



Exhibitor Manual

2022 I-X Christmas Connection

I-X Center



November 18-20, 2022

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the I-X Christmas Connection.

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.

ClevelandChristmasConnection.com

MARKETPLACE | EVENTS
Largest Home Show Producer | in North America

SHOW MANAGEMENT

The I-X Christmas Connection is produced and managed by:

Marketplace Events

2000 Auburn Drive, Suite 200 | Beachwood, OH 44122

P: 440.591.6974

SHOW FACILITY

The I-X Christmas Connection is held at:

Cleveland's IX Center

1 I-X Center Drive | Cleveland, OH 44135

For directions, please visit: CLEVELANDCHRISTMASCONNECTION.com and click on Show Information.

SHOW DECORATOR

Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor

Fern Exposition Services

645 Linn St | Cincinnati, OH 45203

P: 1.800.774.1251 Ext. 1

ADVANCE ORDER DISCOUNT DEADLINE: October 29th, 2022

QUESTIONS? CONTACT OUR SHOW TEAM

Gina Gumina, Show Manager

P: 216.538.7033 | Email: GinaG@mpeshows.com

Rosanna Hrabnicky, Group Manager

P: 440.591.6974 | Email: RosannaH@mpeshows.com

Kelsey Christopher, Operations Manager *Currently on maternity leave*

P: 440.591.6963 | Email: KelseyC@mpeshows.com

Maddie Rice, Show Coordinator

P: 440.591.6966 | Email: MaddieR@mpeshows.com

HOLIDAY DÉCOR



**IT IS REQUIRED FOR ALL
EXHIBITORS TO INCORPORATE
HOLIDAY DÉCOR IN YOUR BOOTH**

SHOW DATES + HOURS

Friday, November 18, 2022: 10:00 a.m. – 8:00 p.m.

Saturday, November 19, 2022: 10:00 a.m. – 8:00 p.m.

Sunday, November 20, 2022: 10:00 a.m. – 5:00 p.m.

ADMISSION

Adults (at the door): \$14

Adults (online only): \$12

Children Ages 12 & Under: FREE

VIP Shopper Morning*: Friday, November 18 ONLY From 8:00 a.m. - 10:00 a.m. Admission (Online only): \$25.00

