

# EXHIBITOR MANUAL



[gardenshow.com](http://gardenshow.com)

**MARKETPLACE**  
**EVENTS**

## SHOW MANAGEMENT

The Northwest Flower & Garden Festival is produced by:

Marketplace Events, LLC

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## SHOW TEAM

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Speakers & Seminars: Janet Endsley, [janete@mpeshows.com](mailto:janete@mpeshows.com)

Show Management will maintain an on-site office from February 22 – March 3, located in the Skybridge Lobby.

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## SHOW FACILITY

Washington State Convention Center

705 Pike St, Seattle WA 98101

206.694.5000

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

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## EXHIBITOR SERVICES

**Discount Ordering Deadline: January 31, 2020**

### Show Decorator

Furniture and carpet rental, forklift service, advance warehouse & show site freight shipments, exhibit cleaning, and labor/material handling, installation & dismantling

Fern Expo Services (formerly DWA Trade Show)

[fernexpo.com/exhibitor-services](http://fernexpo.com/exhibitor-services)

### Utilities

Electricity, air/water, internet, WI-FI, phone service, and catering must all be ordered in-house through WSCC.

WSCC Exhibitor Services

[www.wsccl.com/exhibitorservices](http://www.wsccl.com/exhibitorservices)

[exhibitor.services@wsccl.com](mailto:exhibitor.services@wsccl.com)

206.694.5015

Both Fern and WSCC maintain a Service Desk during move-in, show hours, and move-out located in the South Hall by Package Check. Ordering on-site will be subject to additional charges.

## EXHIBITOR CHECK LIST

- ✓ **Have you set up your Online Exhibitor Listing?** Go to [gardenshow.com/exhibitor-kit](http://gardenshow.com/exhibitor-kit) for instructions.
- ✓ **Have you ordered booth decorating and setup needs?** Furniture, carpet, table skirting, forklift service, advance warehouse & show site freight shipments, booth cleaning services – see page 6. Please note that flooring is now required, and all tables must be professionally skirted (no plastic).  
Fern Expo will send you an email with ordering information. If you do not receive this email by January 20<sup>th</sup>, let our staff know.  
Discount deadline is Friday, January 31, 2020.
- ✓ **Do you have floor covering for your booth?** (This does not apply to the exhibitors in the Plant Market or on the carpeted Garden Artisan area in the South Hall) See Page 5.
- ✓ **Have you ordered phone & internet, electrical & lighting needs?** Additional booth lighting is strongly recommended. Order electrical and lighting through the WSCC Exhibitor Services. See page 7.  
WSCC Show Special – Point of Sale Internet Package: For \$209 plus tax, this package provides you with 5 amps of power and 2 Wi-Fi connection codes intended for point of sale and checking email. Wi-Fi codes are not transferrable between devices.  
Place your order directly at [wsc.com/exhibitorservices](http://wsc.com/exhibitorservices).  
Discount deadline is Friday, January 31, 2020.
- ✓ **Do you need any decorating items in your booth flame proofed?** You must provide a valid Certificate of Flame Resistance if you hang/suspend drape/fabric within your booth as part of your display. See page 8
- ✓ **Have you made your hotel reservations?** See page 15 for exclusive hotel deals.
- ✓ **Do you have show insurance?** Email proof of insurance to [michelled@mpeshows.com](mailto:michelled@mpeshows.com). Don't have an insurance provider? Buttine Insurance offers coverage for show specific date at \$65. Apply online at [www.buttine.com/eventExhibitor.html](http://www.buttine.com/eventExhibitor.html)
- ✓ **Do you need to order an Oversized Parking Pass?** Limited number of spaces available, \$150 per vehicle. See page 12
- ✓ **Do you need to schedule a Monday Move-Out time slot?** To schedule, contact Linda at [lindakn@mpeshows.com](mailto:lindakn@mpeshows.com). See page 17
- ✓ **Please go to our website at [gardenshow.com/exhibitor-kit](http://gardenshow.com/exhibitor-kit) to download:**
  - Show Poster and Seminar Guide Order Form
  - Official "I'm exhibiting at..." image
  - Driving Direction Maps to WSCC Loading Dock, Hand-Carried Freight Elevators & Parking Garage

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## **Section 1 – Creating Your Exhibit**

WASHINGTON STATE CONVENTION CENTER IS AIR CONDITIONED, SO DRESS ACCORDINGLY

### **BOOTH GUIDELINES**

MPE provides each inline exhibitor an 8' high black pipe and drape sidewalls and backwall, as well as a one-line exhibitor identification sign (7" x 44") on the back drape of your exhibit space (see page 8) with your company name and booth number. A corner booth has only back drape. An island booth, open on all sides, does not have any pipe and drape or ID sign.

Exhibitors are responsible for all other aspects of their exhibit space, including floor coverings, electricity, lighting, and decoration. Marketplace exhibits should reflect the ambiance of the overall Show— garden-related, fun, and festive! **We request that all non-garden exhibitors decorate their booth with extra plant or floral material.**

Your assigned exhibit space will be marked out with pipe and drape by Fern Expo Services, the show decorator. Allow 4" leeway when installing hard wall displays. All merchandise and materials must be contained within the exhibit space throughout all Show days.

