

# EXHIBITOR MANUAL

Infinite Energy Center Forum

NORTH ATLANTA  
**HOME  
SHOW**



**June 4-6, 2021**

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the North Atlanta Home Show.

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.**

**NorthAtlantaHomeShow.com**

**MARKETPLACE | EVENTS**  
Largest Home Show Producer in North America

# SHOW MANAGEMENT<sub>3</sub>

The North Atlanta Home Show is produced and managed by:

## Marketplace Events

12800 N Meridian St. Ste 135 | Carmel, IN 46032

Mark Levine, Show Manager

P: 770-776-2616

markl@mpeshows.com

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## SHOW TEAM

Heather Newsom

Operations Coordinator | heathern@mpeshows.com | 317-810-7312

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## SHOW FACILITY

The North Atlanta Home Show is held at:

### Infinite Energy Center

6400 Sugarloaf Pkwy | Duluth, GA 30097

P: 770.813.7500

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## SHOW DECORATOR

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

### Shepard Exposition Services

1531 Carroll Drive, NW | Atlanta, GA 30318

P: 404.720.8600

F: 404.720.8755

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## UTILITIES

### Telephone, Internet & Electricity

#### Infinite Energy Center

To place your electrical order, you can order directly online at:

[www.infiniteenergycenter.com/serviceform](http://www.infiniteenergycenter.com/serviceform)

To order additional utilities (i.e. water, gas, etc.) or should you have any questions placing your order, please call or email the Infinite Energy Center.

Phone: 770-813-7574 (Customer Service)

Email: [technicalservices@infiniteenergycenter.com](mailto:technicalservices@infiniteenergycenter.com)

**\*Please note, standard wi-fi is free \***

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# MOVE-IN | MOVE-OUT DAYS AND HOURS

## MOVE-IN DAYS AND HOURS

Tuesday	June 1, 2021	12PM – 8PM
Wednesday <i><b>NO DRIVING IN AFTER 2PM!</b></i>	June 2, 2021	8AM – 8PM
Thursday	June 3, 2021	8AM – 8PM

Exhibitors requiring forklift service should make arrangements with the Show Decorator prior to move in. Call Shepard at 404-720-8600 for verification of the rate for your particular need and any other questions.

If the back-loading dock is full, you will be directed to the marshaling area to stage until room becomes available. Please see the attached map for reference.

Move-in must be completed by 8:00pm on Thursday, June 3, 2021.

Make sure to clear all trash, boxes, crates, etc. from the aisles on Thursday, June 3<sup>rd</sup>.

**If you need additional time, please make special arrangements with Show Management.**

## MOVE-OUT DAYS AND HOURS

Sunday	June 6, 2021	5:01pm – 11:45pm
Monday	June 7, 2021	8:00am – 12:00pm

***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!***

Aisle carpet will be removed on Sunday night immediately after closing. After aisles are clear of carpet, vehicles may enter the building for loading of heavy items, as long as there is a pathway for access.

**We strongly encourage you to move out on Sunday night**, as Monday will see heavier traffic and more large vehicles needing facility access.

**During Move-Out everything that your company brought to the Show must be removed or disposed of after the Show. If not, there will be a charge to your company for cleanup. Any damage to the facility floor will be charged to your company.**

## SHOW HOURS

Friday	June 4, 2021	10:00am – 6:00pm
Saturday	June 5, 2021	10:00am – 7:00pm
Sunday	June 6, 2021	11:00am – 5:00pm

**\*You must man your booth each day from show open to show close. Leaving early is a violation of your signed contract.**

## ACCOUNT BALANCES

Final payment for exhibit space must be made by **May 4, 2021**. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. **Exhibitor Badges and complimentary tickets will not be available until the account has been paid in full.**

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## 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.

Five (5) exhibitor badges are provided for 200 square feet of space or less.

Ten (10) exhibitor badges are provided for 201 square feet of space or more.

You are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges.

