are met:

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- One fire extinguisher 2-A: 10-BC or greater must be present for each open flame device
- Five-pound maximum tank
- A minimum of 10' must separate each open flame device and any combustible materials
- LP tanks may not be stored in the exhibit area, on the dock or in the building. Tanks must be stored 50' from the building
- If an LP tank is permanently installed in a vehicle that will be displayed in the MCC, the tank must be completely empty (purged). Detachable LP tanks are to be removed from the building

Medical Emergency

For medical emergencies, report the emergency to the MCC's Guest & Security Services Dept. This is done by calling #2013 from any beige House Phone (there is also a placard above each phone with the number on it). The building covers a very large footprint and only the MCC staff will know where the "best entrance" for the responders to enter.

A first aid kit is available in the Show Management Office (103A) for non-emergencies.

Natural Gas

Access to natural gas sources in the MCC is limited. In addition to any other applicable regulations governing the use of natural gas, a natural gas pipeline may not be extended across any aisle or walkway.

Propane Cylinders

Exhibitors may have propane cylinders that are used for displayed purposes. Any pound capacity can be used and must have the following:

- Valve off.
- Drilled hole at the top of the cylinder;
- Cutaway; Brand new – never been used

Smoking

Smoking in any form is not allowed in the MCC. Anyone caught smoking in the MCC by the Fire Inspector will be tagged and removed from the facility for the day.

Sprinklers

All exhibitors incorporating ceilings in their exhibits (regardless of size) must contact Show Management for approval. Floor plans for oversized exhibits must have MCC and Fire Department approval.

- The following must be protected by sprinklers:
 - Single-level exhibit booths greater than 300 sq. ft. and covered with a ceiling; throughout each level of multilevel exhibit booths, including the uppermost level
 - a single exhibit or group of exhibits with ceilings that do not require sprinklers must be separated by a minimum of 10 ft. where the aggregate ceiling exceeds 300 sq. ft.

Sternos

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- One fire extinguisher 2-A: 10-BC or greater must be present for each open flame device

Stone Cutting

Dry sawing of rock, brick, concrete, etc. is NOT allowed inside. It is only permissible outside the building. Wet sawing is permissible inside at your site but CANNOT by up to the drain into the MCC drains. Exhibitors may empty pans of slurry into the snowbanks outside.

Tape & Floor Clings

The use of tape on any facility surface is prohibited except as noted:

- If taping is necessary, care and consideration must be given to protecting and preserving the floors of the MCC
- Carpeted areas: The MCC requires the use of a quality gaffer's tape on carpet ♣ Exhibit Hall Floors: Only professional, low-residue double-sided carpet tape may be used on Exhibit Hall floors. Vinyl tape or chalk can be used to mark the floors.
- Terrazzo Floors: The MCC has, for sale, the only approved tape for use on the terrazzo surfaces. Approved tape is available for purchase in the MCC Exhibitor Services office. Tape purchased outside the MCC is prohibited.
- Prohibited Tapes: High residue tape, duct tape, clear "cellophane" or packing tape is specifically prohibited.
- Permission to use any type of floor cling must have prior approval by MCC management and Branding/Sponsorship.
- The Permittee and Event Service Contractor are responsible for removal of any tape, floor clings or residue. Any tape, floor clings or residue left on any surface will be removed by the MCC and prevailing labor rates and material costs will be billed to Permittee. This policy applies to all taping applications including, but not limited to, carpeting, signs, cords and displays

Tools

Hand and power operated hand tools may need to be utilized on the show floor. Please review the following requirements for the use of tools:

- Ensure all staff operating tools are competent and knowledgeable on the proper and safe operation of such tools. Pre-show training, regarding the operation of power operated hand tools is recommended as required.
- Ensure all move in and move out staff are properly equipped with the appropriate tools for completing tasks. All power tools must be in safe working condition with the appropriate safety mechanisms.
- All staff operating tools are required to wear appropriate personal safety equipment. Safety gloves and glasses are essential when risk of hand and eye injuries is high.

