

# EXHIBITOR MANUAL

PA Farm Show Complex Harrisburg, PA

**November 29 – December 3, 2023**

Welcome to the PA Christmas + Gift Show!

**Thank you** for exhibiting with us!

This vendor manual has been compiled to help you and your staff with complete details about how to prepare for the upcoming show at the Pennsylvania Farm Show Complex.

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

**We strongly encourage you to give the manual to those individuals responsible for planning, set up, and working the show.**

# SHOW MANAGEMENT

The Pennsylvania Christmas + Gift Show is produced and managed by:



2000 Auburn Dr., Ste 200  
Beachwood, OH 44122  
484.854.9084

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

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

<b>Jenna Naffin</b> Show Manager (Alpha N-Z) <a href="mailto:jennan@mpeshows.com">jennan@mpeshows.com</a> 484.854.9084	<b>Christie Elig</b> Sr. Exhibit Sales Consultant (Alpha A-M) <a href="mailto:christiee@mpeshows.com">christiee@mpeshows.com</a> 440.376.2057	<b>Maddie Rice</b> Show Coordinator <a href="mailto:maddier@mpeshows.com">maddier@mpeshows.com</a> 440.591.6966
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## IMPORTANT PHONE NUMBERS

GENERAL EXPOSITION SERVICES	610.495.8866
PA FARM SHOW COMPLEX	717.787.5373

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<b>SHOW FACILITY</b> PA Farm Show Complex 2300 North Cameron Street Harrisburg, PA 17110 Ph: 717.787.5373 <a href="http://www.farmshow.pa.gov">www.farmshow.pa.gov</a>  Morgan Firestone <a href="mailto:mfirestone@pa.gov">mfirestone@pa.gov</a>	<b>SHOW PUBLIC RELATIONS</b>  Elise Brown <a href="mailto:elise@elisebrownpr.com">elise@elisebrownpr.com</a> 215.990.6955
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## SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office in the PA Farm Show Complex. The office is located in the Spine, between the Expo Hall and the Equine Arena.

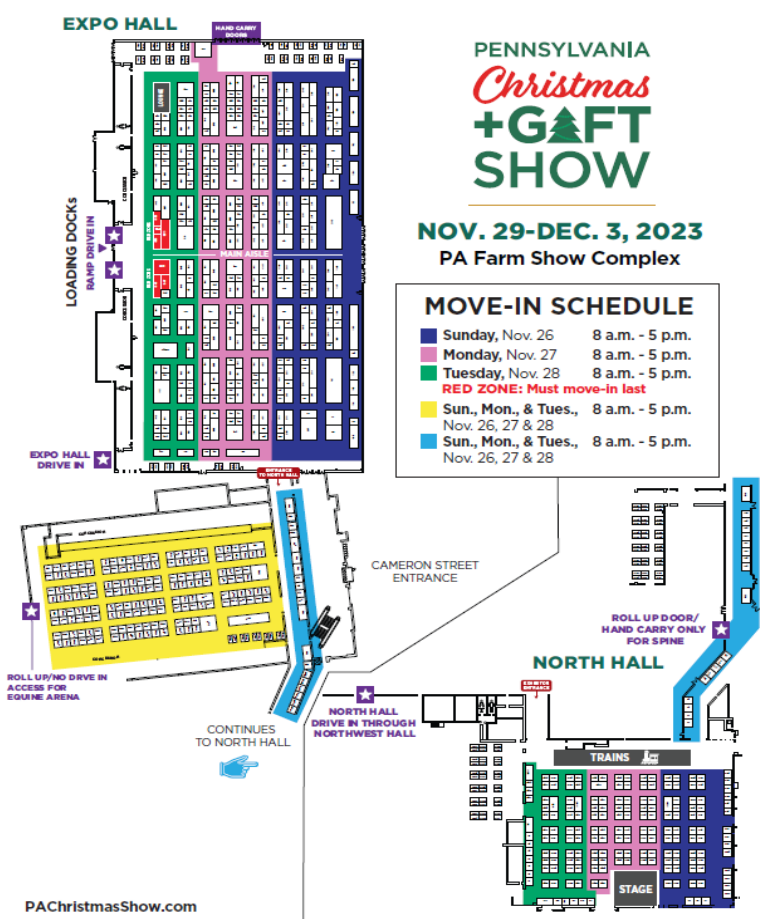
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# MOVE-IN | MOVE-OUT DAYS AND HOURS