You may buy additional badges for \$10.00 each.

**EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS.**

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## COMPLIMENTARY TICKETS

Each exhibitor will receive 5 complimentary tickets per 100 square feet. (Max 30 tickets)

If you need additional tickets, these can be purchased at half price for \$5 each prior to the show or at the show office any time during the show.

**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.

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## SHOW OFFICE

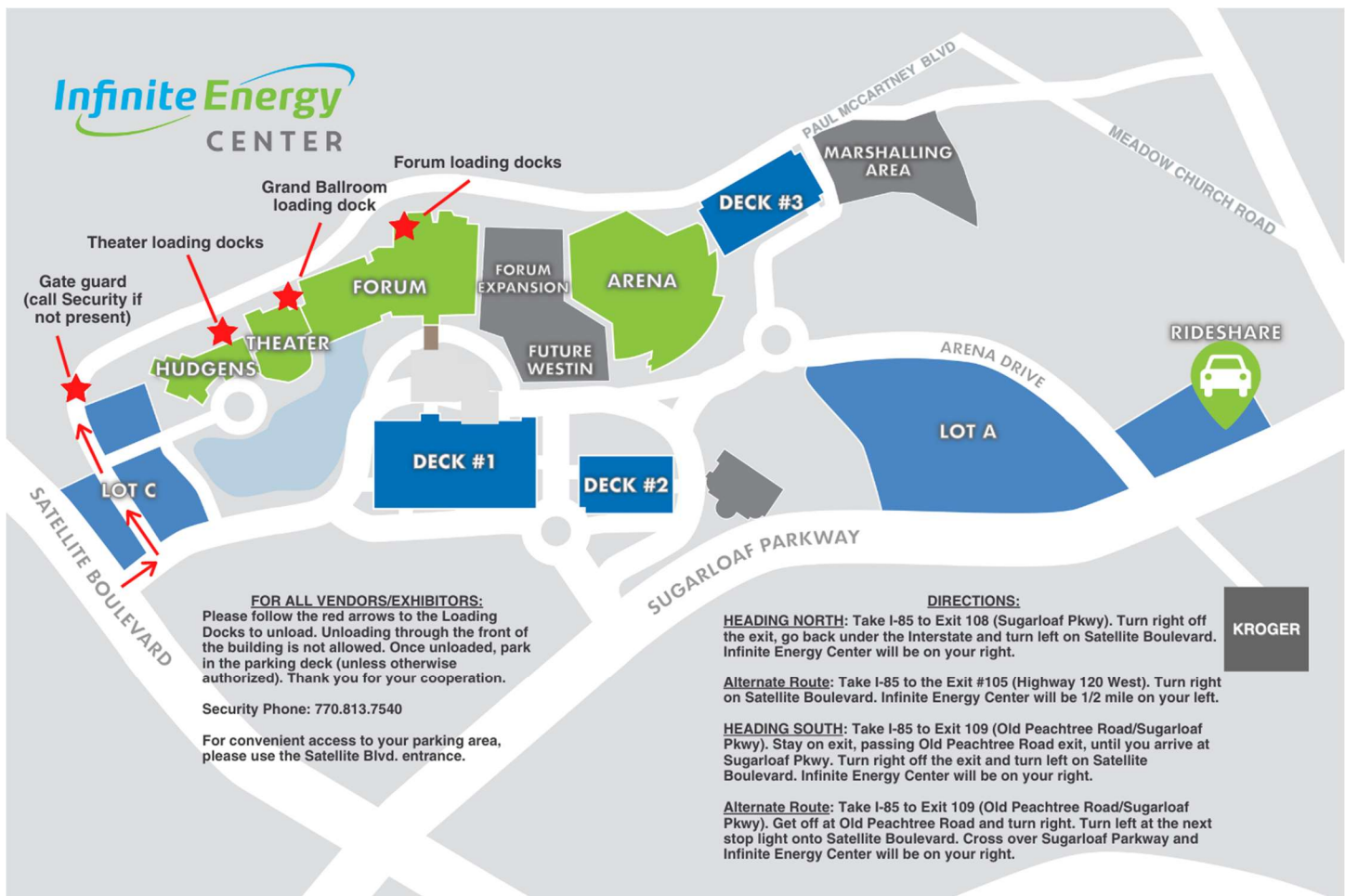
Our show office will open on Tuesday, June 1<sup>st</sup> at 8am. When you arrive to move-in, please check in and pick up your exhibitor packet. The Show Office will remain open through the end of the Show, on Sunday, June 6<sup>th</sup>. The show office is in Meeting Room #7, at the front of the building next to the Ballroom.

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## PARKING

There is parking available in Parking Deck 1 (Across from the Forum) for all attendees and exhibitors. Parking is \$5 can be paid via cash or credit card.

# MOVE IN AND PARKING MAP



## WILL CALL

Will Call will be in the Show Office (just next to 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. THEY MAY ONLY BE LEFT FOR PEOPLE WORKING YOUR BOOTH.**

## DECORATOR SERVICES

Shepard Exposition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly with them. These forms are available on our website:

<https://northatlantahomeshow.com/exhibitor-kit>

## FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are 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.

Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, paint, nail glue or affix flooring to the Fairgrounds flooring. **Any damage to the Center's flooring will be repaired at the exhibitor's expense.**

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## TABLE COVERINGS

It is mandatory that all tables are properly skirted. 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 table cloths, sheets, shower curtains or any type of "makeshift" table cloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.

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



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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. You must also complete a form for the Infinite Energy Center to have your vehicle on the show floor.

- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle in accordance with the Atlanta State Fire Marshal.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected, and cables taped.

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## BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 3'.

Drape color: **BLACK**

### **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 outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management. This includes any mascots.

**ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT, VENUE, & HEALTH DEPARTMENT**

### **Booth Guidelines**

MPE provides each inline exhibitor with a back curtain 8 feet in height, two side curtains, each 3 feet in height and an ID sign with company name and booth number. A corner booth has only back drape. An island booth, opens on all sides, does not have any pipe and drape or ID sign.

Inline booth displays, including signage, shall not exceed 8 feet in height. Signs exceeding booth height requirements must be approved by show management or exhibitor may be asked to remove. Your display may be 8 feet high for the width of your back drape (this only applies to inline spaces). On each side you will have a 3 feet high side curtain. For inline spaces, your display may remain 8 feet in height from the back wall, up to 5 feet from the aisle, or  $\frac{1}{2}$  the depth of your booth. For the remaining 5 feet, your display must return to the same 3 feet height of the side curtain. No pop-up tents allowed unless in an island booth. All flag banners must meet sight guidelines.

All unfinished portions of displays must be draped or finished to be pleasant to the public view. Show Management may require exhibitors to purchase drape if display is not finished adequately. **Your own flooring is REQUIRED in the exhibit hall (booths 520-1021).**

If your exhibit space is a peninsula, special restrictions may apply as indicated by your sales representative.



**8' high x 10' wide x 3' front to back sides**

### **Telephone, Internet & Electricity**

To place your electrical order, you can order directly online at:

[www.infiniteenergycenter.com/serviceform](http://www.infiniteenergycenter.com/serviceform)



To order additional utilities (i.e. water, gas, etc.) or should you have any questions placing your order, please call or email the Infinite Energy Center.

Phone: 770-813-7574 (Customer Service)

Email: [technicalservices@infiniteenergycenter.com](mailto:technicalservices@infiniteenergycenter.com)

**\*Please note, standard wi-fi is free\***

### **Microphone, Audio Equipment & 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, Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show.

### **Music, Photographs & Other Copyrighted Materials**

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the exhibitor has, or does not need, a license to use such music or copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates music, 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.

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## **SECURITY**

Show Management provides security for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the Cobb Galleria Centre is responsible for lost, damaged or stolen articles. We encourage you to take all valuables with you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear 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.**

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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 exhibitors' property, which is placed on display at the exhibitor's risk.



Every reasonable precaution will be taken to protect exhibitors' properties, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

## SHIPPING INFORMATION

All shipments must go through Shepard Expositions, please contact them for pricing on handling shipments.

Advance Shipment Address	Direct Shipment Address <b>Cannot be delivered prior to June 1, 2021</b>
[Exhibiting Co. Name & Booth #] North Atlanta Home Show c/o Shepard Exposition Services 1790 Marietta Blvd. Atlanta, GA 30318	c/o Shepard Exposition Services [Exhibiting Co. Name & Booth #] North Atlanta Home Show 6400 Sugarloaf Pkwy Duluth, GA 30097

**All shipments must be prepaid and should be clearly marked with your company name, booth number and Building Name.** Special arrangements may be made with Shepard Exposition Services on items that need special care. Shipping items to the venue, may incur additional charges.

**Show Management is not responsible for your packages; please do not send packages before your arrival as you MUST be present to sign for them.**

Please make arrangements to dispose of or store shipping crates with the show decorator.

## BUILDING REGULATIONS

### Smoking Regulations

No smoking is permitted inside any building at the fairgrounds.

### Alcohol/Drugs Regulations

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. 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.

### Sale of Merchandise at the Show

All Exhibitors are reminded that to sell products "cash and carry" during the show, you must comply with all rules and regulations of Marketplace Events. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by the show may be sold. No food or drinks may be sold without the approval of show management and Fairgrounds Concessions.

Local Gwinnett County Sales tax is 6%.

### Animals/Pets

Service animals are allowed inside the building during event hours of the event. **Personal pets are not allowed unless preauthorized by show management.**

### Helium items

No exhibitor will be permitted on the roof of the building for the purpose of installing aerials or for any other reason.

**NO HELIUM, PROPANE OR GAS CONTAINERS ARE ALLOWED BY ORDER OF THE COBB GALLERIA CENTRE. HELIUM FILLED BALLOONS ARE NOT ALLOWED TO BE GIVEN OUT TO VISITORS OR BE A PART OF YOUR DISPLAY.**

### Fire Regulations

No flammable products, open flames, or flammable display materials, etc. are permitted in the exposition hall by order of the Fire Department and the Facility Security Department. Enclosed structures under 300 sq.ft. must have a fire extinguisher and smoke detector. Enclosed structures of over 300 sq.ft. must install a sprinkler system inside the structure. No cartons, boxes, or crates may be stored behind booth curtains. Pine straw is not allowed unless treated.

All material used in the construction and decoration of an exhibit must be flame retardant. This includes scenery, backdrops, drapes, table and dust covers.

No hazardous material will be permitted in an exhibit.

No vehicles or other apparatus, which has a fuel tank, will be permitted as a display without written permission from show management.

**THE FIRE MARSHALL OF THE STATE OF GEORGIA RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS.**

## **NORTH ATLANTA HOME SHOW**

**June 4-6, 2021**

### **ORDER FORM FOR ADDITIONAL SHOW BADGES & TICKETS**

EXHIBITOR BADGES DO NOT NEED SPECIFIC NAMES OF EMPLOYEES WORKING THE EXHIBIT. BADGES ARE FOR DAILY SHOW ADMITTANCE.

Number of Badges requested: \_\_\_\_\_ X **\$10.00**= \$ \_\_\_\_\_

Number of Tickets Requested: \_\_\_\_\_ X **\$5.00** = \$ \_\_\_\_\_

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Name on card \_\_\_\_\_

Charge My Credit Card: **VISA | MC | AMEX | DISCOVER**

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

**Payment by check:**

Name on check: \_\_\_\_\_ Check number: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax: 317-705-8720 | Email: [heathern@mpeshows.com](mailto:heathern@mpeshows.com)