Vehicles (Gasoline & Diesel Powered)

Operation of gasoline or diesel-powered vehicles within the MCC requires prior approval and is subject to air quality monitoring as required by the Minnesota Department of Health. This includes, but is not limited to, automobiles, motorcycles, construction equipment, aerial lifts, etc. This policy also applies to move-in/out periods as well as event hours. Gasoline/Diesel vehicles on display inside the MCC requires prior approval and must have:

- Fuel tank caps locked or taped shut
- Battery cables disconnected
- A gas tank fuel level of no more than ¼ full or five gallons, whichever is less
- Protective covering under tires on terrazzo or carpeted surfaces

Any vehicle that drips oil or other staining solutions may not be operated within the MCC without a drip pan or dry absorption powder. Permittee and/or exhibitors will be charged for all cleaning and/or replacement costs for stain removal. Exhibit Hall A has additional requirements for gasoline/diesel powered vehicles. Please contact the Event Coordinator for further information.

YOUR COMPANY WILL BE RESPONSIBLE FOR ALL DAMAGES TO THE FACILITY.

3.3 FIRE REGULATIONS:

The safety of all occupants of the facility is of primary concern. Any unsafe conditions or activity should be **IMMEDIATELY** reported to Show Management and the MCC for corrective measures. The information contained in this outline is a summary of standard operating procedures in cooperation with the Fire Marshal of Minneapolis.

Material used in exhibits must be fire resistant and are subject to inspection by the Minneapolis Fire Department.

If you have any questions on this, call the Minneapolis Fire Prevention Bureau (612) 673-2546.

Precautions must be taken to prevent the general public from coming in contact with anything that may cause burn or injury. Any product hot to the touch must be placed at the back of your booth, away from the aisle. For those with bulk 20'x20' peninsulas, islands or larger, these products must be positioned in the middle/center area of your space, again, as far away from the aisle(s) as possible. Warning signs must be placed prominently on all such surfaces, horizontal and perpendicular

Written authorization by MCC management and the M.F.D. Fire Prevention Bureau shall be required for the following:

- Operation of any electrical, mechanical or chemical devices which may be deemed hazardous by the M.F.D. Fire Prevention Bureau.
- Operation of any heater, barbecue, heat producing or open flame devices, candles, lanterns, torches, welding equipment, smoke emitting devices or materials, etc.
- Use or storage of flammable liquids, compressed gases, or dangerous chemicals.
- Use of any fireworks/pyrotechnics.

A "Special Event Permit" for an open flame may be obtained from the M.F.D. Fire Prevention Bureau. Application forms are available at

http://www.ci.minneapolis.mn.us/regservices/regservices_special or by calling (612) 673-2546. There is a charge for each permit.

THE MINNEAPOLIS FIRE MARSHAL RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS.

3.4 SECURITY:

While the Minneapolis Holiday Boutique has 24-hour security, Marketplace Events and the MCC does not assume responsibility for lost, stolen or damaged merchandise. Exhibitors should be prudent and not leave valuables unattended within exhibit space. Secured storage spaces at the MCC may be available to purchase during the show, on a first come first serve basis. Storage space is very limited, so it is highly recommended that you purchase your space well in advance. Contact Show Management for questions about storage spaces.

Security Suggestions:

Do not leave your booth unattended during the set-up, show or move-out period.

Do not leave small items, one-of-a-kind special samples, prototypes, generated leads, or extremely valuable merchandise in your booth overnight.

3.5 INSURANCE:

Neither Show Management nor the MCC will accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations by fire, accident, theft, or any other cause while in the building.

EXHIBITORS MUST PROVIDE ADEQUATE INSURANCE FOR THEIR OWN PERSONNEL, EXHIBITS AND MATERIALS AGAINST ALL SUCH HAZARDS.

No alcohol may be consumed on show site other than during designated times and locations as specified in this Exhibitor Service Manual and/or on posted signage 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.

3.6 MICROPHONES, AUDIO EQUIPMENT AND MUSIC:

Use of microphones, audio equipment and musical instruments is NOT permitted at any time during the show. If you plan to use items in your booth which produce sound including music, you must keep the volume low enough, so your neighbors may freely talk with attendees. If Show Management receives a complaint, you will be asked to turn the sound off. Any music used in your booth must be licensed or approved for public usage.