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

Move in hours are between 8:00am – 5:00pm, based on the scheduled areas of the floor noted below. Please review the map and schedule carefully, as it is designed for ease of driving onto the floor in the Expo Hall and North Hall. Please note that booths in the Equine Arena and the Spine are hand-carry/cart only. **\*\*For safety reasons, no one under the age of 16 is permitted in the halls or dock areas during move-in/out.**

<u>MOVE IN SCHEDULE</u>	
<p><b>Sunday, Nov 26<sup>th</sup> 8:00am – 5:00pm</b></p> <ul style="list-style-type: none"> <li><span style="color: blue;">■</span> Dark Blue Zone – Expo Hall and North Hall</li> <li><span style="color: yellow;">■</span> Yellow Zone (Equine Arena)</li> <li><span style="color: lightblue;">■</span> Light Blue Zone (Spine)</li> </ul> <p><b>Monday, Nov 27<sup>th</sup> 8:00am – 5:00pm</b></p> <ul style="list-style-type: none"> <li><span style="color: pink;">■</span> Pink Zone – Expo Hall and North Hall</li> <li><span style="color: yellow;">■</span> Yellow Zone (Equine Arena)</li> <li><span style="color: lightblue;">■</span> Light Blue Zone (Spine)</li> </ul>	<p><b>Tuesday, Nov 28<sup>th</sup> 8:00am – 5:00pm</b></p> <ul style="list-style-type: none"> <li><span style="color: green;">■</span> Green Zone – Expo Hall and North Hall</li> <li><span style="color: yellow;">■</span> Yellow Zone (Equine Arena)</li> <li><span style="color: lightblue;">■</span> Light Blue Zone (Spine)</li> </ul> <p><b>Tuesday, Nov 28<sup>th</sup> afternoon</b></p> <ul style="list-style-type: none"> <li><span style="color: red;">■</span> RED ZONE must move in last</li> </ul> <p style="text-align: center;"><u>MOVE OUT SCHEDULE</u></p> <p><b>Sunday, Dec 3<sup>rd</sup> 5:00pm-10:00pm</b></p>



MOVE IN MAP and SCHEDULE – this image is for basic information only - visit the [Vendor Kit](#) page of the website for a PDF that can be downloaded/printed/expanded etc.

**YOU MUST BE COMPLETELY SET UP BY 8:00PM ON TUESDAY. NO SETUP IS PERMITTED ON WEDNESDAY.**

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## General Move-Out Information

**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 5:00pm on Sunday is strictly prohibited.  
Your cooperation is appreciated.**

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## SHOW HOURS

Wednesday, November 29, 2023	9:00am – 7:00pm
Thursday, November 30, 2023	9:00am – 7:00pm
Friday, December 1, 2023	9:00am – 7:00pm
Saturday, December 2, 2023	9:00am – 7:00pm
Sunday, December 3, 2023	10:00am – 5:00pm

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## VENDOR BADGES

Vendor badges are NOT mailed out prior to the show. Badges can be picked up at Vendor Registration (located behind the box office) during move-in and during show hours. Complimentary plastic badge holders are provided. Vendor badges are required to identify you as an authorized Vendor. Vendors will not be allowed access to the show floor during show days without a badge.

Each company will be provided an allotment of 5 badges.

Badges can be picked up at the show office during move-in or at the vendor entrance by North Hall entrance on show days.

**\*\*VENDOR BADGES MUST NOT BE USED AS ADMISSION TICKETS AND CANNOT BE LEFT AT WILL CALL.**

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## VENDOR ENTRANCES DURING SHOW HOURS

During show hours, Vendors may use the North Hall entrance of the PA Farm Show Complex. A Vendor badge will be required to enter the show floor.

All loading dock doors will be closed and there will be no access granted during show hours. If you need to restock your booth with supplies, please do it one hour before the show opens. Security is permitted to stop any Vendor from entering or exiting through the side entrances or loading dock doors. There is no smoking allowed inside the building.

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## COMPLIMENTARY TICKETS

Each Vendor will receive 4 complimentary e-tickets. These will be emailed three weeks prior to the show. Tickets will only be emailed if your booth space has been paid in full. Additional admission passes can be purchased at the discounted price of \$5.00 each (\$10 at the box office). Please contact Show Coordinator Maddie Rice at [maddier@mpeshows.com](mailto:maddier@mpeshows.com) to order these discounted tickets.

**COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW.** If complimentary tickets or badges are given to visitors, the Vendor 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, or for friends and family.

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## WILL CALL

Will Call will be set up at the Group Tickets counter in the Cameron Street Lobby which will be utilized by consumers to pick up the tickets that have been reserved for them. Staff will be at Will Call at all times to hand out complimentary tickets for Vendor 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.

***\*\*VENDOR BADGES ARE FOR VENDORS; THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES.***

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## MARKETING OPPORTUNITIES FOR VENDORS

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 Jenna Naffin at (484) 854-9084 for more information or email [jennan@mpeshows.com](mailto:jennan@mpeshows.com).

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## SHOW DECORATOR SERVICES

General Exposition Services (GES) is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Please order these items directly from them. The links for GES forms and ordering information are located on the [Vendor Kit](#) page of our website.

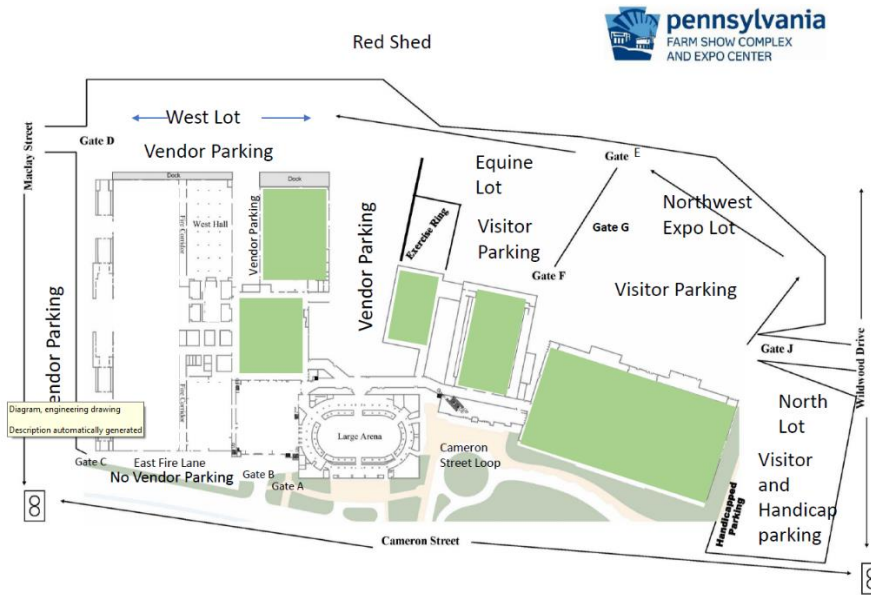
Vendors are responsible for the upkeep and cleaning of their own booths. You may order carpet cleaning service from General Exposition Services at their service desk located in the Main Hall, behind the Arena bleachers. During move – out everything that your company brings to the show must be moved or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

# PARKING

We are able to sell a **5-day parking pass for \$40** and **single-day passes for \$8**. To eliminate delays on site, please order your pass ahead of time by contacting Maddie at [maddier@mpeshows.com](mailto:maddier@mpeshows.com) or any member of the Show Team. The pass(es) must be picked up at the Show Office during your move-in and will be valid for all days of the show.

If you do not need or are unable to pick up 5-day or single-day passes in advance, PA Farm Show Complex & Expo Center charges \$10 per vehicle for daily parking. NOTE: As of November 2022, parking is **CASHLESS**, and fees can only be paid by credit card (Visa or Mastercard: credit, debit, or gift card type) upon entry.

**VENDOR PARKING AREAS:** To assure the best customer satisfaction, please be sure to park in the assigned vendor parking areas. (A PDF of this map is available on the website [HERE](#), for downloading, enlarging, printing, etc.)



## TRAILER PARKING:

If you have a trailer that you do not need access to during show hours, please park at the Elmerton Lot, which is free. Aerial view below (PDF available on the website [HERE](#) to download, print, enlarge, etc.)

If you must park your trailer onsite, please use the vendor parking near the exercise ring. The Farm Show charges \$25 per day for trailer parking. You can arrange this onsite with venue staff.

Overnight Campers On-Site – see the **HOTEL & LODGING** section on page 13 of this manual.



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## ELECTRICAL SERVICES POLICIES

Standard Electrical Service can be ordered through Show Management – please use the form on the [Vendor Kit](#) page of the show website.

### Conditions and Regulations

1. All equipment, regardless of source of power, must comply with all national, state and local safety codes.
2. Unless specially authorized by the Complex' Electrical Department, no one other than the "House Electrician" shall make electrical connections.
3. All equipment must be properly tagged and wired with complete information as to type of current, wattage, voltage, phase cycle, horsepower, etc.
4. All material and equipment furnished by the Complex for this service order shall remain the Complex' property and shall be removed only by the Complex at close of the show.
5. Unless otherwise directed, the Complex' "House Electricians" are authorized to cut floor covering to permit installation of service.
6. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
7. All Vendors' cords must be rated to operate the equipment that you are using and should be at least 12/3 wire grounded type. Farm Show staff will inspect and if proper cords are not utilized, cords will be confiscated.
8. All fountains and pumps should have Ground Fault Interruption (G.F.I.) protection
9. Charges will be assessed for any damage to Complex property or equipment.
10. Charges will be assessed for extra labor provided to the event promoter or vendors.

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## PA FARM SHOW COMPLEX FOOD & BEVERAGE POLICY

Please review prior to the show to ensure you are following the building guidelines for sampling and selling.

### Alcohol Sales Requirements:

- Only alcohol sales intended for off-premise consumption may be considered.
- Vendors must carry and display the appropriate PA LCB license.
- Rules associated with the license must be followed.
- No single-serving sizes are permitted.
- Containers for off-premise consumption must be at least 750oz or 1.5 Liters ONLY

### Food or Consumable Items

- All consumable food items must be packaged for off-premise consumption.
- Packages must contain no less than 6 adult servings with items wrapped collectively not individually.
- Pies, cakes, and breads, must be full size. No minis or partials permitted.
- Items prohibited without prior written approval: Soft Pretzels -- Nuts -- Popcorn -- Beverages -- Cookies -- Whoopee Pies



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## VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions. All vehicles must be marked on the floorplan by show management for fire marshal approval ahead of the show.

- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1 gallon of fuel in the vehicle.
  - All RV, trailers, etc. must have a working smoke detector in place while in the building.
  - A set of keys must be left with Show Management for the duration of the show.
  - All vehicle batteries must be disconnected and have cables taped. Please contact Show Management to have this scheduled.
  - All pressured fuel tanks must be drained.
  - Fueling/refueling inside the building is prohibited.
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## BOOTH INFORMATION, RULES & REGULATIONS

### Booth Expectations

Please don't forget company is coming! This is Christmas event, and we ask you to plan your space accordingly with holiday décor. We ask that everyone decorate their space to include décor, lights, trees, etc. We know from other shows that those booths that are decorated do better! The shoppers are feeling festive!

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 both materials, you can purchase them directly through General Exposition Services. If you need electricity, visit the [Vendor Kit](#) page of our website for an order form; send completed form to your salesperson, or any member of the Show Team.

### Flooring

Flooring is not included in the cost of your exhibit booth unless you are in the Equine Arena It is required that all booths be floored. Please be prepared to put down 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. You can also consider interlocking foam tiles as a neat, but inexpensive flooring option.

- 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. Any Vendor leaving tape remnants will be charged a fee for cleanup.
- You must return The PA Farm Show Complex 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 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 Vendor’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. Storage options are available. Please ask your sales consultant about options and pricing.



## Staffing Your Booth

All Vendors 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 Vendors 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\*\*\***

**This is considered a fire hazard. Exceptions will not be made.**

## Booth Guidelines

Vendors 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 may be visible 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 Vendor's expense any display which is not in accordance with these rules and regulations.

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## **SECURITY**

Security is provided by Marketplace Events' vendors. The guards will be on duty 24 hours each day during the show. Every reasonable precaution will be taken to protect Vendors' 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 set-up, show, or move-out
- Do not leave small items, electronics, 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.

## **FIRE SAFETY**

NO open flames, fires, or burning of any kind will be permitted within the complex.

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## **INSURANCE**

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover Vendors' property, which is placed on display at the Vendor's risk. Every reasonable precaution will be taken to protect Vendor property but please note that Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

Marketplace Events has a recommended insurance provider that you can purchase an event policy with. You may always purchase coverage through any vendor of your choice; this is offered only as an option, familiar with our shows.

Buttine Underwriters Purchasing Group, LLC has an application link here: <https://www.buttine.com/eventVendor.html>

Or contact Kendra Reilly Monahan at 212.867.3642 or [kar@buttine.com](mailto:kar@buttine.com)

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## FINAL PAYMENTS

**Full and final payment for exhibit space must be made by November 15.** Show Management reserves the right to refuse entry to any Vendor whose account has not been settled and paid in full.

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 Maddie Rice at [maddier@mpeshows.com](mailto:maddier@mpeshows.com) or 440-591-6966. Any contracts that are outstanding after the show cycle is completed will automatically be sent to collections and the Vendor will still be responsible to pay off the booth space and will not be allowed to exhibit in any future shows with Marketplace Events.

## SALES TAX

All Vendors are required to have a Pennsylvania Sales License if they are directly selling on the show floor. **You must have a PA sales tax number to do the show. It must be available upon request of the show or state onsite.**

For help with obtaining proper licensing and documentation, please contact:

[Pennsylvania Department of Revenue](#)

Business Tax Department: 717-787-1064

License application site: [www.pa100.state.pa.us](http://www.pa100.state.pa.us)

Online Customer Support: <https://revenue-pa.custhelp.com/>

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## 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 Vendor from using sound equipment for the remainder of the show. You must be courteous to your neighboring Vendors who are conducting business on the show floor.

## MUSIC, PHOTOGRAPHS + OTHER COPYRIGHTED MATERIAL

Each Vendor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in Vendor's booth or display. No Vendor 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 Vendor 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 Vendor fails to produce proof that the Vendor holds all the required licenses. The Vendor 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 of infringement) by Vendor, Vendor's age of employees of any patent, copyright or trade secret rights or privileges.

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## **PACKAGE & FREIGHT DELIVERY INFORMATION**

### **All Freight delivery goes through the Decorator, General Exposition Services (GES)**

**Advance Warehouse Shipping:** Last Date to arrive at Warehouse: Friday, November 10 (Discount pricing deadline: Thursday, November 16) (Receiving hours: Mon-Fri 8:30a-11:45, 12:30p-4:30p)

Shipping Address Label Detail:

Name of Exhibiting Company  
Your Booth Number  
PA Home & Garden Show  
General Exposition Services  
Limerick Business Center  
205 Windsor Rd  
Pottstown, PA 19464

**Direct Show Site Shipping:** Starts Monday, November 27, beginning at 8am  
(No Freight will be accepted in advance at show site)

Shipping Address Label Detail:

Name of Exhibiting Company  
Your Booth Number  
PA Home & Garden Show  
PA Farm Show Complex  
c/o General Exposition Services  
2300 N Cameron St  
Harrisburg, PA 17110

NOTE: no freight may be delivered to the Complex prior to Monday, November 27, 2023

## **Onsite Storage Rental**

Space available for rent in Expo Hall, Equine Arena, and North Hall, priced per size

\$50 per 5x10

# HOTEL/LODGING INFORMATION

Marketplace Events understands that lodging for your staff can be a primary concern when exhibiting at the show. There are many hotel options in the Harrisburg, PA area, and a few are included on this page, with links to their websites.

