

BIRMINGHAM  
**HOME SHOW** Exhibitor Manual  
Birmingham Jefferson Convention Complex



February 18-20, 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 Birmingham Home Show.

Enclosed you will find helpful information to make your participation in our show successful.

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

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

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

## SHOW MANAGEMENT

The Birmingham Home Show is produced and managed by:

**Marketplace Events** | 6052 Turkey Lake Road, Ste. 170 | Orlando, FL 32819

**Mari Franco, Show Manager**

P: 786-564-4124

[MariF@mpeshows.com](mailto:MariF@mpeshows.com)

## SHOW FACILITY

The Birmingham Home Show is held at:

**Birmingham Jefferson Convention Complex—North Hall**

2100 Richard Arrington Jr., Blvd. North | Birmingham, AL 35203

P: 205-324-5000

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<http://www.bjcc.org/>

Cheryl Mitchner, Event Manager

[Cheryl.Mitchner@bjcc.org](mailto:Cheryl.Mitchner@bjcc.org)

## SHOW DECORATOR

**Booth Furnishings: tables, chairs, carpeting, displays & labor; Forklift Service**

**Veal Convention Services**

3016 Reverend Abraham Woods Jr Blvd. | Birmingham, AL 35203

P: 205-328-1010

[Orders@vealco.com](mailto:Orders@vealco.com)

[veal.boomerecommerce.com](http://veal.boomerecommerce.com)

All service orders are placed online through the Veal ordering portal listed above. Each exhibitor will create login credentials to access the site and place orders.

**ADVANCE ORDER DEADLINE: February 9, 2022**

## UTILITIES

**Electric, & Plumbing – Edlen Electrical**

**\*\*Register at the website below and then place your order. \*\***

<https://bjccordering.edlen.com/>

**ADVANCE ORDER DEADLINE: January 27, 2022**

**Electric, & Plumbing – Directly through the BJCC**

<https://app.bjcc.org//ExhibitorOrderForm?Facility=37>

# MOVE-IN | MOVE-OUT DAYS AND HOURS

## Move-In - ALL ACCOUNTS MUST BE PAID IN FULL BEFORE YOU MOVE-IN

Wednesday	February 16, 2022	8:00am - 5:00pm
Thursday	February 17, 2022	8:00am - 5:00pm

Exhibitor's vehicles must form a line in the **eastbound** center lane on 9th Avenue in order to turn left and enter the loading dock area. Westbound traffic on 9th Avenue will **not** be allowed to turn right and enter the loading dock area. All unloading will take place at DOCK 1.

We offer 20 minutes of complimentary forklift service from Dock 1 to your booth during move in. Any additional time need must be scheduled with the Veal Convention Services and will be billed to you at current rates.

**PLEASE NOTE, any requests to drive on to the show floor must be approved by Veal Convention Services and is at the Decorators discretion depending upon conditions at that time.**

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

You will be allowed to work in the building on move in days after 5:00pm but you must arrive before 4:30pm and get prior approval from Show Management.

**You may use your own carts, hand trucks, dollies, etc., to transport your exhibit from the dock to your booth.**

## Move-Out

Sunday	February 20, 2022	6:05pm - 10:00pm
Monday	February 21, 2022	8:00am - Noon

**No dismantling or removal of exhibits or exhibit material will be permitted before 6:05pm on Sunday, February 20, 2022.**

The dock doors will not be opened until all attendees and any children under the age of 16 have left the show floor. Aisle carpet will be removed between 6pm and 6:45pm. Please work only in your exhibit space and keep the aisles clear.

## SHOW HOURS

Friday	February 18, 2022	11:00am - 9:00pm
Saturday	February 19, 2022	10:00am - 9:00pm
Sunday	February 20, 2022	10:00am - 6:00pm

Exhibitors may enter the show one hour before opening.

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## EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office during move-in and show hours. Show Office will be located at the front of the show floor.

Exhibitor badges are not required during move in, but you must have it to enter the show during show hours.

Six (6) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 24 badges per company.

If you have different staff members working your booth on different days, you are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges during the show.

**THE EXHIBITOR ENTRANCE WILL BE OPEN EACH SHOW DAY ONE HOUR BEFORE THE SHOW OPENS.  
EXHIBITOR BADGES MUST NOT BE USED AS ADMISSION TICKETS**

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## SHOW OFFICE

Show office is located to by the bottom of the escalators in North Hall. Look for the Show Office sign.

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## COMPLIMENTARY TICKETS

Exhibitors paid in full will receive 25 complimentary tickets.

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

Use your tickets to invite potential customers to the show, as a thank you to good customers & for friends/family.

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## MARKETING OPPORTUNITIES FOR EXHIBITORS

Please visit our website [www.birminghamhomeshow.com](http://www.birminghamhomeshow.com) and click on the "MARKETING OPPORTUNITIES" link at the bottom of the page to take advantage of our many affordable marketing opportunities that will maximize your investment in the show, and drive traffic to your booth.

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## WILL CALL

Will Call will be located in the North Hall at Show Entrance.

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

## DECORATOR SERVICES

Veal Convention Services is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc.

Please order these items directly from them. Veal ONLY accepts service orders through their online ordering portal [veal.boomerecommerce.com](http://veal.boomerecommerce.com). Each exhibitor will visit the site and will register their company and create a password to an ordering account. For questions call 1-800-844-8325 or email [Orders@Vealco.com](mailto:Orders@Vealco.com)

## PARKING

Parking is available at various lots around the convention complex. We advise you utilize P4 and P5 (see map on last page of this manual). Valet parking is available at the Sheraton Hotel & Westin Hotel.

Trailers can be parked at the Marshalling Yard located at P12 (See map provided on the last page if this manual.)

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## UTILITIES AND SERVICES POLICY

The Birmingham Jefferson Convention Complex provides utilities and services at prevailing rates. Current rate sheets for labor, equipment rental and services are available on request. For safety reasons, BJCC personnel must perform installation of all utility services involving electrical, air, water, water drainage and Internet/telephone connections.

<https://www.bjcc.org/for-exhibitors.php>

**Advanced orders for discounts must be ordered and paid by January 27, 2022**

## FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

All edges of carpeting must be secured using double sided tape on the underside of the carpet. The Fire Marshall checks all flooring prior to opening the show. Duct tape is not permitted.

Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring at the BJCC. 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 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.

## Signage

All inline booths can use S-hooks to hang banners from the pipe and drape. All signage is to be one sided and not read into neighboring booths. Free-standing signs should be placed in the back half of the booth and not block neighbor's site lines.

Endcap and Islands booths are permitted to have signage higher than 8 ft. **IF they are permanently affixed** to the booth display. If signage reads into neighboring booth exhibitor will be responsible for draping the impeding side at their expense.

Rigging services are available for exhibitors in 20'x20' booth spaces or larger. Sign needs to be approved by show management.

## FOOD AND BEVERAGE SAMPLING

All food exhibitors must meet the operating codes of the Jefferson County Department of Health. Compliance with the Health Department must be completed prior to the opening of the show. All food must be provided in sample sizes. Please contact Centerplate at the BJCC for approval. [gina.wali@centerplate.com](mailto:gina.wali@centerplate.com)

## SECURITY

Security is provided by the Birmingham Jefferson Convention Complex & guards will be on duty 24 hours throughout the event. Every reasonable precaution will be taken to protect exhibitors' property. Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

## BOOTH INFORMATION, RULES & REGULATIONS

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'. The drape color is black. Tables, chairs, electricity etc. **are not included** with the cost of your exhibit booth.

- All exhibitors are expected to be in their booths during all published show hours. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours.
- Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are to do so within the confines of their rented exhibit space. **Working in the aisle is strictly prohibited.**

**TENTS AND CANOPIES ARE NOT PERMITTED.**

## **Booth Guidelines**

Exhibitors are allowed to build their booth to the maximum height of 10 feet. This includes back wall and sidewalls. If your display includes a sign attached to the back wall, the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor's expense.

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## **AUDIO/SOUND/MUSIC**

Use of audio equipment, microphones and musical instruments are permitted, however sound levels must be kept at a volume that Show Management deems reasonable. Violators will receive one warning. If there is a problem with volume, Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show. Music is **ONLY** allowed as part of a product demonstration. Unless ASCAP licensed, exhibitors are not to play music (including radio broadcast) on the show floor.

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## **VEHICLES IN EXHIBITS**

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- Vehicle must be put down on the floor before the vehicle is driven into place.
- All vehicles must have a locking gas cap or gas cap sealed with tape & no more than 1/4 tank of gas
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected, and cables taped.

## **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. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

Exhibitors may purchase event insurance through Buttine Exhibition & Event Insurance. Applications can be filled out online at

<http://www.buttine.com/eventExhibitor.html>

## SHIPPING INFORMATION

**ADVANCE WAREHOUSE SHIPPING** - All shipments must be pre-paid. Collect shipments will not be accepted. Must arrive between Monday Jan 3rd and Wednesday February 9th 2022. May be accepted until Friday February 11th with late fees. Advance Warehouse receiving hours are Monday - Friday 9am to 3pm.

