

EXHIBITOR MANUAL

Greater Philadelphia Expo Center Oaks, PA



February 15-17, 2019

Welcome to the Philly Home + Garden Show!

Thank you for exhibiting with us!

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Greater Philadelphia Expo Center

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.

PhillyHomeandGardenShow.com

MARKETPLACE | EVENTS
Largest Home Show Producer | in North America

SHOW MANAGEMENT

The Philly Home + Garden Show is produced and managed by:

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

600 W. Germantown Pike; Ste 400

Plymouth Meeting, PA 19462

P: (610) 940-1677

www.marketplaceevents.com

www.phillyhomeandgardenshow.com

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IMPORTANT PHONE NUMBERS

MARKETPLACE EVENTS MAIN OFFICE	(215) 274-1948
SHOW OFFICE MAIN OFFICE	** (484) 754-3985
GENERAL EXPOSITION SERVICES	(610) 495-8866
GREATER PHILADELPHIA EXPO CENTER	(484) 754-3976

***The Show Office Number will be operational starting Wednesday, February 13 at 8:00am*

<h3>SHOW FACILITY</h3> <p>The Philly Home + Garden Show is held at the: Greater Philadelphia Expo Center at Oaks 1601 Egypt Road Phoenixville, PA 19460 PH: (484) 754-3976 FX: (484) 754-3994 www.phillyexpocenter.com Christina Ciesielski, Event Manager christinac@phillyexpocenter.com</p>	<h3>SHOW PR AGENCY</h3> <p>The Philly Home + Garden Show PR is represented by: Pavone 718 Arch Street Philadelphia, PA 19106 PH: (215) 990-6955 FX: (484) 342-3602 www.pavone.com Elise Brown, Public Relations Manager smcglynn@ddcworks.com</p>
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UTILITIES

Electricity, Telephone, Internet, Water, etc. are provided by the Greater Philadelphia Expo Center. The order form and pricing is available in the [Exhibitor Kit](#) section of our website.

Main: (484) 754-3976

Fax: (484) 754-3994

MOVE-IN | MOVE-OUT DAYS AND HOURS

ALL ACCOUNTS MUST BE PAID IN FULL BEFORE YOU MOVE-IN.

All exhibitors may move in to Exhibit Halls A&B starting Wednesday, February 13th and Thursday, February 14th between the hours of 8:00am – 5:00pm. There loading dock doors located on all sides of the building that will provide easy access to drive on to the floor. The move in schedule is in the [Exhibitor Kit](#). Please find your scheduled time to move in and plan accordingly.

<u>MOVE IN SCHEDULE</u>		<u>MOVE OUT SCHEDULE</u>	
<u>DATE</u>	<u>TIME</u>	<u>DATE</u>	<u>TIME</u>
Wednesday, February 13 th	8:00am – 5:00pm	Sunday, February 17 th	6:05pm –10:00pm
Thursday, February 14 th	8:00am – 5:00pm	Monday, February 18 th	8:00am – Noon

****For safety reasons, no one under the age of 16 is permitted in the halls or dock areas during move-in/out.**

The move in schedule is based on the location of your booth in Exhibit Halls A&B. Typically the show is moved in front to back. Two weeks before moving in you will receive an email from General Exposition Services. This email will have a link to the online [Exhibitor Kit](#) which will include the move – in schedule. Please remember to look for this email from GES which will advise you of your move in time. If you cannot meet the time requirements of your move in date and time, please **CONTACT JOE BOYLE (610) 495-8866** to make other arrangements.

You will be allowed to work in the building on move in days after 5:00pm but you must arrive before 4:30pm to drive on to the floor. However, space for your vehicle will be determined upon your arrival. You must be in the building no later than 5:00pm to stay for an additional hour. All exhibitors must be out of the building no later than 6:00pm unless stated otherwise.