HOTEL INFORMATION

Sonesta ES Suites Cleveland Airport

17525 Rosbough Blvd. Middleburg Heights, OH 44130

Exhibitor Room Rate:\$99 + tax

Reservations: 440.234-6688

Book Your Group Rate for the Christmas Connection Show

**Book by October 16, 2022*

Radisson Hotel Cleveland Airport West

25070 Country Club Blvd., North Olmsted, OH 44070

Exhibitor Room Rate:\$82+ tax

Reservations: 440.734.5060

**Book by November 2, 2022*

Hampton Inn by Hilton North Olmsted-Cleveland Airport

24601 Country Club Blvd., North Olmsted, OH 44070

Exhibitor Room Rate:\$104+ tax

Reservations: 440.617.6306

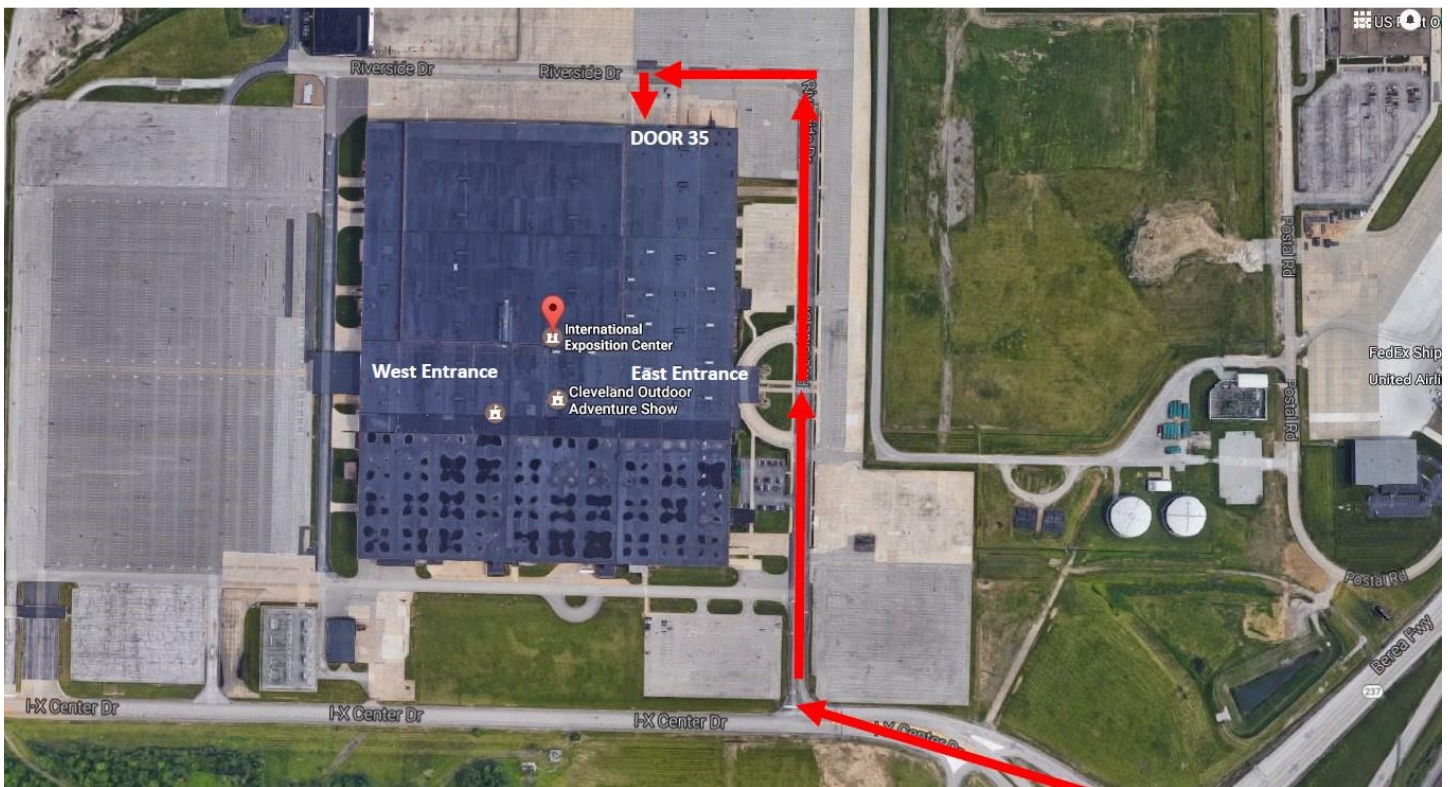
**Book by November 2, 2022*

EXHIBITOR ENTRANCE + SHOW OFFICE

The Exhibitor Entrance + Show Office are located at door 35. See below for a map of how to get to door 35. We will be open during all move-in/move-out and Show hours.

DOOR 35 LOCATION

If driving in, exhibitors must have drive-in pass. Link to purchases passes [here](#) (pages 5-6). **If not driving in**, 2-wheel and 4-wheel carts are available first come.



SHIPPING + MOVE IN/OUT INFORMATION

MOVE IN:

***There will be move in email with dates and times for your assigned installation sent to you in October**

Tuesday, November 15: 8:00 a.m. – 6:00 p.m.

Wednesday, November 16: 8:00 a.m. – 6:00 p.m.

Thursday, November 17: 8:00 a.m. – 6:00 p.m.

Friday, November 18: 7:00 a.m. – 8:00 a.m.

All exhibits **MUST** to be set-up by Friday, November 18th at 8:00 a.m.

MOVE OUT:

Sunday, November 20: 5:00 p.m. – 10:00 p.m.

Monday, November 21: 8:00 a.m. - Noon

All exhibits **MUST** remain in place until closing of the show, Sunday November 20th at 5:00 p.m.

MOVE-IN: (Door 35)

1. Arrive at your assigned installation time.
2. **If driving in**, drive-in passes must be purchased [here](#) (pages 5-6). **If not driving in**, 2-wheel and 4-wheel carts are available first come.
3. Before driving in, remove any snow from vehicle out in the parking lot prior to entering.
4. If driving in, escort will take you to your location.
5. Unload vehicles with your own personnel (up to 3 allowed). If labor is required, please order from Fern [here](#).
6. Drive your vehicle out of the building via specified door.
7. Return to booth and assemble your display.

IF YOU BRING IT IN, HAUL IT OUT! Whether a display is removed from the Show to be used again, or is to be destroyed, remove your entire exhibit. The I-X floor should be left in broom-clean condition.

SHIPPING INSTRUCTIONS

****Shipments may not arrive prior to November 15, 2022.**

Shipments to arrive **PRIOR** to Wednesday, Nov.16th should be sent **PREPAID** to the following address:

TO: (Exhibit Name)
c/o Fern Exposition Services
1 I-X Center Drive | Cleveland, OH 44135
P: 216.676.6000

FOR: I-X Christmas Connection
Booth # _____

Shipments to arrive **ON** or **AFTER** Wednesday, Nov. 16th should be sent **PREPAID** to the following:

TO: (Exhibit Name)
I-X Center c/o Fern Exposition Services
1 I-X Center Drive | Cleveland, OH 44135
P: 216.676.6000

FOR: I-X Christmas Connection
Booth # _____

PLEASE MAKE SURE BOOTH NUMBER IS ON ALL BOXES, CRATES, ETC

RECEIVING HOURS

Wednesday through Thursday 8:00 a.m. – 5:00 p.m.

FOR YOUR INFORMATION

The Fern Exposition Services hours are 8:00 a.m. - 4:00 p.m. If a forklift or any other special attention is needed, please plan your move-in and move-out schedules in advance. Forklift arrangements **MUST** be made in advance. **Contact Fern to setup up forklift time through their [portal](#) or call 800.744.1251. Ext. 1.**

EXHIBITOR BADGES

Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. Exhibitor badges are not required during move-in.

- 100 sq. ft. receives:** 3 badges
- 200 sq. ft. receives:** 5 badges
- 300 or more sq. ft. receives:** 8 badges

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

COMPLIMENTARY TICKETS

Complimentary tickets that can be used for additional staff, customers, friends and family, or promotional incentives are also included. **4 complimentary tickets will be sent out digitally to all exhibitors.**

If you need additional tickets, or have any questions Please contact Maddie Rice at MaddieR@mpeshows.com or 440.591.6966.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. Use your tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

WILL CALL

Will Call will be located in the in the lobby of the show entrance.

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

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 OR PEOPLE WORKING IN YOUR BOOTH. ALL EXHIBITORS MUST ENTER AND EXIT THROUGH DOOR 35.

FLOORING

Flooring is not included in the cost of your exhibit booth. **All exhibit booths should be carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

Protective material must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring to the I-X Center flooring. **Any damage (including unremoved tape) to the I-X Center flooring will be repaired at the exhibitor's expense.**

WI-FI

Order WiFi through the IX Service Center Portal: <https://www.ixcenter.com/service-providers/>

TABLE COVERINGS

It is mandatory that all tables are properly skirted. If your table is decorative, there is no need to cover. Skirting must go from the edge of the table to the floor on all VISIBLE 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.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



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.

Demonstrations and Handouts

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do so outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management.

Booth Decoration/Construction

8-foot-high red/green back drapes and an ID sign are provided for the Show (if contracted by the cutoff date). You are responsible for your own floor covering and tables. Decorating your booth is a requirement. Holiday decorations add character & ambiance to the overall theme of the Show. Those who do not decorate won't be invited back the following year.

Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall. 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, professionally finished on the back side and no PVC pipe allowed.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor's expense.

Tents: Tent frames are allowed if needed for display set up. The canopy **must be removed** if tent frame is used. Garland and lights can be used around the tent frame to display Christmas Decorations.

SECURITY

Security guards will be on hand around the clock during Show hours and during move-in and move-out. These guards are there to safeguard your interests. Exhibitors are asked to give them full cooperation in the performance of their duties. **DO NOT LEAVE "CARRY-OUTABLES" UNGUARDED.** Remove all small articles (calculators, radios, tools, etc.) from the booth at night and at closing. The most dangerous times for theft are during move-in and move-out.

Report anything of a suspicious nature to Show Management and/or Security. Leads can be followed up to avoid incidents of theft.

Ensure you are adequately insured. Each company should have Insurance Coverage.

BOOTH DECORATION/CONSTRUCTION

8-foot-high back drapes (Green + Red), and an ID sign are provided for the Show (if contracted by the cutoff date). You are responsible for your own floor covering and tables. **Decorating your booth is a requirement. Holiday decorations add character & ambiance to the overall theme of the Show.** Those who do not decorate won't be invited back the following year.