Maximum height, including signage, for the back and side drape is 8 feet in height. Signs exceeding booth height requirements must be approved by Show Management or exhibitor may be asked to remove the sign.

Freeform and tall wall exhibits have no height limitations. \*Displays exceeding 8' limit must be finished on reverse side, unless matched height of your neighbor. 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.

### **AISLE RESTRICTIONS**

ALL business activity must take place only within the leased space and AT NO TIME be conducted in the aisles. Vendors must also refrain from calling out into the crowd to draw attention away from other businesses. Please represent your company in a professional manner. All merchandise must be displayed inside your booth. Marketplace Events reserves the right to remove any merchandise exhibited in the aisles. It is also against show policy for exhibitors to hand out literature, samples or obtain leads, etc., in the aisles, bathrooms, or in other exhibitor's booths. These activities must be done inside your own exhibit space(s).

### **FLOORING**

The exhibit hall aisles will now be fully carpeted in black carpet, and floor covering is required in booth spaces. Your exhibit must have floor covering completely covering the exact dimensions of your designated space so that no concrete is exposed. No partial floor coverings are permitted. This does not apply to the exhibitors in the Plant Market or on the carpeted Garden Artisan area in the South Hall. You can provide your own carpet or rent it from Fern Expo Services. If you provide your own carpet, please use some type of clean, professional-looking covering, like carpet, AstroTurf, hardwood, tile, vinyl flooring, etc.

The floor of the Convention Center is sealed painted concrete. Do NOT use Duct Tape on the floor, as it does not remove easily, and you will be charged to have it cleaned off the convention floor. You must secure the front edge of your carpet to the concrete floor using a double back tape to avoid any tripping hazard. If you don't bring your own tape, you can purchase it from the decorator at show rates.

**Note for Exhibitors on the Carpet Area in the South Hall:** Exhibitors on the carpeted Garden Artisan area are responsible for any damage to the carpet in their exhibit area. Should a square(s) need to be replaced in your space, each carpet square cost \$95 plus labor; that cost will be billed directly to the vendor. If your exhibit contains material that could soil or spot the carpet, place non-permeable visqueen under the item to protect the carpet.

**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 clean. Use of plastic tablecloths, sheets, shower curtains or any type of “makeshift” tablecloth is not permitted. Management will skirt all incorrectly skirted tables at the exhibitor’s expense. You can order table skirting from Fern Expo Services.

**ORDERING EXHIBIT SERVICES: CARPET, LIGHTING, ELECTRICITY, INTERNET, ETC.**

**Order from Fern Expo Services and WSCC Exhibitor Services by January 31, 2020 for discounted pricing.**

You must order all services directly through Fern Expo Services at [fernexpo.com](http://fernexpo.com) and WSCC Exhibitor Services at [wsc.com/exhibitorservices](http://wsc.com/exhibitorservices).

**Order from Fern Expo Services:**

Furniture	Advance Warehouse & Show Site Freight Shipments
Carpet	Exhibit Space Cleaning
Forklift Service	Labor/Material Handling; Installation & Dismantling

During move-in, show public hours, and move-out, Fern Expo Services will have a Service desk for all exhibiting needs located in the South Hall directly across from Production Office. Items not ordered in advance will be subject to additional charges.

**Order directly from Fern Expo. Fern will send you an email with ordering information. For discounted pricing, order online by Friday, January 31, 2020.**

**Order from WSCC Exhibitor Services:**

**SmartCity:**

Phone & Internet Service – If you require the use of internet to do business at the Show, whether it be to process payments or access to the web, **do not rely on your phone provider service.** Order Wi- Fi or a hard-wired connection through the WSCC provider SmartCity.

**Edlen Electrical:**

Electrical Service – Please note that Edlen will drop your electrical box in the back of your inline or island booth. You may request to have it in a different location; however, they will charge for labor/materials. We recommend you bring your own extension cords and surge protector – label all your own equipment.

Lighting – We encourage all exhibitors to add lighting to their exhibit. You can bring your own or order supplemental lighting from WSCC Exhibitor Services.

- South Hall: Due to the theatrical lighting focused on the Show Garden Displays, exhibits bordering the Garden Displays will be darker than most sections of the Marketplace. You are advised to order additional lighting for your display.
- Garden Artisans carpeted area in South Hall: We highly encourage you to use extra lighting as the overhead lights will be dimmed in this area for the duration of the show.

**WSCC Show Special** – Point of Sale Internet Package: For \$209 plus tax, this package provides you with 5 amps of power (at the back-drape line if you have an inline booth - labor charges apply for distribution/island booths), and 2 Wi-Fi connection codes intended for point of sale and checking email. Wi-Fi codes are not transferrable between devices.

Place your order directly at [wsc.com/exhibitorservices](http://wsc.com/exhibitorservices). For discounted pricing, order online by Friday, January 31, 2020.

## **FIRE SAFETY REGULATIONS**

The Northwest Flower & Garden Festival must pass a fire safety inspection by the Seattle Fire Marshal to open its doors to the public.