****YOU MUST BE COMPLETELY SET UP BY 6:00PM ON THURSDAY. NO SETUP IS PERMITTED ON FRIDAY.**

General Move-Out Information

YOU MAY BEGIN BREAKING DOWN YOUR BOOTH IMMEDIATELY FOLLOWING THE CLOSE OF THE SHOW; HOWEVER, DRIVE-ON ACCESS WILL NOT BE PERMITTED UNTIL ALL AISLE CARPET HAS BEEN ROLLED UP.

THERE IS SUNDAY AND MONDAY MOVE OUT

You may use your own carts, hand trucks, dollies, etc.



Dismantling your booth prior to show close at 6:05pm on Sunday is strictly prohibited.

Your cooperation is appreciated.

SHOW HOURS

Friday	February	15, 2019	11:00pm – 9:00pm
Saturday	February	16, 2019	10:00am – 9:00pm
Sunday	February	17, 2019	10:00am – 6:00pm

****Exhibitors will be granted access to the show floor one hour before opening.**

EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up at Exhibitor Registration (located outside of Hall A) during move-in and during show hours. Complimentary plastic badge holders are provided. Exhibitor badges are required to identify you as an authorized exhibitor. Exhibitors will not be allowed access to the show floor during show days without a badge.

Eight (8) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 24 badges per company.

100 – 200 Sq. Ft:	8 Badges
250 – 400 Sq. Ft:	16 Badges
450 Sq. Ft - & Up:	24 Badges

If you have different staff members working your booth on different days, you are encouraged to drop off your badge each night at Exhibitor Registration (located outside of Hall A), so that your company does not run out of badges during the show.

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

SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office in the Greater Philadelphia Expo Center. The office is located directly outside of Exhibit Hall A straight back from the entrance. The signs out front will read Exhibitor Registration and Will Call Pick Up. **The Show Office number is (484) 754-3985.** Please note the Show Office number is only valid during Move – In, Show Days and Move – Out.

EXHIBITOR ENTRANCES DURING SHOW HOURS

During show hours, exhibitors may use the main entrance of The Greater Philadelphia Expo Center. An exhibitor badge will be required to enter the show floor.

All loading dock doors will be closed and there will be no access granted during show hours. If you need to restock your booth with supplies, please do it one hour before the show opens. Security is permitted to stop any Exhibitor from entering or exiting through the side entrances or loading dock doors. There is no smoking allowed inside the building.

COMPLIMENTARY TICKETS

Each exhibitor will receive 20 complimentary tickets for each 100 square feet of space purchased with a maximum allotment of 60 tickets. These will be mailed out three weeks prior to the show. Tickets will only be

mailed out if your booth space has been paid in full. Additional admission passes can be purchased at the price of \$5.00 each. Please check the [Exhibitor Kit](#) for the ticket order form.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. If complimentary tickets or badges are given to visitors, the exhibitor responsible will not be allowed to exhibit in future events and may be asked to leave the current show immediately. Use your tickets to invite potential customers to the show, as a thank you to good customers or for friends and family.

WILL CALL

Will Call will be set up at Exhibitor Registration, which will be utilized by consumers to pick up the tickets that have been reserved for them. Staff will be at Will Call at all times to hand out complimentary tickets for exhibitor family, friends and prospects. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME on the front of the envelope at Will Call for your guests. Tickets will be filed by last name.

****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.**

MARKETING OPPORTUNITIES FOR EXHIBITORS

Please visit the [Marketing Opportunities](#) section of our website to take advantage of our many affordable marketing opportunities that will maximize your investment in the show, and drive traffic to your booth. You may also contact your Exhibit Sales Consultant directly. [Sponsorship Opportunities](#) are also available; please reach out to our Show Manager and sponsorship expert, Jenna Naffin at (610) 940-1670 for more information or email jennan@mpeshows.com.

SHOW DECORATOR SERVICES

General Exposition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Please order these items directly from them. The forms are available on the [Exhibitor Kit](#) section of our website.

Exhibitors are responsible for the upkeep and cleaning of their own booths. You may order carpet cleaning service from General Exposition Services at their service desk located at the back of the show in Hall A. During move – out everything that your company brings to the show must be moved or disposed of after the show. If not, there will be a charge to your company for clean-up.

PARKING

There is ample free parking available onsite. With over 5,000 free spaces, your staff, participants and show attendees will have no trouble! The parking lot is also sectioned and labeled for ease of locating parked vehicles upon departure.

We ask that all exhibitors park on the side of the building and leave the front spots accessible to the attendees attending the show. For your convenience special arrangements can be made with the parking lot in case you need sections dedicated towards VIPs or other needs. If you would like to make this arrangement, please let the show staff know two to three weeks ahead of opening day.

UTILITIES AND SERVICES POLICY

The Greater Philadelphia Expo Center is happy to provide utilities and services at reasonable rates. Current rate sheets for labor, equipment rental and service instructions are available in the [Exhibitor Kit](#) or you can visit <http://www.phillyexpocenter.com/the-facility/services-available/>. For safety reasons, The Greater Philadelphia Expo Center personnel must perform installation of all utility services. Please submit all service order forms with full payment on the Expo Center website. They will not provide their services until payment is received.

To receive the lower advance rate, your forms must be received before the advanced order deadline which is typically one week before the start of the show. **This year the advanced order deadline is Monday, February 4, 2019.**

Utilities Forms can be found under the [Exhibitor Kit](#) section of our website, which is located at the bottom of the Home Page

SERVICE	ADVANCE	STANDARD
10 AMPS	\$110.00	\$225.00
20 AMPS	\$140.00	\$255.00

FOOD AND BEVERAGE SAMPLING

All exhibitors sampling food or selling food products must touch base with your Exhibit Sales Representative so that the proper permissions are given during show site.

Food or beverage items may not be sold or given away at exhibitor booths without express written approval of Licensor. Food or beverages may not be brought or consumed in the facility, unless purchased at an on-site concession stand or lounge or with expressed written consent of the Licensor.

Alcoholic beverages may not be brought or consumed in the facility, unless purchased at an on-site concession stand or lounge. Alcoholic beverages must be removed from the facility or will be subject to confiscation.

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 must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and have cables taped. Please contact Show Management to have this scheduled.

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 32". The drape color is black. **Tables, chairs, electricity etc. are not included with the cost of your exhibit booth.** If you need to order these items, you can purchase them directly through [General Exposition Services](#).

Flooring

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all booths are carpeted** or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage. All edges must be secured. You may bring your own or rent from [General Exposition Services](#). If your booth is above 600 Sq. Ft., you will be required to pay a minimum labor charge.

- All flooring must be neat and clean
- No frayed edges are allowed
- All edges of a carpet must be taped down – double sided tape is acceptable
- Duct tape is not allowed to secure the flooring
- You must return The Greater Philadelphia Expo Center floor to its original condition – Fees will be charged for damages

Table Skirting

It is mandatory that all tables are properly skirted. Skirting must go from the edge of the table to the floor on all four 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. [General Exposition Services](#) is available to rent tables that will be properly skirted if needed for an additional charge.



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.**

Working in the aisles or distributing brochures, etc. from any other area other than your booth is prohibited. All selling activity must take place inside your contracted space. One verbal warning will be given if your company is in violation of this rule. A second written warning will be issued and if the problem is not addressed at that point Show Management reserves the right to remove your company from the show.

*****TENTS, FLAGS AND CANOPIES ARE NOT ALLOWED*****

Booth Guidelines

Exhibitors can build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. If your display includes a sign attached to the back wall, you must get approval from show management and the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided; graphics, logos or print facing into another booth will not be allowed
- Professionally finished signage NO handwritten signs are permitted

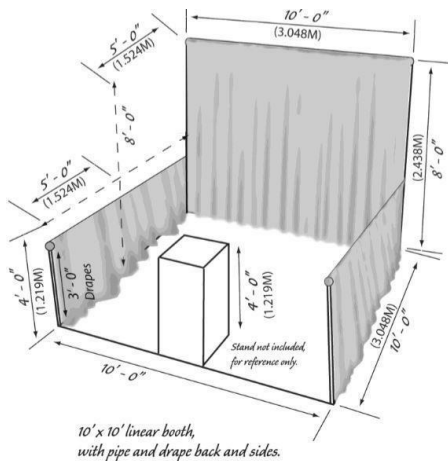


Exhibit fixtures and components will be permitted to a maximum height of 8 feet on the back wall.

If you are using side walls as part of your display they must be finished on BOTH sides. No exposed wires, frames, wood must be exposed for the public or your neighbor to see. All display materials and electrical must meet the fire marshal regulations.

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense any display which is not in accordance with these rules and regulations.

SECURITY

Security is provided by Strike-Force Protective Services. The guards will be on duty 24 hours each day during the show. Every reasonable precaution will be taken to protect exhibitors' property, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes.

Please take the following suggestions under advisement:

- Do not leave your booth unattended during the set – up process, show process or move – out process
PERIOD
- Do not leave small items, one of a kind special samples, prototypes, generated leads or extremely valuable merchandise in your booth overnight.
- Under the guideline of special circumstances, you can ask Show Management to lock up valuable items in the Show Office (located outside of Exhibit Hall F)

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 property but please note that 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 under the TERMS AND CONDITIONS or contact Show Management if you have questions at (610) 940-1677.**

FINAL PAYMENTS

Full and final payment for exhibit space must be made by December 10, 2018. Show Management reserves the right to refuse entry to any exhibitor whose account has not been settled and paid in full. Please note if your booth space isn't paid for by the December 10, 2018 deadline complimentary show tickets will not be mailed out to you and your company name will not appear in the House & Home Magazine, the official Show Guide for the show.

If you have signed and authorized Marketplace Events to automatically charge your card on your original contract, please make sure funds are available in the proper time frame. If you have any questions regarding payment processes, please contact Nicole McWilliams at (610) 940 – 1677. Any contracts that are outstanding after the show cycle is completed will automatically be sent to collections and the exhibitor will still be responsible to pay off the booth space and will not be allowed to exhibit in any future shows with Marketplace Events.

SALES TAX

All exhibitors are required to have a Pennsylvania Sales License if they are directly selling on the show floor. This license can be obtained from:

[Pennsylvania Department of Revenue](#)
110 North 9th Street; Suite 204A
Philadelphia, PA 19107
(215) 560 – 2484

MICROPHONES, AUDIO EQUIPMENT AND 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 levels, then Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show. You must be courteous to your neighboring exhibitors who are conducting business on the show floor.

MUSIC, PHOTOGRAPHS + OTHER COPYRIGHTED MATERIAL

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, perform 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 the booth or display that contains music, photographs and or copyrighted materials for which the exhibitor fails to produce proof that the exhibitor holds all the 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 of infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges

SHIPPING INFORMATION

General Exposition Services charges a drayage fee for handling any materials delivered to the Greater Philadelphia Expo Center. Deliveries without a company name and booth number will be declined. Contact General Exposition if you are sending shipments ahead of your arrival. Marketplace Events and The Greater Philadelphia Expo Center are not responsible for accepting your shipment.

All shipments should be clearly marked with your company name and booth number. Special arrangements can be made with General Exposition Services on items that need special care. Please do not send packages before your arrival date. It is expected that a representative from your company will be present to sign for your package. Please decide with General Exposition Services to dispose of or store your shipping crates and or boxes.

All shipments MUST BE PREPAID. There are two options for shipping your materials ahead of time.

OPTION 1: Shipping Directly to General Exposition Services Warehouse Location

*****General Exposition Services will transport your materials from their warehouse to the Greater Philadelphia Expo Center on Tuesday, February 12th, 2019. Your package will be dropped inside of your booth providing that the floor has been set with pipe and drape*****

(Exhibiting Company Name) (Booth Number)
2019 Philly Home + Garden Show
General Exposition Services
205 Windsor Road; Limerick Business Center
Pottstown, PA 19464

*****Advance Warehouse Discount Deadline: Friday, February 1, 2019***

*****Last Date to Arrive at GES Warehouse: Thursday, February 7, 2019***

OPTION 2: Shipping Directly to the Greater Philadelphia Expo Center

***** If your package is received by General Exposition Services the package will be dropped inside of your booth on the show floor or will be housed in the loading dock area*****

2019 Philly Home + Garden Show
Greater Philadelphia Expo Center c/o General Exposition Services
(Exhibiting Company Name) (Booth Number)
100 Station Avenue
Oaks, PA 19456


*****Items will not be delivered without this information*****

*******Deliveries will not be accepted before Tuesday, February 12, 2019 *****

SHOW HOTEL INFORMATION

Oaks, PA offers exhibitor accommodations at every price point. Marketplace Events understands that lodging for your staff can be a primary concern when exhibiting at the show. Below are some hotels in the surrounding area located near the Greater Philadelphia Expo Center. Please click on the logos to find out more information. *We recommend stays at the Hilton Garden Inn and Homewood Suites.*

 <p>Hilton Garden Inn Valley Forge / Oaks 500 Cresson Boulevard Phoenixville, PA 19460 610.650.0880</p>	 <p>Homewood Suites Hilton 1227 Race Street Philadelphia, PA 19107 215.564.2888</p>	 <p>Courtyard Philadelphia Valley Forge/ Collegetown 600 Campus Drive Collegetown, PA 19426 484.974.2600</p>	 <p>Hampton Inn & Suites Valley Forge/Oaks 100 Cresson Boulevard Phoenixville, PA 19460 610.676.0900</p>
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 <p>Valley Forge Casino Resort 1160 1st Avenue King of Prussia, PA 19406 610.354.8118</p>	 <p>Sheraton Valley Forge Hotel 480 North Gulph Road King of Prussia, PA 19406 484.238.1800</p>	 <p>Embassy Suites by Hilton Philadelphia Valley Forge 888 Chesterbrook Boulevard Wayne, PA 19087 610.647.6700</p>	 <p>Radisson Hotel Valley Forge 1160 First Avenue King of Prussia, PA 19406 610.337.2000</p>
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 <p>Mainstay Inn 184 East Bridge Street Phoenixville, PA 19460 610.933.7998</p>	 <p>DoubleTree by Hilton 301 West Dekalb Pike King of Prussia, PA 19406 610.337.1200</p>	 <p>Springhill Suites Marriott 875 Manchill Mill Road King of Prussia, PA 19406 610.783.1400</p>	 <p>Residence Inn Valley Forge 600 West Swedesford Road Berwyn, PA 19312 610.640.9494</p>
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 <p>Hyatt Place King of Prussia 440 American Avenue King of Prussia, PA 19406 484.690.3000</p>	 <p>Holiday Inn Express & Suites 260 N Gulph Road King of Prussia, PA 19406 610.768.9500</p>	 <p>Best Western Hotels & Resorts 127 S Gulph Road King of Prussia, PA 19406 610.265.4500</p>	 <p>Extended Stay America 400 American Avenue King of Prussia, PA 19406 610.962.9000</p>
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THE GREATER PHILADELPHIA EXPO CENTER CONVENTION CENTER RULES AND REGULATIONS



In order to keep the facility in exceptional condition for all our exhibitors, we ask for your cooperation in enforcing the following guidelines. Should you have any questions please call the Greater Philadelphia Expo Center at (484) 754-3976 or please look at the website before hand to answer all your questions and needs. <https://www.phillyexpocenter.com/> Everything you need and want to know about the Greater Philadelphia Expo Center can be found there!

- Any violation by sublicensees or subagents thereof may lead to eviction from premises, and license will be held liable for any damages resulting from said violations.
- A schedule containing the details, staging and timing of the move-in and move-out and also containing the person or persons who will supervise name and the vehicles and or/material handling equipment, which will be utilized in connection therewith shall be coordinated and agreed to in advance by Licensor and Licensee, and said schedule shall be strictly adhered to.
- The Space shall not be used for sleeping or lodging purposes or, except for authorized concessions, be used for cooking without Licensor's prior, express written consent.
- All vehicles and material handling equipment supplied by or for use in the premises shall be equipped with wheels, which do not mark or mar the floor surface.
- No vehicles or other equipment or displays that exceed the hall floor load shall be brought or placed in the building.
- Licensee and its exhibitors and its and their invitees shall promptly and courteously comply with the directions of any security personnel employed or used by Licensor or local authorities
- No advertisements, signs, handbills or other visual media devices shall be placed outside of, or attached to, the exterior or interior of the Building without Licensor's prior express written consent. No handbill or the like shall be placed on the windshields or any cars, wherever located within the Greater Philadelphia Expo Center, before, during or after any Event. No handbills or other promotional material shall be distributed in areas other than the exhibitor area, without the consent of Licensor. Licensor will remove, at Licensee's expense, any unauthorized signs.
- Adhesive badges are prohibited. All identification badges shall be of a nature that they do not adhere to floor, wall or other surfaces of the Hall and surrounding areas.
- Any tape or other adhesive materials used for marking the floor must be approved by Licensor. Licensee will be billed at a rate of \$50 per hour for the removal of any such material left on the floor after the Event has ended.
- Admission of the public to the Event shall only be allowed through designated entrances and corridors.

➤ Vehicles not otherwise permitted in the Hall as part of the Event or the Move---In or Move---Our and animals

shall not be allowed in the hall, except with Licensor's prior, express, written consent.

- Licensee shall not obstruct or interfere with other tenants, occupants and users of or visitors to the building wherein the Hall is located.
- Floor, wall and roof load limits shall not be exceeded.
- In the interest of public safety, Licensor may modify any terms or conditions of the Agreement or these Rules and Regulations, and Licensee and all exhibitors shall comply with such modification.
- Gambling is prohibited.
- Charitable and other organization solicitations and collections are prohibited.
- Parking is permitted only in designated on-site parking areas. No vehicles will be permitted in areas designated for building tenants other than Licensor.
- Vehicles are not allowed on Premises overnight without written consent of Licensor.
- Meeting rooms are available in adjoining conference areas at an additional charge.
- Neither Licensee nor its agents are to operate overhead doors without consent of Licensor.
- All motorized equipment utilized during License Period (i.e., forklifts, high reach, air lifts) is to be operated only by personnel approved by Licensor.
- Smoking is not permitted in the hall. Licensor has the right to take whatever action is necessary to preserve a smoke-free environment.
- Carts or dollies with steel wheels are not permitted in carpeted areas.
- Loading and unloading are permitted only in designated loading areas. No loading is to take place at main entrances to Building nor carried through lobby without consent of Licensor.
- Helium or other lighter-than-air inflated balloons are not permitted inside the Hall, without express written consent of Licensor. Removal of balloons in the Hall will be billed to Licensee at the rate of \$50.00 per hour.
- Any equipment or articles of the Licensee or exhibitor's remaining past the expirations of the License Period may be considered abandoned and may be disposed of at cost to the owner of such equipment/articles. Items will not be stored for pick-up.
- Any residual matters not expressly covered by License or Rules and Regulations shall be determined by Licensor at its discretion.