FIRE/EMERGENCY PLAN

- 1) An announcement will be made by security in the event of a fire emergency.
- 2) In the event an emergency announcement is made, you and your staff are to proceed and exit through the nearest fire exit.
- 3) If at all possible, encourage everyone exiting to do so in a calm and orderly fashion.
- 4) Once the emergency is over, Exhibitors will be re-admitted prior to the public.

FIRE PREVENTION CODE

Exhibitors who bring anything flammable as part of their exhibit (drapery, table skirting, artificial plants, etc.) should make sure that each item has been recently fireproofed. There are various solutions on the market that are acceptable; retailers such as Home Depot sell this fire-resistant spray. Be advised the fire marshal does check all exhibits prior to show opening.

- Vehicles displayed at your exhibit must have a 1/8 of tank of gas or less. (Note: There is an I-X Center fee to display a vehicle in your booth.)
- Use of portable tanked gas is prohibited.
- Natural gas is available in a few areas of the building. Gas service may be ordered from the I-X Center service desk.

HANGING SIGNS

Hanging signs over booths is not permitted. All sign sizes, sign copy and sign locations are at the discretion of Marketplace Events. Marketplace Events reserves the right to make changes in sign specifics without prior notice. No other type of signs may be suspended from the ceiling other than show directional and feature signs except in the sole discretion of Show Management.

INSURANCE REQUIREMENTS

Show Management has taken reasonable precautions to safeguard exhibits. However, neither management nor the I-X Center will assume responsibility for losses to the exhibitor from theft, fire, damage or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the I-X Center against, all complaints, suits or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage.

Exhibitors are responsible for damage they cause to the I-X Center including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the I-X Center.

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

LIQUOR CONTROL POLICY

ALL agents, employees, guests, or exhibitors are prohibited from selling, giving away or bringing upon the premises, any intoxicating liquor, liquids or compounds. (Sec. 4301.62) This section does not apply to liquor lawfully purchased through the liquor license holder of the building (concessionaire).

PUBLICITY + PROMOTION

Publicity starts with interesting and newsworthy releases and captioned photos. Alert us now of plans involving unique or exclusive products, history of invention or development of your product or a visiting VIP or celebrity. Highlight your participation in your TV, radio, newspaper, advertising, general mailings, newsletters, or fliers. Treat it with the excitement it deserves!

SERVICE ORDER FORMS

A complete service package will be sent to the Exhibitor by the Official Contractor, Fern Exposition Services. All building service forms (i.e., electric, sample food form, etc.) can be found at <https://clevelandchristmasconnection.com/exhibitor-kit>

ADVANCE ORDER ELECTRIC DISCOUNT DEADLINE: October 28th, 2022

SPECIAL NOTES... ATTENTION EXHIBITORS!

Why are you at the Show? **To sell!**

What is the best way to generate a lead for a possible sale? **Your exhibit presentation & qualified exhibit staff!**

How best do you present your exhibit? **In an imaginative & professional manner!**

How do you accomplish that? **By creating a display with floor covering and signage that promptly identifies the company name and your benefits!**

Banners, handwritten posters and signs, concrete floor under your feet and sloppy display elements show results - but not what you're looking for!

Your competitors that have done their homework will out-class and out-sell you every step of the way. Consumer trade shows are made up of your competitors and you can bet they will be gunning for you. So, look alive, vibrant and give an accurate reflection of your business through your exhibit!

TRANSIENT VENDORS LICENSE

The State of Ohio requires a transient vendor's license when the person who, in the usual course of his business, transports inventory, stock of goods, or similar personal property to a temporary place of business in a county in which he has no fixed place of business, for the purpose of making retail sales of such property.

USE OF SPACE REGULATIONS

All sales, taking of orders for future delivery, conferences, lectures, displays and distribution of literature will be in a dignified manner consistent with the overall theme of the Show within the confines of leased space. No noise making devices, public address systems and/or sound systems of any type shall be allowed without specific prior written approval of Show Management. All exhibits must have attendants during the Show hours unless other arrangements are made with Show Management. All rubbish must be moved into the aisles at the end of each day of the Show. No helium filled balloons or placement of stickers on persons or Center grounds will be permitted.