



**HOME &
GARDEN
SHOW**
— AUSTIN FALL —

AUSTIN FALL HOME & GARDEN SHOW

Friday, August 13 – Sunday, August 15, 2021

Austin Convention Center

AustinFallHomeAndGardenShow.com

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

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Show Exhibitors:

We would like to take this opportunity to thank you for participating in the Austin Fall Home & Garden Show. As the exhibit contact you will be receiving all the information that we send out. Should another individual assume your responsibilities, be sure that we are promptly informed so we can keep our records current.

The Exhibitor Manual has been compiled to help exhibitors and their staff with complete details about all phases of the exhibition process at the show.

We strongly urge that you give this manual to those having responsibility for your participation in the show.

Should you have any questions or concerns, please contact us at:

Sincerely,
Kevin Grace
Show Manager
800.466.7469

Cathy Berthold
Sr. Exhibit Sales Consultant
440.591.6961

Rese Perdue
Sr. Exhibit Sales Consultant
440.591.6977

DIRECTORY OF CONTRACTORS

Show Management
Marketplace Events
Phone: 952-933-3850
On-site Show Office Phone: 512.404.4720
Toll Free: 800-466-7469

Show Facility
Austin Convention Center
500 E Cesar Chavez St.
Austin, TX 78701
Main Phone: 512-404-4000

Official Show Decorator
Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor
GEMS - Jill Zinkus
jill@gemsevents.com
214.388.5722 x1

3276 Quebec St.
Dallas, TX 75247
P: 214.388.5722
F: 214.388.5442

Utilities - Electricity, Water and Cleaning
Austin Convention Center Exhibitor Services
500 E Cesar Chavez St.
Austin, TX 78701
Phone: 512-404-4000
Fax: 512-404-4220

SHOW HOURS

Friday, August 13, 2021 2:00pm – 7:00pm
Saturday, August 14, 2021 10:00am – 7:00pm
Sunday, August 15, 2021 11:00am – 5:00pm

*Exhibitors are allowed to enter 60 minutes before the show opens to the public

SHOW OFFICE:

Location: MR2 (in lobby outside of exhibit halls)
Phone Number: 512.404.4720

When you arrive to move-in, please check in and pick up your exhibitor badges.

ACCOUNT BALANCES:

Final payment for exhibit space must be made by July 8, 2021. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. Badges, complimentary tickets, and parking passes will not be available until the account has been paid in full.

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) badges are provided for 100 sf of space or smaller
- Ten (10) badges are provided for 200-300 sf of space.
- Fifteen (15) badges are provided for 301 sf or larger.

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

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.

COMPLIMENTARY TICKETS:

- Ten (10) complimentary tickets are provided for 200 sf of space or smaller
- Twenty (20) complimentary tickets are provided for 201 sf of space or larger

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 customers and for friends & family.

WILL CALL:

Will Call will be located at the box office. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

PARKING:

1. Main Parking Ramps
 - a. 2nd St. Parking Garage
201 East 2nd Street - Click [HERE](#) for the garage location. 3 minute walk (.2 mi.)
10-story, 1,000-space garage just two blocks west of the facility.
Entrances on Brazos and San Jacinto
Clearance Height: 6'9"
 - b. 5th Street Parking Garage

601 East 5th Street - Click [HERE](#) for the garage location. 7 minute walk (.3 mi.)
5-story, 685-space garage just north of the facility
Entrance on 5th Street
Clearance Height: 6'11"

2. Additional Parking Options

- a. Premier Parking (surface lot)
705 Trinity St. – 7 minute walk (.3 mi)
 - b. One American Center
155 W 7th St. – 11 minute walk (.5 mi.)
 - c. Premier Parking (surface lot)
617 Colorado St. – 13 minute walk (.6 mi.)
 - d. Metropolitan Parking – Lavaca Garage
306 W 8th St. – 18 minute walk (.8 mi)
 - e. Metropolitan Parking (surface lot)
1010 Lavaca St. – 20 minute walk (.9 mi.)
3. **Metrorail** - Capital Metro's MetroRail stops right next to the Austin Convention Center. Click [HERE](#) for the MetroRail schedule.
 4. **Park ATX** - Paying for parking is easy and convenient with the [Park ATX mobile app](#). You can pay, extend and manage your parking session remotely with just a few taps. Even better, you can **save money on parking** by using Park ATX! People can use up to two free 15-minute parking sessions every 24 hours through the Park ATX app. Use validation codes **FREE15ATX1** and **FREE15ATX2**.
 5. **SpotHero** - SpotHero is the nation's leading parking reservation app to book convenient and affordable parking, whether it's for an event, commute to work or even airport parking. Reserve your parking in advance and get there on time, stress free! Click [HERE](#) to reserve your parking spot for the show!