**IMPORTANT:** You MUST provide a Certificate of Flame Resistance indicating the following items are flame retardant or they must be removed:

- All decorations, drapes, curtains, fabric material, hangings, items such as carpeting, turf used in the vertical hanging/suspending position within your booth or from the ceiling, whether there is a source of ignition (electricity) or not.
- Painted back-drops/signage utilizing oil based or water-based paints, if provided with backing materials.
- Materials used for outdoor ground coverings, such as beauty bark, shredded tires.
- The use of oilcloth, tarpaper, sisal paper, nylon, Orlon and certain other synthetic materials that cannot be made flame resistant is strictly prohibited.

Items that require treatment with a flame-retardant product may be subject to a flame test prior to Show hours. This does not include products that are for sale in your booth.

If you plan to build a roof system between 100 and 300 square feet you must install a smoke detector on the ceiling and have a fire extinguisher in your booth. Building a consecutive roof system over 300 square feet is prohibited without a sprinkler system installed.

To facilitate verification that an item described above is flame retardant; the following options may be used:

- During Move-In, a copy of the Certificate of Flame Resistance for the item may be left in the booth when the vendor does not occupy it. The Certificate of Flame Resistance must indicate the item meets the requirements of either National Fire Protection Association 701 (NFPA 701) and/or the State of California Fire Marshal approved standard for flame proofing (Note: Certificates of Flame Resistance are valid for one (1) year after which time they must be renewed. Unless the certificate shows an expiration date stating otherwise or indicates the treatment cannot be removed when laundered).
- A tag or label affixed to the item indicating it meets either the NFPA 701 and/or The State of California Fire Marshal approved standard for flame proofing or is noncombustible.
- Only certificates from a third-party certifier or manufacturer of the product(s) are acceptable. Treating the item(s) yourself is not acceptable. You must have this Certificate on-site at the Show, visible in your booth. Your cooperation is necessary and appreciated.

Items which are not accompanied by a valid Certificate of Flame Resistance shall be removed. If the item(s) is unable to be removed from the show floor prior to the show opening, the show doors may be held and/or the exhibitor's booth may be closed. Visit [www.seattle.gov/fire/business-services/special-events/tents-and-flameproofing](http://www.seattle.gov/fire/business-services/special-events/tents-and-flameproofing) for further clarification.

## **FLAME PROOFING**

To prepare your decorating items to pass Seattle Fire Marshal requirements, we recommend the following fire-retardant company:

American Flamecoat of the Pacific Northwest  
1143 NW 52nd St, Seattle, WA 98107  
206.789-9404; [northwestfirecoat@gmail.com](mailto:northwestfirecoat@gmail.com)

For a list of other flame proofing and flame-retardant companies, please visit [www.seattle.gov/Documents/Departments/Fire/Business/FlameRetardantSources.pdf](http://www.seattle.gov/Documents/Departments/Fire/Business/FlameRetardantSources.pdf). This list is for informational purposes only and is not an endorsement of their products or services. Please check out the vendors to determine which will best meet your needs for flame retardant products or materials. Keep in mind that this is a 3 to 5-day process, so order early.

## **COMBUSTIBLE STORAGE**

Combustible storage, repacking material, etc., is prohibited throughout the public assembly area. This includes areas in and behind individual booth spaces. NOTE: Small amounts of brochures and other literature for distribution may be stored out of sight under tables fronting the booth space when approved by a representative of the Fire Marshal's Office.

For more information about flame-proofing and combustible storage, contact the Seattle Fire Dept – Fire Prevention Division at 206.386.1450.

## **SIGNAGE**

Fern Expo Services will provide a 7" x 44" white, cardboard sign with your company name, city, and booth number that will hang on the pipe and drape back wall of your exhibit. As this is meant to be a place holder and locator for your booth during move-in; we recommend you also display your own company signage. Professional printed signs only; hand-written signs are NOT permitted in your booth. Please display your booth number for the benefit of attendees looking for a specific booth if you are using your own banners. Locating your booth number is one of our biggest complaints from attendees.

Your personal sign of your company name or product listing should only be seen facing toward the inside of your booth space. Signs exceeding booth height requirements must be approved by Show Management, finished back with NO verbiage facing your neighbor to the back or side.

## **HEADSETS AND MICROPHONES**

Headsets and hand-held microphones are NOT permitted in any exhibit area. No exceptions!

## **CITY OF SEATTLE PLASTIC BAG BAN**

Single-use plastic bags are banned in the City of Seattle. For more information, visit [www.seattle.gov/utilities/services/recycling/reduce-and-reuse/plastic-bag-ban](http://www.seattle.gov/utilities/services/recycling/reduce-and-reuse/plastic-bag-ban).



## Section 2 – Move-In Day and Exhibit Set-up

### MOVE-IN SCHEDULE:

Exhibitor move-in times are on Sunday, Monday, and Tuesday February 23 – 25, and are scheduled based on your location in the North or South Hall. Your specific move-in day and timeframe will appear on your Move-In Pass (mailed in January) of the Exhibitor Move-In Packet. These are the times you can first start setting up and drive up to the Loading Dock. All vendors moving in on Tuesday in the North Hall: there will be minimal vehicles allowed on the show floor. Please note that there are **no pets and no children under age 16 permitted on-site** during move-in. This will be strictly enforced by the Convention Center staff.