3.7 PHOTOGRAPHS & OTHER COPYRIGHTED MATERIAL:

Each exhibitor is responsible for obtaining all necessary licenses and permits to use photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to use any 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 copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for all claims, causes of action, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges.

3.8 SOLICITING, SAMPLES (INCLUDING FOOD), SOUVENIRS, DRAWINGS & GIVEAWAYS:

Displays, demonstrations or distribution of samples, souvenirs, promotional material and soliciting of business must be confined to the exhibitor's booth space. Such activities are not permitted in the aisles, restaurants, entrance areas, hallways, or other exhibits.

No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to the immediate dismissal from the show. It is against show policy for any exhibitor or their mascots to sit, stand, hand out samples, literature, obtain leads, etc. in the aisles of the show, in restrooms, in concession areas, or outside the doors of the venue. This activity must be done inside both. This is also meant to prohibit the handing out of literature from within your booth in such a way that will block or divert the flow of traffic.

ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT

FOOD SAMPLING GUIDELINES

All Exhibitors in the show who are dispensing food and/or beverages must obtain a Short-Term Food Permit. Exhibitors must fill out a permit application and provide payment for the application fee. A maximum of two stands by the same exhibitor are allowed to operate per permit.

Short-Term Food Application:

http://www.ci.minneapolis.mn.us/www/groups/public/@regservices/documents/webcontent/convert_259929.pdf

Exhibitors must also adhere to:

- Environmentally Acceptable Packaging Ordinance: when distributing samples, exhibitors must use environmentally acceptable packaging.

<http://www.minneapolismn.gov/www/groups/public/@health/documents/webcontent/wcmssp-194951.pdf>

- Guidelines for dispensing foods:
<http://www.ci.minneapolis.mn.us/www/groups/public/@health/documents/webcontent/wcmssp-194713.pdf>
- Fill out the Event Food Booth Self-Inspection on site when setting up booth
<http://www.ci.minneapolis.mn.us/www/groups/public/@health/documents/webcontent/wcmssp-195240.pdf>

Food exhibitors: any product that may potentially be opened and consumed on site (i.e. pretzels, candies, cookies, and popcorn) must be prepackaged and have a minimum price of \$15 per smallest saleable unit. There will be secret shoppers.

Per the City, Exhibitors must also comply with the Self Inspection, guidelines for dispensing foods at events and Green to Go policies.

Marketplace Events (MPE) now acts as the Event Food Sponsor for the 2021 and all future shows. MPE is responsible for collecting all completed permit applications, fees and submitting all exhibitor information, **one time**, directly to the Minneapolis Development Review Office prior to the start of the show.

Permits will be issued after approval by the Division of Environmental Health has been given. MPE will notify all exhibitors of the approved permit before the shows starts.

MPE will be on-site during the show verifying that booth self-inspections have been filled out and that booths are in compliance with the City.

Exhibitors that will distribute food and/or beverage samples during the show and have obtained prior approval from show management must complete a Short-Term Food Application and pay a \$90.00 fee. Marketplace Events will collect this electronically.

Applications and payments should be sent via e-mail to ryanm@mpeshows.com

Please DO NOT send information to the City. All exhibitors are required to send information directly to us and we will send to the City for approval.

ALL INFORMATION IS **DUE BY NOVEMBER 22, 2021**. Any information received after that date may be subject to fines from the City for late submittals.

Exhibitors that have a seasonal permit DO NOT have to pay the fee, but must still fill out an application and provide permit number in lieu of payment.

Some food items are subject to a slightly higher sales tax, not the customary 8.025 (this is subject to change.) Contact the Minnesota Department of Revenue (651) 296-6181/800.657.3777 if you have questions.