SHOW HOTEL:

Hyatt House Austin/Downtown
901 Neches Street
Austin, Texas 78701

Click [HERE](#) for the reservation link. Use code G-MARK to book under the show. You can also call 1-888-479-0125 and asked to book under the **Fall Home and Garden Show Austin**.

DECORATOR SERVICES

GEMS is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Exhibitors need to order these suppliers directly through them. GEMS will send exhibitors a link to order any supplies once you are fully booked in the show.

DISCOUNT DEADLINE: Wednesday, July 28, 2021

Orders must be received with payment to receive discount

FORKLIFTS

Exhibitors requiring forklift service should make arrangements with the Show Decorator prior to move in. Forklift services at \$250.00 per crew per hour. Call GEMS at 214-388-5722 x1 for verification of the rate for your particular need an any other questions.

SIGN HANGING

Please contact GEMS directly for the cost to hang a sign above your booth (400sf or larger). Cost is dependent on type of sign, location and weight.

FLOORING

Flooring is not included in the cost of your exhibit booth and is mandatory to exhibit in the show. Carpet or another type of clean, professional looking floor covering that covers 100% of the booth's square footage is required. Carpeting, astro turf, 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 floor. Any damage to the floor will be repaired at the exhibitor's expense.

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.



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, products samples or souvenirs are not permitted to do outside confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management. This includes any mascots.

BOOTH GUIDELINES

MPE provides each inline exhibitor with a back curtain 8' in height, two side curtains, each 3' 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 drape or an ID sign.

Inline booth displays, including signage, shall not exceed 8' in height. Signs exceeding booth height requirements must be approved by show mgmt. or exhibitor may be asked to remove. Your display may be 8' high for the width of your back drape (this only applies in inline spaces). On each side you will have 3' high side curtain. For inline spaces, your display may remain 8' in height from the backwall, up to 5' from the aisle, or 1/2 the depth of your booth. For the remaining 5', your display must return to the same 3' 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.

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

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.

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

FOOD & BEVERAGE SAMPLING

Any exhibitor wanting to sample at the show must be approved by both Show Management and the Venue first. Once approved, a Food & Beverage permit must be filled out and a \$114 fee is due to the City. Please contact the Show for more details.

UTILITIES

Telephone, Internet, Electric, Water/Drainage, Natural gas, and Technical Services are ordered and purchased directly through the Austin Convention Center Exhibitor Services. Click [HERE](#) to order utilities. For questions, please contact:

accdexhibitorservices@austintexas.gov

Phone: 512-404-4000

Fax: 512-404-4220

DISCOUNT DEADLINE: Wednesday, July 28, 2021

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, boats and equipment containing fuel must meet and comply with the following requirements before entry into the facility:

- There is to be no more than five (5) gallons of fuel or $\frac{1}{4}$ the capacity of the fuel tank, whichever is less.
- Fuel tanks used for storage of excess fuel must meet applicable Federal, State and Local fuel storage requirements.
- Fuel tanks are to be locked and all portable tanks removed. Locking the vehicle will be sufficient for cards

in which the gas cap cover can only be detached from inside the vehicle.

- Ignition keys are to be removed and placed in a central location on-site. Vehicles, boats and similar exhibited products with more than hundred square feet (100 sf) of roofed area are to have a smoke detector.