- The Greater Philadelphia Expo Center will not accept freight shipments of any kind. All shipments should be made directly to appropriate drayage contractor.
- Crates cannot be stored on exhibition floor at any time during event period.

- Food or beverage items may not be sold or given away at exhibitor booths without express written approval of Licensor.
- Food or beverages may not be brought or consumed in facility, unless purchased at an on-site concession stand or lounge or with express written consent of Licensor.
- Alcoholic beverages may not be brought or consumed in facility, unless purchased at an on-site concession stand or lounge. Beverages must be removed from facility or will be subject to confiscation.
- Propane and other fuels must be approved by the Township Fire Marshall.
- No pets are permitted in the Hall, except for service animals, without express written consent of Licensor.



EXHIBITOR RULES AND REGULATIONS CHECK LIST

- All booths must have floor covering in entire booth area.
- No signs above 8'. All signs must be professional. "Homemade" or handwritten signs are not allowed.
- If the height of your display exceeds 8' you need to notify management for approval. **Electric, tables, chairs, carpeting, water, telephone, etc. are not included with the price of your exhibit space.** These items can be ordered through General Exposition Services and the Greater Philadelphia Expo Center.
- Tables are to be professionally skirted with floor-length skirting. Absolutely no paper or plastic table skirts! Fine furniture is acceptable without skirting.
- Stickers, pressure adhesive and helium balloons are not permitted in the booth.
- No food or beverages may be distributed by exhibitors unless approval has been obtained from Marketplace Events and the Pennsylvania Convention Center.
- All exhibitors are expected to be in their booths during all published show hours. If Show Management sees that you are in violation of this rule, your company may not be permitted to exhibit in future shows.
- All exhibiting companies must have an executed space agreement with Marketplace Events. Exhibitors are not permitted to assign, sublet or share booth space.
- Admission with an exhibitor badge is required.
- Exhibitors are allowed on the show floor one hour before the show opens to the public and are encouraged to arrive early and be prepared for the crowds.
- What you bring in, take out. Leave the Greater Philadelphia Expo Center floor in broom-clean condition.

Our sincere thanks for your support and participation in the Greater Philadelphia Oaks Home Show produced by Marketplace Events

Marketing Tips to Maximize Your Show Participation...



➤ **Direct Mail / Email Campaigns:** We can work with you to develop postcards, newsletters,

coupons, e- newsletter or advertisements promoting your participation in the show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.



➤ **In-Store Flyer Distribution:** Promote your participation in the show and offer your customer an online discount to attend the show



➤ **Stickers:** Print up stickers with your booth number and the show name, date and facility name. In the months before the event, affix the stickers to all communications – invoices, letters, packages etc. Provide each sales person with a batch of stickers, too.



➤ **Website Link:** Be sure your website is linked to www.phillyandgardenhomeshow.com / Create a mini – site off your company website that describes your activities at the upcoming show. Include product announcements, show hours, contact information for staff working the show, speaking engagement schedule – whatever will inform or excite your customers and prospects.



➤ **Invitation:** Send a letter of invitation, complimentary show passes and a map of the exhibit hall with your booth location highlighted. Stretch the benefit. Don't say "visit us at booth number x." Say why recipients should take the time to visit with you. Are you offering a show special? Launching a new product? What is in it for them?



➤ **Show Appointment Book:** Set up appointments with your key customers at the show. Send a handwritten note to your customers reminding them of your appointment.



➤ **Prizes:** Offer a time – limited incentive to create a sense of urgency. "The first 30 people to visit our booth will get a special prize!" Or, send your hot prospect list a coupon for a gift that they can pick up at your booth.



➤ **Personal Call:** Have your sales reps personally deliver show invitations and / or complimentary tickets to customers and hot prospects.

For More Information on Marketing Opportunities Please Contact:

Jenna Naffin; Show Manager, 1.610.940.1670 or email jennan@mpeshows.com with any questions