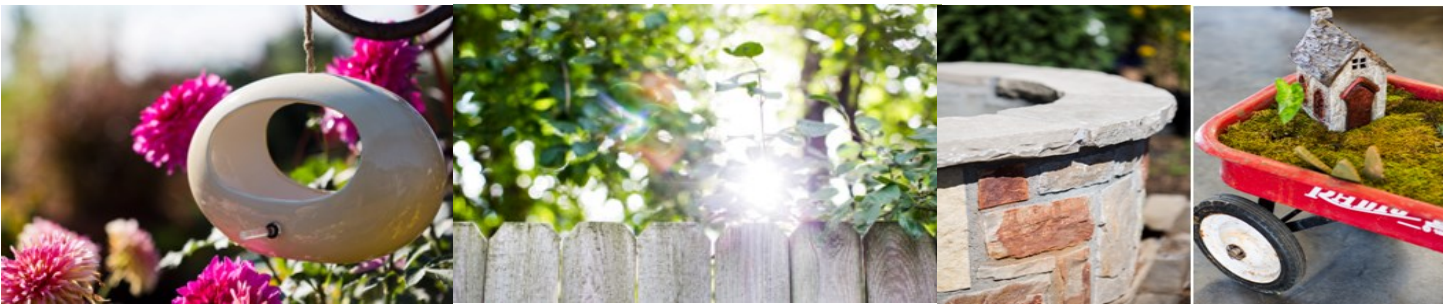


# CLEVELAND **HOME** +REMODELING **EXPO**

**MARCH 20-22, 2020**  
Cleveland's I-X Center

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



**EXHIBITOR MANUAL**

MARKETPLACE | **EVENTS**

CLEVELAND  
**HOME**  
+REMODELING  
**EXPO**

**MARCH 20-22, 2020**  
Cleveland's I-X Center

HomeAndRemodelingExpo.com

Dear Show Exhibitor:

We would like to take the opportunity to thank you for participating in the upcoming Cleveland Home + Remodeling Expo, taking place at the I-X Center March 20-22, 2020.

Attached you will find pertinent information, general guidelines and several exhibitor forms that will be helpful as you prepare for the Show. Please take some time to review them, noting that some of the forms have deadlines.

We appreciate your being part of the 2020 Show – should you have any questions or concerns, feel free to contact us at:

**440-248-5729** or 888-248-9751.

Sincerely,

The Cleveland Home + Remodeling Expo Team

**Rosanna Hrabnicky**

*Group Manager  
& Sponsorship  
Ext. 104*

**Caitlin Dorney**

*Assistant Show Manager  
Ext. 125*

**Cathy Berthold**

*Senior Exhibit Sales Consultant  
Ext. 101*

**Rese Pardue**

*Senior Exhibit Sales Consultant  
Ext. 103*

**Kelsey Christopher**

*Show/Operations Administrator  
Ext. 120*

**Maddy Fox**

*Administrative Assistant  
Ext. 113*

CLEVELAND  
**HOME**  
+REMODELING  
**EXPO**

**MARCH 20-22, 2020**  
Cleveland's I-X Center

HomeAndRemodelingExpo.com

|                   |          |                |                  |
|-------------------|----------|----------------|------------------|
| <b>SHOW HOURS</b> | Friday   | March 20, 2020 | 12:00 PM—9:00 PM |
|                   | Saturday | March 21, 2020 | 10:00 AM—9:00 PM |
|                   | Sunday   | March 22, 2020 | 10:00 AM—6:00 PM |

**SHOW OFFICE/EXHIBITOR ENTRANCE:** located at door **35**. See next page for a map of how to get to door 35. We will be open during all move-in/move-out and Show hours.

**EXHIBITORS ARE ALLOWED TO ENTER THE BUILDING ONE HOUR BEFORE THE SHOW**

**LOCATION** **I-X Center**  
1 I-X Center Drive  
Cleveland, OH 44135  
Service Desk: 216-265-2500 | Fax: 216-265-7300  
**For directions, please visit: [HomeandRemodelingExpo.com](http://HomeandRemodelingExpo.com) and click on SHOW INFORMATION**

|                  |  |   |
|------------------|--|---|
| <b>SHOW TEAM</b> | <b><u>Group Manager and Sponsorship:</u></b><br>Rosanna Hrabnicky<br>rosannah@mpeshows.com<br>Ext. 104 | <b><u>Senior Exhibit Sales Consultant:</u></b><br>Rese Pardue<br>resep@mpeshows.com<br>Ext. 103         |
|                  | <b><u>Assistant Show Manager:</u></b><br>Caitlin Dorney<br>caitlind@mpeshows.com<br>Ext. 125           | <b><u>Show   Operations Administrator:</u></b><br>Kelsey Christopher<br>kelsey@mpeshows.com<br>Ext. 120 |
|                  | <b><u>Senior Exhibit Sales Consultant:</u></b><br>Cathy Berthold<br>cathyb@mpeshows.com<br>Ext. 101    | <b><u>Administrative Assistant:</u></b><br>Maddy Fox<br>maddyf@mpeshows.com<br>Ext. 113                 |

**The Cleveland Home + Remodeling Expo is produced and managed by:**

**MARKETPLACE | EVENTS**

31105 Bainbridge Rd., Suite 3 | Solon, OH 44139 | 440-248-5729 PH | 440-264-2981 F  
[www.marketplaceevents.com](http://www.marketplaceevents.com)

# Door 35 Location



## MOVE—IN

You will be called a few weeks prior to the Show and will be assigned a specific move-in time. If you require a special date/time, please contact your sales consultant (440-248-5729).

### MOVE-IN SCHEDULE:

| DATE             | TIME             | INFORMATION   |
|------------------|------------------|---|
| Tues, March 17:  | 8:00 AM—4:30 PM  | Once in the building, exhibitors can work until 6:00 PM                           |
| Wed, March 18:   | 8:00 AM—4:30 PM  | Once in the building, exhibitors can work until 6:00 PM                           |
| Thurs, March 19: | 8:00 AM—4:30 PM  | Once in the building, exhibitors can work until 8:00 PM. NO DRIVE INS after Noon. |
| Fri, March 20:   | 8:00 AM—11:00 AM | NO DRIVE INS, hand carry or 2 wheel dolly only                                    |

**Drive In Pass: For those exhibitors using a car, mini or standard size van, SUV or unaltered standard size pick-up truck to transport their exhibit:**

1. Arrive at your assigned installation time.
2. Pick up one complimentary “drive in pass” at shed in parking lot or show office at door 35 (Each exhibitor will receive one drive in pass except for those booked in the “Marketplace” aisles 700 & 800).
3. Remove any snow from vehicle out in the parking lot prior to entering.
4. Drive to your assigned installation door, turn on your headlights and present your drive in pass to the doorman.
5. Follow escort to your location (headlights must remain on).
6. Unload vehicles with your own personnel (up to 3 allowed).
7. Drive your vehicle out of the building via specified door.
8. Return to booth and assemble your display.

### VEHICLES PERMITTED TO DRIVE INTO UNLOADING/LOADING AREA:

If driving a vehicle larger than illustrated below, or if pulling a trailer, I-X labor **is required to unload/load vehicle**. NOTE: Multiple vehicles may enter under one work order as long as they all arrive and enter at the same time. (Please refer to **LABOR & EQUIPMENT SERVICES** in I-X Center’s Service Guide for rules/pricing)

### **EXAMPLES OF NON COMMERCIAL PICK-UP TRUCKS, VANS & AUTOMOBILES**



**YOU MAY USE YOUR 2-WHEEL DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE, HOWEVER, NO OTHER CARTS OR DOLLIES ARE PERMITTED IN THE BUILDING.**

**IF YOU BRING IT IN, HAUL IT OUT!** Whether a display is removed from the Show to be used again, or is to be destroyed, remove your entire exhibit. The I-X floor should be left in broom-clean condition.

**MOVE—OUT** No exhibits may be taken down until Show closing on Sunday, March 22nd at 6:00 pm

**MOVE-OUT SCHEDULE:**

|                   |                  |  |
|-------------------|------------------|--|
| Sunday, March 22: | 6:05 PM—10:00 PM | Vehicles cannot drive onto Show floor until carpeting is pulled up by the I-X Center |
| Monday, March 23: | 8:00 AM—3:00 PM  | Once in the building, exhibitors can work until 3:00 PM                              |

**REMEMBER** - Remove your entire exhibit. Bring your own TWO WHEELED dollies for handling your exhibit material during move-out. If you stack products and literature to be picked up later, be sure to mark "DO NOT TRASH...HOLD FOR PICK UP!" Keep in mind that even though we have security, move-in and move-out present the highest chance of damage and theft. We encourage exhibitors to remove as much as possible at Show closing.

**BE PACKED UP AND READY TO MOVE OUT BEFORE BRINGING YOUR VEHICLE ONTO THE SHOW FLOOR**

**BOOTH  
GUIDELINES**

**BOOTH CONSTRUCTION:** Marketplace Events will provide an exhibitor 8' high back drape and 3' high side curtains (where applicable). No signs, apparatus, shelving or equipment may extend above 8' in exhibitor's booth space without written permission from Marketplace Events. The exhibit may extend forward 10' from rear of booth out to the aisle at a maximum height of 8' on either side, however, the exterior of any part of the display or structure facing an adjacent booth or aisle must be finished or suitably decorated. Signage may not read into neighboring booths. You may order masking drape from the Show Decorator at your own expense.

There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their own side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.

**SAWING OF STONE AND BRICK:** Dry and wet sawing of rock, brick, concrete, etc. is not allowed inside the I-X Center. This is a very strict rule. Dry and wet cutting is permissible outside the building only at door 34A.

**LABOR AND WORK ORDERS: REFER TO I-X CENTER SERVICE GUIDE**

Power operated equipment cannot be used for booth set up /dismantle UNLESS I-X Center labor is ordered. Battery operated hand tools are permitted.

**UP TO 3 EXHIBITOR EMPLOYEES MAY SET UP/DISMANTLE BOOTH: REFER TO I-X CENTER SERVICE GUIDE -> "LABOR AND EQUIPMENT SERVICES"**

**FLOORING**

Flooring is **NOT** included in the cost of your booth space. **It is mandatory that all exhibit booths are carpeted or have some type of professional looking floor covering.** All edges must be secured. 100% of your booth space floor must be covered.

- All flooring must be neat and clean.
- No frayed edges allowed.
- All edges of carpet must be taped down—double sided tape is acceptable. The following two brands are acceptable: **Echo Brand—Double Coated Carpet Tape (DCW188F) or Shur Brand—Residue Free (DF545).**
- Duck tape is not allowed to secure flooring.
- You must return the floor to its original condition—otherwise exhibitors will be charged for any damage.

**Materials such as table draping, cut trees, wood chips and mulch used in the construction of displays must be fire resistant.**

**TABLES AND SKIRTING**

It is mandatory that all tables are professionally skirted, or have a tablecloth that covers the legs of the table. Skirting must go from the edge of the table to the floor on all four sides.

**Use of plastic or paper table cloths, sheets, or any type of "residential" tablecloths are not permitted—this is strictly enforced.**

The only exception is fine designer furniture, which need not be covered.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



**STAFFING  
YOUR  
BOOTH**

All exhibitors are expected to be in their booths during all published Show hours. We do receive 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 activity must take place inside your contracted space.

**SIGNAGE**

Signs can be ordered from the I-X Center. There are no signs included in your space rental. All linear booths' signs cannot exceed 8'. Signs must be professional. **NO** handwritten signs are permitted (dry erase markers, crayons, etc.) Nothing can be attached to I-X walls, pillars etc.

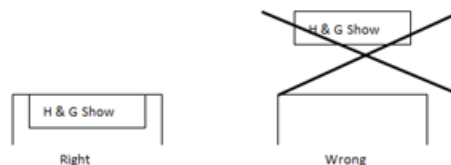
**Please note: No double sided signs.**

**BANNER  
& SIGN  
HANGING**

Exhibitors with 400 square feet (or larger) peninsulas OR island booths may hang banners in the center of their space 20 feet from floor to the bottom of the banner (there is a fee for banner hanging and removal from the I-X Center). **NO BANNERS MAY BE HUNG ABOVE EXHIBIT SPACE LESS THAN 400 SQUARE FEET WITHOUT APPROVAL FROM SHOW MANAGEMENT.** BANNERS MAY INCLUDE COMPANY NAME AND LOGO; THEY MAY NOT BE USED TO ADVERTISE PRODUCTS AND SERVICES. OVERHEAD INFLATABLE SIGNS ARE NOT PERMITTED.

**NO FLAG/POLE SIGNS PERMITTED WITHOUT SHOW MANAGEMENT APPROVAL.**

**Note:** The above rules apply to your sign too. Your sign cannot extend above the top of the back drape.



**SHIPMENTS**

All exhibitors should specify in their shipping instructions and bills of lading that exhibit and literature shipments should be delivered to the I-X Center no sooner than Monday, **March 16th** and no later than Thursday, **March 19th**. If pre-event storage is required, you are requested to contact the I-X Center directly (216-265-2500). Any shipments arriving prior to **March 16th** will be subject to an advance storage charge.



**I-X CENTER  
DECORATING  
& OTHER  
SERVICES**

You may rent carpeting, tables, chairs, etc. from the venue. Please refer to “Decorating Services” in the I-X Center Service Guide on our Show’s website under **FOR CONFIRMED EXHIBITORS**.

**Refer to the I-X Center Service Guide for pricing on:**

**WATER/DRAIN/GAS:** Service order form is included in the I-X Center Service Guide.

**ELECTRICAL:** An electrical order form is included in the Service Guide. If you need power in your booth, complete the form and place your order. If you need more than standard voltages contact the I-X Service Center at 216-265-2500.

**CLEANING SERVICE:** Please keep your booth clean. If you require cleaning service, complete the form in the I-X Center Service Guide and place your order.

**WIFI INTERNET SERVICE:** Complete the form in the I-X Center Service Guide and place your order.

**WALLET CARDS  
&  
COMPLIMENTARY  
TICKETS**

**WALLET CARDS (EXHIBITOR ADMISSION TO THE SHOW):** Booth workers must have wallet cards for admission to the Show. Your wallet cards are available at the Show office at move in.

**NO ADMISSION WILL BE AVAILABLE AT THE SHOW OFFICE WITHOUT A WALLET CARD OR A ONE DAY EXHIBITOR PASS. ENTRANCE FOR EXHIBITORS AT DOOR 35 ONLY WHEN USING WALLET CARDS/PASSES.**

If an exhibitor anticipates more booth workers than allotted number of wallet cards, order one day admission passes for \$7.00 in advance of the Show or at the Show office. Order form is included in this kit, see page 14.

These cards are punched ONE TIME ONLY EACH DAY. If booth workers come to the Show without wallet cards and there are no wallet cards in your file, they must purchase a one day admission pass for \$7.00 at the Show Office at door 35. If booth workers plan to leave the Show during the day, they must have their hands stamped by security guard at exhibitor exit/door 35.

**Wallet Cards provided are determined by booth size:**

- 6 wallet cards for 100-299 square feet
- 8 wallet cards 300-599 square feet
- 20 wallet cards for 600+ square feet
- 4 wallet cards for “Marketplace” vendors

Show Management will provide complimentary exhibitor badges and plastic holders. Remember, these badges WILL NOT GET YOUR WORKERS INTO THE SHOW, only wallet cards or one day passes will do that.

**Complimentary Tickets**

- 10 tickets for 100-399 square feet
- 15 tickets for 400+ square feet
- 5 tickets for “Marketplace” vendors

You **MAY NOT** distribute these tickets at random to consumers on the premises of the I-X center, or in the parking lot.

**SECURITY**

Security guards will be on hand around the clock during Show hours and during move-in and move-out. These guards are there to safeguard your interests. Exhibitors are asked to give them full cooperation in the performance of their duties. DO NOT LEAVE "CARRY-OUTABLES" UNGUARDED. Remove all small articles (calculators, radios, saws, tools, etc.) from the booth at night and at closing. The most dangerous times for theft are during move-in and move-out.

**DEMONSTRATIONS  
AND  
DISTRIBUTION**

Displays, demonstrations or distribution of advertising material are not permitted outside the confines of the exhibitor's booth(s). In other words: **NO "WORKING THE AISLES."** No loudspeakers will be permitted on the Show floor. Small sound amplification systems for captive-audience demos may be used, but the sound must be not be offensive to neighboring exhibitors.

Advertisement, exhibit, or promotion may include prices but shall not make price comparisons with competitive exhibitors' products.

No stickers, pressure adhesive, etc. can be used or given away by exhibitors; no helium-filled balloons may be distributed at any time. No food (including pop-corn) or beverages (including water) may be distributed by exhibitors inside the I-X Center unless approved by Marketplace Events and the I-X Center.

**MATERIALS  
SUBJECT TO  
LICENSE OR  
RESTRICTION**

The playing, performing or other use of any copyrighted music in television or radio transmission, videotape, audio-visual material, or any other work, whether live or recorded, by exhibitor or its agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the I-X Center and Marketplace Events (and their respective officers, directors, owners, employees, insurers, agents, representatives and assigns) against any and all claims and costs of defense, or fees paid by Marketplace Events to ASCAP or BMI, arising from any unauthorized use of any work by exhibitor or any of its agents, representatives or employees.

**DRAWINGS AND  
GIVEAWAYS**

If you plan to use a drawing for prizes during the Show, you must fill out and return the Drawing Registration form to Marketplace Events before the Show opens. The prize drawing must be held before the Show closes, and you are required to turn the name of each winner in to the Show Office.

**ANIMALS/PETS**

Animals are not permitted in the building unless they are part of an exhibit and pre-approved in writing by I-X Center and Show Management.

## **RETAILERS AT THE SHOW**

Business must have a valid State of Ohio vendor's license on hand for selling at the Show. Forms are available at the Ohio Department of Taxation; 615 West Superior Avenue, 5<sup>th</sup> floor, Cleveland, Ohio 44113. Phone number is 888-405-4039. These forms are to be made out in duplicate and kept with the Exhibitor during the Show and are to be sent with the required amount to Columbus, Ohio after the Show.

**Please also email Marketplace Events your Vendor ID# to: [kelsey@mpeshows.com](mailto:kelsey@mpeshows.com)**

## **RETAILERS SELLING FOOD**

There are very specific rules pertaining to the selling and/or sampling of food and beverage. Please contact your Sales Consultant for approval. If approved and applicable, your food fee of \$1,500 (per 100 square feet) must be paid to the I-X Center BEFORE move-in. No exhibitors will be allowed to set up until this fee is paid. Food license is required.

## **FIRE REGULATIONS**

Exhibitors who bring anything flammable as part of their exhibit (drapery, table skirting, artificial plants, etc.) should make sure that each item has been recently fireproofed. There are various solutions on the market that are acceptable; retailers such as Home Depot sell this fire resistant spray. Be advised the fire marshal does check all exhibits prior to our Show opening.

- Candles that are lit must be covered with a hurricane globe.
- Vehicles displayed at your exhibit must have a 1/8 of tank of gas or less. (Note: There is an I-X Center fee to display a vehicle in your booth.)
- Use of portable tanked gas is prohibited.
- Natural gas is available in a few areas of the building. Gas service may be ordered from the I-X Center service desk.

## **LIABILITY & INSURANCE**

Show Management has taken reasonable precautions to safeguard exhibits. However, neither Management nor the I-X Center will assume responsibility for losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the I-X Center against, any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage.

Exhibitors are responsible for damage they cause to the I-X Center including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the I-X Center.

**EXHIBITORS MUST PROVIDE ADEQUATE INSURANCE FOR THEIR OWN PERSONNEL, EXHIBITS AND MATERIALS AGAINST ALL SUCH HAZARDS.**

**PAYMENT**

ALL BOOTH SPACE MUST BE PAID IN FULL BEFORE AN EXHIBIT MAY BE SET UP ON THE SHOW FLOOR. ***ALL FINAL PAYMENTS ARE DUE AS OF December 16, 2019, AS STATED ON THE CONTRACT.*** Contact Marketplace Events if you think your participation is in jeopardy because of non-payment.

**Please Note: What you list on your signed contract is what you may exhibit in the Show.**

**ALCOHOL &  
DRUG USE**

No alcohol may be consumed during Show hours. 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.

**SMOKING**

No smoking is permitted within the I-X Center. Anyone caught smoking will be removed from the facility for the day and/or for the duration of the Show.

## HOTELS



### **Hampton Inn Olmsted– CLE Airport**

**Receive Hampton Special Guest Room Rate: \$85.00**

Reservations: 440.617.6306

(book by March 4, 2020)

24601 Country Club Blvd.

North Olmsted, OH 44070



**Sheraton**  
HOTEL

### **Sheraton Cleveland Airport**

**Receive Sheraton Special Guest Room Rate: \$80.00**

Reservations: 216.267.1500

(book by March 13, 2020)

5300 Riverside Drive

Cleveland, OH 44135



### **Radisson Hotel Cleveland Airport West**

**Receive Radisson Special Guest Room Rate: \$85.00**

Reservations: 440.734.5471

(book by February 18, 2020)

25070 Country Club Blvd.

North Olmsted, OH 44070



### **Sonesta ES Suites Cleveland Airport**

**Receive Sonesta ES Suites Special Guest Room Rate: \$89.00**

Reservations: 440.234.6688

(Book by February 26, 2020)

17525 Rosbough Blvd.

Middleburg Heights, OH 44130

# ORDER FORM

## For Additional One Day Worker Passes

PLEASE SEND TO:

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

\*For passes – please provide payment information.

I prefer to pay for the additional passes by:

Check for \$ \_\_\_\_\_ Enclosed ( \_\_\_\_\_ passes @ \$7.00 each)

*(Checks payable to Marketplace Events)*

***Mail payment to:***

***Marketplace Events***

***31105 Bainbridge Rd, Suite 3***

***Solon, Ohio 44139***

Credit Card:

VISA

MASTERCARD

AMEX

DISCOVER

( \_\_\_\_\_ passes @ \$7.00 each)

Credit Card Account Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Zip Code \_\_\_\_\_ Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Email or Fax to [KelseyC@mpeshows.com](mailto:KelseyC@mpeshows.com) | 440-248-5729 ext. 120 | 440-264-2981 Fax**

# EXHIBITOR CHECK LIST

- Final payment due on December 16th, 2019.
- Order Services from I-X Service Guide. Advance deadline date will be posted closer to the show.
- All booths must have carpet or other appealing flooring that covers the entire dimensions of the booth.
- Tables are to be professionally skirted with floor-length skirting.
- The exhibit space is no higher than a maximum of 8' high for the full length and depth of the exhibit space. All sides and surfaces, front and back of exhibits which are exposed to view must be properly finished and decorated by exhibitor at their own expense and to the satisfaction of Show management. Masking drape may be ordered from the I-X Center Service Center.
- All signs are 8' or below. (Exceptions may be approved for 400 sf+ peninsulas or larger, please contact Show management). Flag banners on poles are not allowed. Signs must be one-sided and not face into other exhibitors' booths.
- Stay completely within the dimensions of booth without protruding into the aisles or into other exhibitors' booth space.
- Sharing exhibit space with another entity is prohibited. Each exhibit is restricted to the products and services contracted.
- Improve exhibits with flowers and plants.
- No pop-up tents.
- Admission with a wallet card or one day worker pass is required each day, for every booth worker.
- Staffing booth from open to close each day of the Show is required.
- Exhibitors are allowed on the show floor one hour before the Show opens to the public.
- What you bring in, please take out. Leave the I-X Center floor in broom-clean condition.
- Move-out—All Exhibitors must be out by 3:00pm on Monday March 23, 2020.

# MARKETING TIPS TO MAXIMIZE YOUR ROI

**Advertising** — Leverage our advertising campaign with top radio and TV stations, newspapers and e-marketing. Contact us to see how you can share our premier rates for your own advertising prior to the Show.

**Media Promotions and Contests** — With the donation of a product or service you can take advantage of thousands of free dollars in TV, radio and/or newspaper advertising space.

**Direct Mail/Email Campaigns** — We can work with you to develop postcards, newsletters, coupons, e-newsletters 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 customers a discount to attend by ordering tickets online using a unique promo code. (See Earned Rebate Program on page 12)

**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 salesperson with a batch of stickers, too.

**Website Link** — Be sure your website is linked to [www.greatbighomeandgarden.com](http://www.greatbighomeandgarden.com). Create a mini-site off of 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 and complimentary tickets. Stress the benefit. Don't say "Visit us at booth number x." Say why. Why should recipients take the time to visit you? Are you offering a Show special? Launching a new product? What's in it for them?

**Show Appointment Book** — Set up appointments with your key customers and prospects 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 free 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:**

Rosanna Hrabnicky, Group Manager & Sponsorship  
440-248-5729 ext. 104  
[rosannah@mpeshows.com](mailto:rosannah@mpeshows.com)

Shelly Gepfert, VP of Marketing  
828-505-0065  
[shellyg@mpeshows.com](mailto:shellyg@mpeshows.com)



# EXHIBITOR AWARDS!



*And the Winners are...*

**BEST IN SHOW:** Most outstanding, compliant and visually appealing booth design.

**One winner from each category of the show below:**

100 square foot booths

200-400 square foot booths

400 + square foot booths

1 winner for Marketplace

1 winner for Gifts and Gadgets

**FUN DAILY AWARDS:**

Best Dressed

Best Attitude of the Day