SHIPPING INFORMATION

- Show Management is not responsible for your packages
- All shipments must go through GEMS, please contact them for pricing on handling shipments.
- All shipments arriving at the facility prior to Wednesday, August 11, 2021 will be refused & rerouted.
- Shipments will only be received at the Show site during the move-in periods.
- As an exhibitor, it is your responsibility to instruct your carrier of the proper date for direct deliveries to the Show facility.
- Bills of Lading indicating weight must accompany freight delivery. The driver's signature on the Show site receiving report will verify the total count and weight.
- Shipments arriving at Show site before the designated move-in date will be refused, rerouted, or held by the facility. You're responsible for all related charges incurred at site & by GEMS. Shipping prior to move-in could delay your shipment to your booth. Please follow the outlined shipping guidelines.
- Please make arrangements to dispose of or store shipping crates with the show decorator.
- Label each package or crate as follows:

Austin Convention Center c/o GEMS
Fall H&G
Company Name & Booth #
500 East Cesar Chavez Street
Austin, TX 78701

SECURITY

Show Management provides security for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the Austin Convention Center 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.

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 exhibitor's 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 exhibit contract/application or contact Show Management if you have questions. **Ensure you are adequately insured.**

MOVE-IN | MOVE-OUT DAYS AND HOURS

Move In:

All move-in and move-out of exhibits must be through the service yard – the designated loading dock, freight elevators and freight doors. The lobby areas, side doors, escalators and passenger elevators are not to be used for this purpose.

The Service Yard can be accessed from Red River Street. See below or click [HERE](#) for a full map.



Exhibitors enter through the North Gate and exit through the South Gate. Once in the Service Yard, exhibitors can use the Access Ramp to enter the show in Halls 1-3. Guards will be present to direct exhibitors where to go.

Loading Dock access is available through Ramp A. Guards will direct exhibitors on when to enter and exit the ramp for one way access. A hand carry option is available through Ramp B.

Move in Schedule:

Wednesday BULK AND SELECT SPACES ONLY	August 11, 2021	11AM – 4PM
Wednesday ALL BOOTH SIZES	August 11, 2021	4PM – 8PM
Thursday Orange Zone	August 12, 2021	9AM – 2PM
Thursday Red Zone –NO DRIVING IN AFTER 2PM!	August 12, 2021	2PM – 8PM
Friday NO DRIVE IN PERMITTED	August 13, 2021	9AM – 11AM

Click [HERE](#) for the Move-In Schedule

HOME & GARDEN SHOW
— AUSTIN FALL —
AUGUST 13-15, 2021
Austin Convention Center

MOVE-IN SCHEDULE

Wednesday, August 11:
11 am – 4 pm: Yellow Zone
Bulk and select spaces ONLY
4 pm – 8 pm: Blue Zone

Thursday, August 12:
9 am – 2 pm: Orange Zone
2 pm – 8 pm: Red Zone
No driving on the floor starting at 2 pm

Friday, August 13:
9 am – 1 pm: open, but no driving on the floor
2 pm: show opens

AustinFallHomeAndGardenShow.com MARKETPLACE EVENTS

Move-in must be completed by 1:00pm on Friday, August 13, 2021
Make sure to clear all trash, boxes, crates, etc. from the aisles prior to the beginning of the show.

Sunday, August 15:

5:01pm:

- Red Zone Exhibitors will move-out first so we can clear a path for all other exhibitors. Red Zone passes will be distributed to exhibitors in this Zone on Sunday prior to move out. Present your pass to the Dock Marshall/Gate Guard to receive access to building first. DRIVING ONTO THE FLOOR IS NOT GUARANTEED FOR THIS ZONE, ONLY THAT YOU WILL ACCESS THE BUILDING FIRST.
- Exhibitors not in Red Zone are encouraged to take down their booths during this time.

Roughly 6:30pm:

- Once a path is cleared from the Red Zone, we will allow additional vehicles onto the floor.
- Open to all exhibitors

Monday, August 16:

8:00am – 12:00pm: Open to all exhibitors

BUILDING REGULATIONS

Smoking Regulations

No smoking is permitted inside any building at the Convention Center.

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 Austin Convention Center.

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 AUSTIN CONVENTION CENTER. 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 300sf must have a fire extinguisher and smoke detector. Enclosed structures of over 300sf 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 materials 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 cutting of materials or painting is allowed inside the hall space.

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

THE FIRE MARSHAL OF THE STATE OF TEXAS RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENT.