

EXHIBITOR MANUAL



January 14-16, 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 Austin Home & Garden 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.

austinhomeandgardenshow.com

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

SHOW MANAGEMENT

The Austin Home + Garden Show is produced and managed by:
Marketplace Events
6955 S. Union Park Center Ste. 320
Cottonwood Heights, UT 84047
801.456.7469

SHOW FACILITY

The Austin Home + Garden Show is held at:
Austin Convention Center
500 E. Cesar Chavez St.
Austin, TX 78701
512.404.4000

SHOW DECORATOR

Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor
GEMS
12684 International Pkwy
Dallas, TX 75228
P: 214.388.5722
F: 214.388.5442
<https://gemsevents.boomerecommerce.com>

HEALTH & SAFETY GUIDELINES: COVID-19

Public health and safety are of the upmost importance to us. Numerous additional safety measures have been implemented to help keep everyone safe. Please visit austinconventioncenter.com for all the guidelines and restrictions in place at the Austin Convention Center. PLEASE CHECK BACK REGULARLY FOR UPDATES AND INFORMATION.

UTILITIES

Telephone, Internet & Electricity

- Electricity will be provided by ACCD, Austin Convention Center Department (Please see Electricity kit on our show site for details)
PHONE: 512.404.4000 **WEBSITE:** <https://www.austinconventioncenter.com/>
- WIFI will be provided by ACCD free of charge.
Phone/Internet hardlines are also available through ACCD for a fee.

MOVE-IN | MOVE-OUT DAYS AND HOURS

MOVE-IN DAYS AND HOURS

Tuesday	January 11, 2022	8AM – 6PM
Wednesday	January 12, 2022	8AM – 7PM
Thursday	January 13, 2022	8AM – 2PM 2PM – 7PM (NO Drive in Permitted after 2pm)

Move in **DRIVE TIME** varies based on booth location. Please refer to the colored move in schedule with map on the exhibitor kit page.

Exhibitors requiring forklift service should order directly with the Show Decorator prior to move in. Order online at

<https://gemsevents.boomerecommerce.com/Pages/Security/Login.aspx?ReturnUrl=%2f>

Move-in must be completed by 11:00am on Friday, January 14, 2022.

Make sure to clear all trash, boxes, crates, etc. from the aisles prior to the beginning of the show.

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

MOVE-OUT DAYS AND HOURS

Sunday	January 16, 2022	6PM – 9PM
Monday	January 17, 2022	8AM – 12:00PM

NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL PUBLIC HAS CLEARED THE BUILDING.

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	January 14, 2022	12:00pm – 8:00pm
Saturday	January 15, 2022	10:00am – 8:00pm
Sunday	January 16, 2022	11:00am – 6:00pm

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

ENHANCED LISTING

Your Company's basic exhibitor listing is now live on our show website. It includes your company name, booth number and product category along with a form that allows web visitors to reach out to you directly to obtain more information.

We encourage you to enhance your listing by adding your logo, a company description, and a **show special**.

The virtual showroom is one of the most visited pages across all show websites. Consumers view the virtual showroom before, during and after the show and we want your listing to be the best it can be. Attendees are looking for trusted seller status, show specials, and new products.

Please contact your representative for more help.

ACCOUNT BALANCES

Final payment for exhibit space must be made by ***December 17, 2021***. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full.

Badges and complimentary tickets will not be available until the account has been paid in full.

EXHIBITOR BADGES

Exhibitor badges can be picked up at the show office during move in. 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 100 -300 square feet

Ten (10) exhibitor badges are provided for 400+ square feet of space.

Maximum 10

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

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS FOR FAMILY AND FRIENDS, PLEASE USE SHOW TICKETS FOR THEM

COMPLIMENTARY TICKETS

Twenty (20) complimentary E-tickets will be provided.

If you need additional e-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.

Use your e-tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

COMPLIMENTARY E-TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW.

SHOW OFFICE

Our show office will open on Tuesday, January 11th at 8:00am. When you arrive to move-in, please check in and pick up your exhibitor badges. The Show Office will remain open through the end of the Show.

WILL CALL

Will Call will be located in the show office.

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. PLEASE USE TICKETS FOR FRIENDS AND FAMILY WHO ARE VISITING YOU ON SHOW SITE.

FLOORING

Flooring is required. Please know flooring is not included in the cost of your exhibit booth. 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 Convention Center flooring.

Any damage to the flooring 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 skirtings 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.



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:

- a. 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.
- b. Fuel tanks used for storage of excess fuel must meet applicable Federal, State and Local fuel storage requirements.
- c. Fuel tanks are to be locked and all portable tanks removed. Locking the vehicle will be sufficient for cars in which the gas cap cover can only be detached from inside the vehicle.
- d. Ignition keys are to be removed and paced in a central location on-site.
- e. Vehicles, boats, and similar exhibited products with more than hundred square feet (100 sq. ft.) of roofed area are to have a smoke detector.

BOOTH INFORMATION, RULES & REGULATIONS

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 INDIVIDUALLY PACKAGED AND APPROVED BY SHOW MANAGEMENT, VENUE, & HEALTH DEPARTMENT

Product Display

Only products agreed upon in the signed contract can be sold and displayed in your booth. Only one (1) product per 100 sq. ft. or smaller.

Working in the aisles or distributing brochures, etc. from any other area other than within your booth space is prohibited. All activity must take place inside your contracted space only.

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.



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

Booth Regulations

- Booth displays, including signage, shall not exceed 8 feet in height. Your display may be 8 feet high for the width of your back drape. Side walls may go as tall as 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.
- 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.
- No balloons allowed. Helium or otherwise.
- **NO TENTS OR CANOPIES ALLOWED**
- Signs **MAY NOT** exceed 8 Feet. This is the height of the back drape provided to you in your booth space
- Rotating, flashing, strobe or projection lights are not permitted.
- No flag poles above 8 feet. (Unless prior approval has been given by show management)

- No tear-drop flags, paper banners, or hand-written signs allowed. All signs must be professionally made.

BUILDING REGULATIONS

Smoking Regulations

Smoking is not permitted inside 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.

Outside Food & Beverages

No outside food or beverage will be allowed inside the convention center

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 Department.

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.

Aerial items

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

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. **NO HAY BALES ARE ALLOWED AS PART OF BOOTH DÉCOR!**

THE FIRE MARSHALL OF THE STATE OF TEXAS RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS

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.

SECURITY

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

Ensure you are adequately insured.

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 GEMS, please contact them for pricing on handling shipments.

Direct Shipment Address
Cannot be delivered prior to Tuesday, January 11, 2022
Austin Convention Center c/o GEMS [Exhibiting Co. Name & Booth #] Home & Garden Show 500 E Cesar Chavez St, Austin, TX 78701

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 GEMS 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

We thank you for exhibiting in the show and are here to help you have a great experience! Please let us know how we can be of service to you.