### MOVE-IN PASS

Your Exhibitor Move-In Packet, mailed in early January, will contain a colored Move-In Pass for your vehicle with your specific move-in day and timeframe. Please add your cell phone number in the space provided on the pass. To drive into the building, you will need to have the MOVE-IN PASS face up on your dashboard. The Move-In Pass will be required for entry at the Loading Dock and Hand-Carried Freight elevators. Remember... we have over 375 exhibitors, 20 Display Gardens and 10 City Living Displays to move-in in three short days.

You may be turned away from the Loading Dock if you arrive prior to your appointed Move-In time. Help us make the Move-In process as smooth as possible – please adhere to your scheduled Move-In time. Your patience and cooperation are needed and appreciated.

### LOADING DOCK

If your vehicle is 6' 5" or taller, you must use the Loading Dock or North Hand-Carried Freight Elevator. The Loading Dock is for unloading ONLY. You will be required to leave your keys in your vehicle while off-loading and have your colored Move-In pass clearly displayed on the dashboard of your vehicle. There will be staff enforcing these rules. As soon as you have off-loaded, you must move your vehicle from the Loading Dock area. Do not set up your display with your vehicle still parked in the Loading Dock area. Driving direction maps to the Loading Dock is located on our website at [gardenshow.com/exhibitor-kit](http://gardenshow.com/exhibitor-kit)

### HAND-CARRIED FREIGHT ELEVATORS

Move-in via Hand-Carried Freight elevators is always faster than the Loading Dock, due to traffic congestion.

South Hand-Carried Freight Elevator (accessing all South Halls: 4A, B, and C)

Located in the Convention Center's main parking garage at the 8th Avenue entrance off Pike Street

Elevator Dimensions: 12' wide x 24' deep x 14' high

Maximum Vehicle Height: 6'5" (No full-size vans or trailers)

North Hand-Carried Freight Elevator (accessing North Halls: 4E and F)

Located on the west side of 9th Avenue, just north of Pike Street

Elevator Dimensions: 11' wide x 20' deep x 14' high

Maximum Vehicle Height: 9'8" (No full-size vans or trailers)

There are limited flatbed hand-carts available for your use; however, we encourage you to bring a hand truck or dolly to help facilitate Move-in and Move-out. Driving direction maps to each of the Hand-Carried Freight elevators are located on our website at [gardenshow.com/exhibitor-kit](http://gardenshow.com/exhibitor-kit).

During Move-In and Move-Out when the Hand-Carried Freight elevator is operating, exhibitors can park for up to one hour free. Have your parking ticket validated at the freight elevator entrance, garage level. There is no discount for vehicles exiting after one hour. If your vehicle is parked longer than one hour, the regular parking rates apply.

**Hand-Carried Freight Elevator Schedule - North and South**

<b><u>Move-In</u></b>	<b><u>From</u></b>	<b><u>To</u></b>
Sunday, February 23 (South)	8:00 am	8:00 pm
Monday, February 24 (N & S)	8:00 am	9:00 pm
Tuesday, February 25 (N & S)	8:00 am	9:00 pm
<b><u>Move-Out</u></b>	<b><u>From</u></b>	<b><u>To</u></b>
Sunday, March 1 (N & S)	6:01 pm	10:30 pm
Monday, March 2		
South Hall	8:00 am	Noon
North Hall	NOT OPERATING	
<b><u>*Show Days (Wednesday-Sunday)</u></b>	<b><u>From</u></b>	<b><u>To</u></b>
South Hall	8:00 am	9:00 am
North Hall	NOT OPERATING	

\*No Convention Center flatbed handcarts will be available on Show Days.

**UNLOADING AND TRANSPORTING MATERIALS TO EXHIBIT SPACE**

Freight can enter and leave the building only by way of the Hand-Carried Freight Elevators and Loading Docks. Security personnel will not permit freight transport through the Convention Center Lobby. There will be an attendant stationed in the 4th floor Lobby beginning at 7:00 am during Move-in days and on show days.

**EXHIBIT SET-UP DEADLINE**

All exhibits must be staffed and ready for the public by Wednesday morning at 9:00 am. Exhibitors located in the South Hall on the Carpet Area and right side of gardens should be close to “Show Ready” by 4 pm on Tuesday, February 25<sup>th</sup>, due to the Opening Night Party held on the garden floor beginning at 5 pm. You may continue to set up, but please, no loud noise after 4 pm.

**WORK PASS STICKERS**

Must be worn by ALL during Move-In and Move-Out. Anyone without a Work Pass Sticker will be turned away. These stickers will be included in Exhibitor Move-In Packet (mailed early January) or sent with your wristbands once your exhibit booth fees are paid in full.

**FREIGHT HANDLING AND FORKLIFT SERVICES**

Fern Expo Services, the Show’s official decorator, will be providing all freight handling and forklift services, including pallet-jacks. **Order directly from Fern at [www.fernexpo.com/exhibitor-services/](http://www.fernexpo.com/exhibitor-services/). Fern’s discounted rates expire Friday, January 31, 2020.**

## **RESTOCKING**

Your inventory may be restocked Wednesday through Sunday mornings prior to Show opening, between 8 am and 9 am by using the Loading Dock or South Hand-Carried Freight elevator. The freight elevator will be closed at all other times.

The Convention Center will not have flatbed handcarts available for restocking on show days, so please bring your own. Hand trucks and dollies are not permitted on the Show floor during Show hours to avoid the risk of injuring attendees. Restocking during actual Show hours from storage areas is only permitted by hand-carrying the product.

## **STORAGE**

- Storage areas will be accessible to you during the Show and restocking hours.
- Reserved storage spaces are guaranteed, labeled, and taped off for each exhibitor who pre-purchased storage space.
- Storage is at your own risk. The Show is not responsible for lost, stolen or broken items.
- Exhibitors cannot store items outside their assigned space.
- The cost for reserved storage space is \$3.00 per square foot, in sizes of 6 X 4 (24 sq. ft.) and 4 x 4 (16 sq ft) spaces. Contact [lindakn@mpeshows.com](mailto:lindakn@mpeshows.com) for availability. Multiple spaces may be ordered.
- Spaces are located either on the North or South Loading Dock and in the North and South Service Corridors.

If you have already ordered and paid for storage space, your storage assignment will appear on the Move-In Pass in your Exhibitor Move-In Packet (mailed early January).

## **PARKING**

The Convention Center has two parking garages. The Main Garage is located under the Convention Center and is accessed by the 3<sup>rd</sup> Floor. The Freeway Park Garage is adjacent to the Convention Center with a convenient walk through from the 3<sup>rd</sup> Floor.

**Discounted Parking:** On Wednesday, Thursday and Friday only during show days, the Convention Center Parking Garage is offering a special price of \$15.00 to exhibitors who arrive before 9:00 am and stay for 8+ hours. During move-in, stop by the Exhibitor Help Desk, Sunday, Monday, or Tuesday, to pick up your parking coupons or at the Show Office during show days (Wed-Fri). Before returning to your vehicle, take the parking ticket and the discount parking coupon to the ticket Kiosks located on level 3 and follow payment process. (Insert parking ticket, then discount coupon, and pay only \$15.00.) This is ONLY for vendors parking at the Convention Center Parking Garage AND Freeway Parking Garage on Wednesday, Thursday, and Friday. This rate does not include in/out privileges and does not guarantee a parking spot in the Convention Parking Garage of Freeway Parking Garage. There are no discounted prices on the weekend.

**WSCC Main Parking Garage:** The Convention Center parking garage is open from 5:30 am to midnight every day, staffed 7 am to midnight. Main entrance is on 8th Ave, between Pike and Seneca. The capacity of the garage is limited. The ceiling height is 6'5". Evenings after 5 pm are \$7; and a lost ticket is \$29.00. For current parking rates, please visit [wsc.com/directions-parking](http://wsc.com/directions-parking).

- Parking rates do not include in/out privileges and are subject to change.
- Take a parking ticket as you enter the garage. Keep this ticket with you after you leave your vehicle.

Pay before going to your vehicle and don't lose your ticket! You will be charged a flat fee of \$29.00 if you lose your ticket.

- Upon returning to your vehicle to exit the garage, payment can be made at one of the three pay-on-foot stations or central cashier conveniently located on the 3rd floor of Convention Center parking entrance.

Freeway Park Garage: Entrance between Pike St and Seneca on Hubbell Place – clearance is 6'9" with a convenient walk-through into the Convention Center. We urge you to use this facility to allow more parking spaces for attendees using the Convention Center Parking Garage.

The hours of the Freeway Park Garage are Wednesday through Sunday, 5:30 am to 10:00 pm. Attendant leaves around 7:00 pm, but the gate will be open for pre-paid vehicles to exit. Parking rates are typically one dollar less per hour than the main WSCC garage. No evening rates; lost tickets are \$28.00.

Other Parking: There are other parking garages and lots near the Convention Center. During peak Show hours and on weekdays when downtown workers use parking facilities, parking is difficult to find. You are encouraged to use other garages and lots, or alternate methods of transportation.

## **OVERSIZED PARKING**

The oversized parking lot is located at 84 S Atlantic St, Seattle, WA, Lot 57, by the Seattle stadiums behind the Pyramid Brewery. All stalls are singles. If you have a trailer you will need to detach, lock and park it next to your vehicle. Cost for parking is \$150.00 per vehicle (trailer included) from Move-In on Monday, February 24 to final Move-Out thru Sunday March 1st. If you have already purchased oversized parking, your parking pass will be included in your move-in packet which will be mailed in January. To pay for oversized parking, please email [michelled@mpeshows.com](mailto:michelled@mpeshows.com). Spaces are limited so please submit early!

## Section 3 – Show Time!

### STAFFING AND SHOW HOURS

Wednesday through Saturday: 9 am to 8 pm  
 Sunday: 9 am to 6 pm

Exhibits must be staffed during all Show hours, with booths open and staffed by 8:50 am each morning. A minimum staffing level of two people per 100 square feet is recommended to cover breaks and meals. Exhibitors are not permitted to vacate their spaces until the Show closes each evening. In case of an emergency and you need to leave your booth, please find a Show staff member to contact the on-site Show Office Management regarding the vacancy of your booth, so we may secure your area.

### WRISTBANDS

Wristbands are required and must be worn for all exhibitor admission to the Convention Center during all hours of the Show. There are no exceptions to this policy. You cannot show an unattached wristband for entry; it must be properly attached to your wrist or you WILL NOT be admitted into the Show. You may wear personal badges to identify your company, but these are not a substitute for the wristband needed for Show entrance. Please note that each day's wristband is a different color and has the day of the week printed on it.

#### WRISTBAND COLORS BY DAY

<u>Day</u>	<u>Wristband Color</u>
Wednesday	Green Leaves
Thursday	Yellow Stripes
Friday	Purple Dots
Saturday	Blue Chevron
Sunday	Red Tropical

Wristband distribution to your staff is your responsibility. Please inform your employees that they will not be allowed in the Show without a wristband. If lost, replacement wristbands are \$10 at the Ticket booth – NO EXCEPTIONS and NO REFUNDS! Wristbands are for exhibitor staffing ONLY and are not transferable. Friends and family who are not working the booth must purchase a ticket to enter the Show. Exhibitors can purchase additional tickets for \$17.00 (Group rate) per ticket by contacting the Show Office at 206.231.0140 prior to January 19<sup>th</sup> or come to the onsite Show Office during move-in or show days. Another option is the Half Day Ticket is only \$13.00, good from 3pm-close, which you can purchase at [gardenshow.com](http://gardenshow.com) or at the onsite box office. Any exhibitor violating the Show's wristband policy will have your allotted wristbands confiscated and you will need to purchase tickets for entry for the remaining show days.

Wristbands are allocated based on the size of your exhibit space and will be mailed to you in the Exhibitor Move-In Packet (mailed January) once your exhibit booth fees are paid in full. If you have a past due balance at the time of the mailing of the Exhibitor Move-In Packet, we will hold your wristbands at the Show Office; you can pick them up when you pay your exhibit booth fees in full.

50 - 100 square foot exhibit	4 wristbands per day
200 square foot exhibit	6 wristbands per day
300+ square foot exhibit	8 wristbands per day
Educational/Non-Profit	8 wristbands per day

## **SECURITY**

There will be enhanced security onsite at the show. Wearing a Work Pass during move-in and move-out and wearing a wristband during show days are mandatory – there will be no exceptions. If you have any questions, please contact our office at 206.231.0140.

## **EXHIBITOR AWARDS**

Merit awards will be judged on the morning of opening day and presented to exhibitors with Outstanding Exhibit Displays. The award categories are for Outstanding Small Space (100 sq ft or smaller), Outstanding Medium Space (101 - 200 sq ft), Outstanding Large Space (201+ sq ft), Exhibitor Best in Show, Outstanding Plant Market, and Outstanding Educational Display.

## **FOOD SERVICE**

During show days, the Convention Center maintains several food concessions within the show. Receive 10% off any food or beverage within the Show, excluding alcohol, by showing your current day wristband to the cashier. There will be no food and beverage service offered in the Exhibit Halls during Move-In and Move-Out, but a variety of food vendors can be found in the building's retail levels.

## **SMALL PACKAGE CHECK**

We have a free package check station that can be used by attendees to store packages during Show hours on the same day of purchase. Package Check has moved to the South Hall to room 401. Customers must pick up their packages from Package Check before show closing. There will be NO overnight storage at Package Check.

## **LARGE ITEM LOAD OUT (LILO)**

A free service, located at the LILO desk on the Skybridge, to give assistance to your customers to transport heavy or unwieldy items they have purchased into their car. Our load-out staff will help move the item from LILO to the customer's vehicle on the upper Loading Dock of the Convention Center.

### Hours of Operation for LILO:

Wednesday – Saturday: 11:00 pm – 7:30 pm

Sunday: 11:00 am – 4:30 pm

If your customers need assistance with their purchases, whether it is too heavy or too many packages to carry, they must use this service. Due to security issues on the Loading Dock, vendors cannot make their own arrangements to meet customers on the Loading Dock.

Customers must make an appointment with LILO same day as purchase – there is no overnight storage. It is preferred that the purchase(s) be brought to LILO by the customer or the vendor. However, if the vendor brings the purchases to LILO, the customer must make an appointment with LILO BEFORE item(s) are dropped off. Do not drop off purchases before an appointment is made or if there is no staff on duty to take responsibility for item(s).

If the customer or vendor needs assistance in moving the item(s) from the vendor's booth, we will do our best to assist if we have the staff or time available. If our staff determines that an item is excessively large, it may have to be moved after peak attendance hours. Please make sure your customer knows your company name and booth number if moving staff must pick up purchase(s) from your booth.

Northwest Flower & Garden Festival assumes no responsibility for damage or loss once the item leaves a vendor's booth. The customer and the vendor enter into the agreement at their own risk. Moving staff has the right to refuse moving any item they deem to be too large or heavy to safely move. In such a case, the customer must make alternative arrangements for delivery of item.

If a Customer must come back a different day to pick up purchase: If an attendee took public transportation to the Show or they purchased items that won't fit in their vehicle, they may need to come back on a different day to pick up their purchase. Please note that the Show does not store any packages overnight. The vendor should store the item in their booth and the customer must go to LILO staff to make an appointment for when they can pick up their purchases. Please make sure the customer has your company name and booth number when they come to make their appointment. It is preferred that the vendor deliver the purchases to LILO the day of pick up during the hours of operation, prior to the pick-up time.

If you have any questions or concerns prior to the Show, please call our office at 206.620.0938. During Show Hours, come to the Information Booth on the Skybridge.

## **HOTEL RESERVATIONS**

Show participants receive a **negotiated hotel rate of \$135 per night** at the downtown Seattle Sheraton Hotel; available online only. To reserve, go to [book.passkey.com/event/49968201/owner/346/home](http://book.passkey.com/event/49968201/owner/346/home). There is limited availability; once the block of rooms is booked this rate will no longer be available.

A non-refundable deposit equal to one night's room plus tax will be charged at the time of reservation. Upon check-in, the deposit will be applied towards your room's bill.

There are also several downtown hotels that offer discounts for anyone attending the Northwest Flower & Garden Festival, including the Sheraton at \$165 per night. The Hilton and Renaissance have great packages for \$129 per night. Please note that the hotels set aside a specified number of rooms at the discounted rate, and once they are all reserved the rate is no longer available.

To see what hotels are participating and to make a reservation, go to [gardenshow.com](http://gardenshow.com) and click on the **PLAN YOUR VISIT – HOTEL DEALS** tabs. For most of the hotels **you must make your reservation through the website**. You may not receive the discounted rate by calling the hotel directly.

You will not get these rates anywhere else. If you have any questions, please call GTA Meetings/Group Travel at 800.821.0339; however, they cannot make the reservation for you.

## **ANIMALS**

Animals that are approved by Show Management are permitted in the show if part of an exhibit, activity or performance that legitimately requires the use of animals. Trained service animals or service animals in training will be allowed into the show. All other animals, including pets and comfort animals, are prohibited. Permitted animals must be on a leash, within a pen, or under similar controls at all times. The owner takes full responsibility for his/her own animal.

## Section 4 - Move-Out

### TRASH – ATTENTION

The Show adheres to a “pack it in, pack it out” philosophy. We have cardboard dumpsters, as well as a clean green dumpster for soil and plant material, on both the North & South Loading Docks. Please don’t leave your garbage in your neighbor’s space or storage area, take it with you.

### MOVE-OUT INSTRUCTIONS

DO NOT dismantle or remove exhibit materials before 6 pm on Sunday when the Show closes - This policy will be strictly enforced. Any exhibitor violating this rule is violating their contract and will lose seniority for booth placement the following year. Absolutely no freight (except small, hand-carried boxes) will be allowed to exit through the front lobby doors into the Galleria. All exhibit materials must be removed via the Loading Dock or Hand-Carried Freight elevators to the parking garage. Convention Center flatbed handcarts will be available after the Show closes at 6 pm. Please be courteous by only taking no more than one flatbed handcart per exhibit space.

<u>Booth Move-Out Hours:</u>	<u>From</u>	<u>To</u>
<b>Sunday, March 1</b>	6:01 pm	11:00 pm
<b>*Monday, March 2 –</b> Early reservation is required to obtain Monday Move-Out privilege. Contact <a href="mailto:Lindakn@mpeshows.com">Lindakn@mpeshows.com</a> for any available openings.	7:00 am	11:00 am (South Hall) Noon (North Hall)

### Move-Out Procedures

**6:01 pm, Sunday, March 1: All exhibitors should follow these procedures:**

- Dismantle and pack up your exhibit completely.
- Dispose of your garbage (we have cardboard dumpsters) or TAKE IT WITH YOU!
- MOVE-OUT PASS REQUIRED for using Loading Dock or North Hand-Carried Freight elevator.
- The South Hand-Carried Freight Elevator DOES NOT require a pass. As soon as you are ready to go, you can take use the South Hand-Carried Freight Elevator to move-out. Make sure your car is parked near the South Hand-Carried Freight Elevator in the parking garage.
- TO OBTAIN A MOVE-OUT PASS: You cannot obtain a pass until your booth is completely packed up and you are ready to get your vehicle. Once you are ready, find Show Staff who be stationed in each hall. Show Staff will give you a MOVE-OUT PASS after they have visually verified that your booth and its contents are dismantled and ready to be loaded into your vehicle. You can also check in at the Production Show Office and they will radio Staff to meet you at your booth.
- Take your MOVE-OUT PASS with you to retrieve your vehicle and proceed to either the Loading Dock or the North Hand-Carried Freight Elevator area (No pass needed for the South Hand-Carried Elevator).
- If possible, have a co-worker stay at your booth while you retrieve your vehicle. Communicate with your co-worker when you are about to enter the Loading Dock area, at which time she/he can begin to



carry your materials to the Loading Dock.

- If moving out alone, park your vehicle on the Loading Dock or Hand-Carried Freight elevator parking garage, quickly load your vehicle and depart.
- Exhibitors will not be allowed to park cars on Hubbell Street near the bottom of the ramp prior to 6:00 pm when move-out begins.
- Because of the limited space available in the Loading Zone, vehicles cannot be parked while move-out is in progress.
- IF YOUR DRIVER IS OFF-SITE:
  1. Tell our Staff that your driver is off-site with no way to hand over the Move-Out Pass.
  2. Our Staff member will write your company name on the Move-Out Pass.
  3. You will then go to the Loading Dock, connect with the Dock Master and show him/her the Move-Out Pass.
  4. They will call down to the lower ramp to get your name/company on a list.
  5. Contact your driver to get in line at the bottom of Loading Dock for entry. When they arrive, the driver tells the ramp person the name of the company he/she is there for.

### **MONDAY MOVE-OUT RESERVATION**

A reservation for a time slot is required to move out on Monday, March 2. Only Vendors with large and heavy displays will have priority for a Monday morning Move-Out. Should you feel you cannot complete your entire Move-Out on Sunday, March 1<sup>st</sup> by 11:00 pm, please make an appointment for a scheduled Move-Out time by emailing [LindaKn@mpeshows.com](mailto:LindaKn@mpeshows.com) before February 21.

If you fail to make an appointment before February 21, stop by at the NWFGF Exhibitor Help Desk during Move-In to see if there are any openings.

Reserve early! You will not be permitted up the Loading Dock without a pass on Monday, March 2. Time slots are on the hour starting at 7 am, with the last scheduled time at 11 am in the North Hall and 10 am in the South Hall. Time slots are limited and fill up fast.

# **Section 5 – For Your Information**

## **LIVE MUSIC**

Live instrumental music will play through the day on a stage on the garden floor.

## **OPENING NIGHT PARTY**

On Tuesday evening, February 25th, the Arboretum Foundation sponsors a fundraising party to benefit Seattle's 230-acre Washington Park Arboretum. Exhibits are not open during the Opening Night Party, which starts at 5 pm. Should you wish to attend the Opening Night Party, please contact the Arboretum Foundation directly at 206.325.4510 or visit [arboretumfoundation.org](http://arboretumfoundation.org). There will also be a function in the Atrium Lobby starting at 5 pm.

For exhibitors setting up on Tuesday afternoon and evening, there are times that the garden floor, Atrium Lobby and Skybridge Lobby are not accessible to exhibitors due to judging on the garden floor from 1 pm – 5 pm, as well as set up for and during the Arboretum function.

**South Hall 4A (booths 100 – 969):** You will not be allowed to cross the main garden floor (South Hall 4B) after 1 pm, and you will not have access to the Atrium Lobby after 5 pm. To exit the building after 5 pm, you can go through the Exhibitor Storage Hallway to the Skybridge Lobby, or the South Loading Dock or South Hand-Carried Freight Elevator. The elevator run until 9:30 pm.

**South Hall 4C (booths 1000 – 1418):** You will not be allowed to cross the main garden floor (South Hall 4B) after 1 pm or have access to the Skybridge Lobby after 5 pm. You can exit through the South Hall 4C doors, which leads to the Galleria and parking lot. You cannot re-enter through these doors. You can also exit and enter through the Exhibitor Storage Hallway, which leads to the South Loading Dock and South Hand-Carried Freight Elevator. The elevator run until 9:30 pm.

**North Hall 4EF (all booths 2101-2915):** After 5 pm, both the Skybridge Lobby and Atrium Lobby are off limits for entering and exiting. You can cross the Skybridge and exit through the South Hall 4C doors, which leads to the Galleria and parking lot. You cannot re-enter through these doors. You can also use the North Loading Dock and North Hand-Carried Freight Elevator (this elevator takes you to 9<sup>th</sup> Ave and Pike St. Closes at 9:30 pm).

Thank you for your cooperation and we apologize for the inconvenience.

## **REQUIRED BUSINESS LICENSES**

All retail sales at the Show must include State sales tax, which each exhibitor must remit to the State of Washington. Sales tax can change at any time. Effective January 1 – March 31, 2020, Washington Sales tax in Seattle is 10.1%. If the sales tax rate does change, you are responsible for collecting and reporting the current % to the State. The State of Washington is a self-reporting tax state; therefore, each exhibitor is responsible for remitting the sales tax to the State. The State of Washington enforces compliance with its sales tax requirements.

### **UBI (WA State Tax ID License)**

The Washington State Dept. of Revenue requires every exhibitor who participates at the show to provide a UBI number (WA State Tax ID) to conduct business in the state of Washington, or they will not be allowed to exhibit.

The show will submit all UBI numbers to the state. We will contact you in January if we do not have your business UBI number. If you are an out of state/country exhibitor and need a temporary number, register

online at [dor.wa.gov/forms/temporary-registration-certificate](http://dor.wa.gov/forms/temporary-registration-certificate), or call 800.647.7706 for assistance. There is no charge for a temporary certificate. Once a number has been assigned to you, please email the number to [michelled@mpeshows.com](mailto:michelled@mpeshows.com). Please note that you need to report all revenue from the show to the state 10 days after the close of the show.

#### Seattle Business License (SBI)

If you are already conducting business in Seattle, then you are required to have a Seattle Business License. This license must be renewed annually, so please make sure it is current for 2020.

If you do not have a Seattle Business License, then you must purchase a temporary one at the cost of \$50, which will be included on your Exhibit Space Contract. The Show will take care of the reporting and transferring of all payments to the Department of Revenue.