TO: (Name of Exhibitor & Booth Number)  
C/O Veal Convention Services, Inc. [for Birmingham Home Show 2022](#)  
3016 Reverend Abraham Woods Jr Blvd. Birmingham, Alabama 35203

**DIRECT SHIPMENTS:** Must arrive no earlier than Monday, February 14th, 2022.  
Show site receiving hours: 9am - 3pm.

TO: (Name of Exhibitor & Booth Number)  
C/O Veal Convention Services, Inc. [for Birmingham Home Show 2022](#)  
BJCC 2100 Richard Arrington Blvd Birmingham, AL. 35203

For more information shipping to/from the show, contact Veal Convention Services at 1-800-844- 8325.

## ALABAMA SALES TAX

A 4% Alabama sales tax, a 2% Jefferson County tax and a 4% city tax applies to all exhibitors who are selling a "retail" product during the show. This would mean that attendees would leave the show with the actual product.

**Applicable forms and envelopes will be available at the SHOW OFFICE. Please complete all three forms and leave the envelopes in the show office.**

Marketplace Events is required by law to provide the Department of Revenue with a complete list of exhibitors. Feel free to contact each department directly.

Collectors will be on site on Sunday, February 20, 2022 to collect tax envelopes before show close.

**City of Birmingham Tax - 4%**  
**Alabama State Tax - 4%**  
**Jefferson County Tax - 2%**

**Contact: Titania Brown, 205-254-2198, [Titania.Brown@BirminghamAL.gov](mailto:Titania.Brown@BirminghamAL.gov)**  
**Contact: Sheneka Hall 205-733-2745**  
**Contact: Shelly Smith, 205-731-2926**



# BJCC RULES AND REGULATIONS

The Birmingham Fire and Rescue Departments require the following regulations be observed at all times throughout the Complex:

- **All sheds, barns, sunrooms, or fully enclosed displays must have a visible fire extinguisher as per Fire Marshall.**
- The use of untreated hay, straw, or cotton bales is prohibited.
- Flammable decorations or flammable decorative materials are prohibited.
- All draperies, drops, curtains, and table coverings used are to be noncombustible, inherently flame resistant, or treated and maintained fire resistant.
- The Fire Marshall may require proof that the materials used are fire resistant or have been treated to be fire resistant.
- Open flame, candles, torches, etc. are prohibited.
- No covered structures, such as tents, roofs, or overhead coverings, are allowed on any display in a building equipped with fire sprinklers without prior approval of the Fire Marshall.
- All utility panels, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.
- Drapes, decorations, buntings and other decorative materials must be fire retardant and/or properly treated to meet the requirements of flame proofing.
- Cotton batting (whether natural, artificial or manufactured) straw, dry vines, leaves, hay, pine needles and sawdust are prohibited unless treated to be fire retardant. The use of cut trees, such as Christmas trees, must have prior approval of the Fire Marshall.
- Flammable liquids of any sort are prohibited in public buildings.
- Five-pound bottles of L.P. gas may be used for demonstration purposes only if approved by the Fire Marshall.
- **Cooking Displays:** Displays involving cooking with a pan or deep-frying must have a 2A-10BC rated fire extinguisher in the booth. No L.P. gas cooking is allowed.

**Thank you for your support and participation in The Birmingham Home Show  
Produced by Marketplace Events**

# Complex Map

## Complex Facilities

- A THEATRE
- B LEGACY ARENA & CENTRAL TICKET OFFICE
- C CONCERT HALL
- D NORTH EXHIBIT HALL & MEETING ROOMS
- E SOUTH EXHIBIT HALL & MEETING ROOMS
- F EAST EXHIBIT HALL & MEETING ROOMS
- G FORUM BUILDING
- H THE SHERATON HOTEL & BIRMINGHAM BALLROOM
- I THE WESTIN BIRMINGHAM
- J PROTECTIVE STADIUM

## Parking Key

- P1 9TH AVENUE | 100 SPACES
- P2 19TH STREET | 48 SPACES
- P3 11TH AVENUE | 22 SPACES
- P4 EAST PARKING GARAGE | 250 SPACES
- P5 22ND STREET PARKING DECK | 1500 SPACES
- P6 BOUTWELL PARKING DECK | 1800 SPACES
- P8 LOT 8 | 102 SPACES
- P12 LOT 12 | 90 SPACES
- P13 PREMIER PARKING | 250 SPACES
- P14 WEST PARKING | 190 SPACES
- P15 HAINEY BUILDING | 1800 SPACES



**BJCC Marshalling Yard**  
1301 F.L. Shuttlesworth Drive  
Birmingham, Alabama 35203

**Protective**  
STADIUM

- ProtectiveStadium
- ProtectiveStdm
- ProtectiveStadium

**P6** BOUTWELL PARKING DECK

**20** **59**