MCC FOOD & BEVERAGE GUIDELINE

Food and beverage sampling permits and inspections are under the authority of the Minneapolis Health Department, Division of Environmental Health. It is the responsibility of Permittee to:

- Obtain approval for food and/or beverage sampling from the MCC and Kelber Catering.
- Fill out the “Event Food Sponsor Permit”
- Collect completed “Short-Term Food Permit” applications and permit fees from each exhibitor planning to distribute food and/or beverage
- Submit all applications and fees directly to the Minneapolis Development Review Office at least 10 business days prior to the event start date.
- Please visit <https://www2.minneapolismn.gov/business-services/licenses-permits/food-lodging-pools/food-related/> for full application materials and information.
- Food and/or beverage samples may only be distributed directly from an exhibit booth, within the show floor exhibit space.
- Food and/or beverage samplings are limited to products manufactured, processed or distributed (i.e. foodservice distributor) by the exhibiting company.
- Permittees and Exhibitors are asked to support the efforts of the City and the MCC to reduce waste by providing samples in minimal, compostable packaging.
- All items distributed are limited to SAMPLE SIZE:
 - Food portions are limited to 2 ounces
 - Non-alcoholic beverages are limited to 5 ounces
 - Alcoholic beverage samples are limited as follows:
 - Beer – 3 ounces
 - Wine – 1.5 ounces
 - Liqueur or Cordials – .75 ounce
 - Distilled Spirits – .50 ounce
- Exhibitors who wish to distribute alcohol samples from their booth must contact Kelber Catering in advance for fees and regulations involved with sampling under Kelber Catering’s liquor license. Kelber Catering retains the right of final approval on the dispensing of beer, wine or other alcoholic beverages by exhibitors.
- Non-profit entities may be allowed to dispense sample size alcoholic beverages under the following conditions (please note additional fees will apply):
- The non-profit organization must secure a Special Events Liquor Permit from the City and must work under the oversight of Kelber Catering. Kelber Catering is the only sponsoring permanent license holder accepted by the MCC.
- The non-profit organization must obtain Liquor Liability Insurance and sign an addendum agreement with Kelber Catering which stipulates minimum conditions for sample pouring in the MCC and indemnifies Kelber Catering from all wrong doing and/or negligence.
- Temporary Licensee must provide trained staff to dispense alcoholic beverages and check identification of guests to ensure that they are 21 years of age or older and that they are not overly intoxicated when served.
- The MCC reserves the right to require that all guests receive some form of permanent

identification after being identified as 21 years old and over. The preferred form of identification is with a wristband. Kelber Catering may provide wristbands and staff to perform this duty at a cost to the Temporary Licensee.

- Training must be approved by Kelber Catering and follow industry recognized alcohol management techniques. Kelber Catering may provide this training at a cost to the Temporary Licensee, if needed. Kelber Catering will Updated: January 2021 MEETING PLANNER'S GUIDE 18 not provide training unless it is specifically included in the agreement between the Temporary Licensee and Kelber Catering.
- An alcohol management plan must be submitted one month prior to the event start date which outlines the training, serving policies, age identification procedure and any other plans put in place to minimize the effect of underage drinking and/or over consumption of alcohol.

Drawings and Giveaways

If you plan to use a drawing for prizes during the Show, you must fill out and return the Drawing Registration form to Marketplace Events before the Show opens. (This form can be found in the forms section of this packet).

The prize drawing must be held before the Show closes, and you are required to turn the name of each winner into the Show Office. State regulations require that we have the names of all winners.

Organizations conducting prize drawings valued at over \$1500 must have applicable City and State licenses. Drawings held at the MCC must be open to the public through in-person non-paid admission, public internet site, mail and/or at an off-site public business establishment. Instructions for public entries must be posted at each submittal location. For further information and application forms, please contact the Minnesota Gambling Control Board at <https://mn.gov/gcb/> or call 651.539.1900 and the Minneapolis Police Licensing Division at 612.673.3002.

Raffles can only be conducted by non-profit organizations. Organizations conducting raffles must have applicable City and State licenses. For further information and application forms see <https://mn.gov/gcb/> or call 651.539.1900.

SECTION 4: EXHIBITOR BADGES, PARKING, COMPLIMENTARTY PASSES, ETC.

Exhibitor Badges will be held at the on-site show office and can be picked up during move-in. Please do not wait until the morning of show open to come get them, as you won't be able to get through security to enter the building without a badge.

4.1 EXHIBITOR BADGES:

For security reasons, all personnel working a booth is required to have credentials in the form of an Exhibitor Badge. Exhibitor badges allow admittance to the show each day. These

credentials are only for principals and employees who are working in the exhibit space.

Exhibitors will be provided (5) badges for every (100) square feet of contracted booth space, with a maximum of (20) exhibitor badges. Additional badges can be pre-ordered at a cost of \$10.00 each. To place and order, please contact the Show Coordinator, Ryan McCune, via e-mail at RyanM@mpeshows.com.

EXHIBITOR BADGES MUST BE PRESENTED TO DOOR GUARDS STARTING AT 8:00 AM FRIDAY, DECEMBER 12TH AND THROUGHOUT THE DURATION OF THE SHOW.

4.2 EXHIBITOR PARKING:

Parking is easy to find at the conveniently located Minneapolis Convention Center. In addition to metered parking, there is a wide selection of off-street parking to choose from within easy walking distance - most of these are parking ramps that are connected to the Minneapolis Convention Center by skyway.

Please refer to the Minneapolis Convention Center's website for directions and parking. <https://www.minneapolis.org/minneapolis-convention-center/directions-parking/>

4.3 COMPLIMENTARY & DISCOUNTED SHOW TICKETS:

Exhibitors will be provided a total of (40) complimentary e-tickets per company.

Each exhibitor will receive online ticket redemption codes valid for 40 complimentary e-tickets. These will be emailed out 30 days prior to the show. Tickets will only be emailed out if your account has been settled in full. Pass your unique code along to your customers, who can go online and use it as a coupon code to redeem free tickets to the show using our online ticketing system.

If you do not receive your tickets or you would like to request more, contact RyanM@mpeshows.com. Discounted tickets are \$6.00 each compared to the regular adult admission price of \$12.00 per ticket.

If you wish to leave tickets at Will Call, you may redeem and print tickets using your unique code. See Will Call section below for how to leave them for your guests at the show. Use your tickets to invite potential customers to the show, as a thank you to good customers or for friends and family.

Complimentary and discounted tickets are NOT to be distributed in the LOBBIES, FOYERS or PARKING LOTS of the MCC. If complimentary or discounted tickets are given to visitors in these areas, the exhibitor will not be allowed to exhibit in future events and may be asked to leave the current show immediately

4.4 PAYMENT OF ACCOUNT:

Full and final payment for exhibit space must be made by November 15, 2021

Show Management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. Any exhibitor not paid in full by the deadline will NOT appear in the official show program listing.

4.5 HOTEL INFORMATION:

We have negotiated discounted rates at the following hotels:

Hilton Minneapolis

1001 Marquette Avenue

Minneapolis, MN 55403

612.376.1000

[Click Here](#) to reserve your room

Booking Deadline is 5pm CST, November 24, 2021

4.6 SALES TAX & OPERATOR CERTIFICATE OF COMPLIANCE FORM (OCC):

Operator Certificate of Compliance (OCC) Form

ALL exhibitors (regardless if they are selling at the show or not) are required to complete an OCC form for the MN Dept. of Revenue that includes a (7) seven digit number. OCC forms are due to Show Management before the show. Companies without an OCC form on file will be subject to fines up to \$500 per show day.

[Click Here](#) for MN Dept of Revenue Fact Sheet

[Click Here](#) for Form ST19 (Operator Certificate of Compliance Form)

Complete the form and return via e-mail to ryanm@mpeshows.com

Exhibitors engaged in the business of making retail sales at the MCC may be required to obtain sales tax permits. Exhibitors are responsible for filing this tax and must have a Minnesota "Sales and Use Tax Permit" and a City "Sales and Use Tax Permit."

Both permits can be obtained by filling out forms provided by the Minnesota Department of Revenue. Operators/organizers (i.e. Permittees) of craft, antique, coin, stamp or comic book shows; flea markets; convention exhibit areas; or similar events are required by Minnesota law to get written evidence that persons who do business at the show or event have a valid Minnesota tax ID number.

If a seller is not required to have a Minnesota tax ID number, the seller must give the operator a written statement that items offered for sale are not subject to sales tax. All operators (including operators of community sponsored events and nonprofit organizations) must obtain written evidence from sellers.

Contact the above address for an “Operator Certificate of Compliance” (a.k.a. ST19). For more information and forms, contact: Department of Revenue Sales & Use Tax Division Phone: (651) 296-6181 or (800) 657-3777 www.revenue.state.mn.us .