We recommend stays at the Best Western Premier, and have a room block for the PA Christmas + Gift Show. The booking link is: [https://www.bestwestern.com/en\\_US/book/hotel-rooms.39125.html?groupId=9E1LJ4N1](https://www.bestwestern.com/en_US/book/hotel-rooms.39125.html?groupId=9E1LJ4N1)

 <p>Best Western Premier -- The Central Hotel &amp; Conference Center 800 East Park Drive Harrisburg, PA 17111 717.561.2800</p>	 <p>Staybridge Suites Harrisburg-Hershey 920 Wildwood Park Drive Harrisburg, PA 17110 717.233.3304</p>	 <p>Fairfield Inn by Marriott Harrisburg-Hershey 1018 Briarsdale Road Harrisburg, PA 17109 800.228.2800 or 717.412.4326</p>
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## Overnight Camper Hook Up Information (arranged through venue)

130-30 AMP Camper Electric Services

270-20 AMP Camper Electric Services

See Parking Lot Security Personnel prior to hooking up any camper – contact (717) 231-6565

BASIC FEE: \$40 plus \$55 per electric (includes 4 parking spaces) = \$95 1<sup>st</sup> day, \$40 each additional day.

If camper requires more than four parking spaces, additional parking spaces can be purchased for \$15 per space per day.

NO WATER, NO DUMPING FACILITIES

Electrical Conditions and Regulations:

1. All equipment, regardless of source of power, must comply with all national, state, and local safety codes.
2. All electrical cords must be rated to operate the equipment you are using. The cords should be at least 12/3 wire grounded type for 20 amp services and 10/3 grounded type for 30 amp services.
3. Reverse 15 amp (female) to 30 amp (male) plug adapters are NOT permitted. These adapters will be confiscated if they are found being used in our equipment.
4. Multiple circuits feeding a single unit are NOT permitted.
5. Unless specially authorized by the Complex' Electrical Department, no one other than the Farm Show Staff shall make electrical connections.
6. All equipment must be properly tagged and wired with complete information as to type of current, wattage, voltage, phase cycle, horsepower, etc.
7. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
8. Farm Show staff will inspect electrical connections and if proper cords are not utilized, cords will be confiscated.
9. Charges will be assessed for any damage to the Complex property or equipment.

# VENDOR RULES AND REGULATIONS CHECKLIST



- ❖ All booths must have floor covering in entire booth area.
- ❖ No signs above 8'. All signs must be professional and one-sided. "Homemade" or handwritten signs are not allowed.
- ❖ If the height of your display exceeds 8' you need to notify management ahead of time for approval.
- ❖ Electric, tables, chairs, carpeting, water, telephone, etc. are not included with the price of your exhibit space.
- ❖ 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 Vendors unless express approval has been obtained from Marketplace Events and the PA Farm Show Complex & Expo Center.
- ❖ All Vendors 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. Vendors are not permitted to assign, sublet, or share booth space.
- ❖ Admission with an Vendor badge is required.
- ❖ Vendors 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 PA Farm Show Complex & Expo Center floor in broom-clean condition.

**Our sincere thanks for your support and participation in the Pennsylvania Christmas +Gift 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. We can send you a PDF flyer for print.



**Website Link:** Be sure your website is linked to [www.pachristmasshow.com](http://www.pachristmasshow.com) and you let people know you're at the show this year. Create an area on your company website that describes your participation in the show and invited them to visit you there.



**Invitation:** Send a letter of invitation or a Facebook event invite to your network, and a map of the exhibit hall with your booth location highlighted. Stretch the benefit.



**Ticket Giveaway:** Use your four complimentary tickets for a giveaway on social media! Tell them to comment their favorite Christmas tradition or song for a chance to win! It increases your social media engagement AND gets people excited to see you at the show.

**For More Information on Show Marketing Opportunities Please Contact:**

Jenna Naffin; Show Manager (494) 854-9084 or email [JennaN@mpeshows.com](mailto:JennaN@mpeshows.com) with questions



## **Already thinking about next year?**

Renew your booth onsite at the show to get the best rate and lock in the best spot for 2024! You will receive a link in your email leading up to the show. You can click that link to sign your contract and pick your payment plan for next year.

Payment plan options include:

Low Monthly Payments

50 / 50 even split of booth fee

Payment in Full

PLEASE NOTE- RENEWAL RULES:

You will have first right of refusal on your booth space until close of show Sunday, December 3rd . If you are not renewed at that time, your booth is open to other Vendors.

If you would like to move locations, you will have the option to put in your contract that you'd like to move spots. Your sales consultant will contact you the week after the show to let you know what is available and you can choose a new space. This option lets you get the best rate and first chance at open booth spaces.