



**October 12<sup>th</sup> – 14<sup>th</sup>, 2018**

Welcome to the Deseret News Home Show!

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process.

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

**Please share this manual with everyone involved in your show participation.**

**DeseretNewsHomeShow.com**

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

# SHOW MANAGEMENT

The Deseret News Home Show is produced and managed by:

Marketplace Events

6955 S. Union Park Center, Ste. 320

Cottonwood Heights, UT 84047

P: 801.456.7469

[www.DeseretNewsHomeShow.com](http://www.DeseretNewsHomeShow.com)

[www.marketplaceevents.com](http://www.marketplaceevents.com)

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# SHOW FACILITY

The Deseret News Home Show is held at:

Mountain America Expo Center

9575 S. State St, Sandy, UT 84070

P: 385.468.2260

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# MOVE-IN DAYS AND HOURS

**ALL ACCOUNTS MUST BE PAID IN FULL BY AUGUST 15, 2018**

All Exhibits 400 sq. ft. or larger can begin Move-In Wednesday the 10<sup>th</sup> at 11:00 a.m.

Dock doors will close promptly at 7pm and will not be re-opening until the following day. The man doors will remain open after 7pm for hand carry and dolly use only.

The show floor quickly becomes inaccessible, if a vehicle is needed to move in your display you must set up at the earliest available time of your zone or risk having to cart and dolly your display in.

**YOU MUST BE COMPLETELY SET UP AND SHOW READY BY NOON ON FRIDAY OCTOBER 12, 2018**

**Move in time varies based on booth location. Please refer to the colored move in schedule with map on the last page.**

Section 1 Start Time: Wednesday – Noon to 3:00 p.m.

Section 2 Start Time: Wednesday - 4:00 p.m. to 7:00 p.m.

Section 3 Start Time: Thursday – 9:00 a.m. to Noon

Section 4 (LIFO) Start Time: Thursday – 4:00 p.m. to 7:00 p.m.

**All Booths located in the RED section in front of the dock doors known as the Last in First out (LIFO) section cannot move in before 4:00pm on Thursday October 11, 2018**

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

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## MOVE-OUT DAYS AND HOURS

Sunday	October 14, 2018	6:05pm - Midnight
Monday	October 15, 2018	8:00am - Noon

**All Booths located in the RED section in front of the dock doors (LIFO) section MUST Move Out as quickly as possible on Sunday October 14, 2018 starting at 6:05p.m.**

### \*\*\*NEW\*\*\*

**To help facilitate a smoother less stressful move out experience. Vehicles will not be allowed to drive into the building prior to 8pm on Sunday the 14<sup>th</sup> regardless of aisle carpet being raised**

No move-out before 6:05pm on Sunday.

**Early Move-Out is strictly prohibited. NO EXHIBITS can be removed during show hours. Any violations can result in a \$500 fine and your company being excluded from exhibiting in future shows.**

Marketplace Events is not responsible for any materials or displays that are left at the building. Exhibits and items **MUST BE REMOVED** by Noon on Monday October 16th or are subject to removal and a cleaning fee.

Vehicles are NOT allowed in the building until the aisle carpet is cleared

**You may use your own carts, hand trucks, dollies, etc until your vehicle is allowed in**



**Your cooperation is appreciated.**

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## SHOW HOURS

Friday	October 12, 2018	2:00pm - 9:00pm
Saturday	October 13, 2018	10:00am - 9:00pm
Sunday	October 14, 2018	11:00am - 6:00pm

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## SHOW OFFICE

During move-in, show hours, and move-out; Show Management will maintain a show office in the Expo Center. The office is located in meeting room 200A (near the south entrance). Look for the show office sign.

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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 (room 200A) during move-in and at will call (located in the south lobby) during show hours.* 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.

Four (4) exhibitor badges are provided for the first 100 square feet of space purchased, One (1) additional badge will be given for any additional 100 square feet with a maximum allotment of 10 badges per company.

You are encouraged to drop off your badge each night at will call (south lobby) to be stored for your staff the next day.

**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, FRIENDS, OR FAMILY.**

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## EXHIBITOR ENTRANCES DURING SHOW HOURS

**\*\*\*NEW\*\*\*** Exhibitors MAY NOT use the show office in room 200A to gain access to the show floor.

Exhibitors will show their badge and go through one of the two (2) main entrances. **Badges will be required to enter the show.**

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## COMPLIMENTARY TICKETS

Each exhibitor will receive 25 complimentary tickets. These will be mailed out about 4 weeks prior to the show. Tickets will only be mailed out if your account has been paid in full.

**COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCES OF THE SHOW.** You are welcome to use your tickets to invite potential customers, friends, and family ahead of show time.

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## 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. Sponsorship Opportunities are also available; please reach out to our show manager, Dave Maughan for more information.

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## **WILL CALL**

Will Call will be set up in the south entrance, which will be utilized by consumers to pick up the tickets that have been reserved for them. 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.

**EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES.**

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## **DECORATOR SERVICES**

Modern Expo & Events is the show decorator and provides carpet, tables, chairs, etc. Please order these items directly through them. The forms are available on the Exhibitor Kit section of our website or you can call them directly at 801.983.8160

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## **UTILITIES**

### **Electric Service**

Exhibit rates do not include electric service. If electric service is needed it must be ordered from Modern Expo & Events at exhibitor's expense. Modern Expo & Events can be reached at 801.983.8160

### **Phone & Internet**

Exhibit rates do not include phone or Internet service. If phone and/or Internet service is needed it must be ordered from the facility at the exhibitor's expense. You can find the MAEC Services information page on the exhibitor kit section of our website or by calling Mountain America Expo Center directly at 385.468.2260.

### **Water**

Exhibit rates do not include water fill and/or drain service. If water service is needed it must be ordered from Mountain America Expo Center at the exhibitors expense by calling 385.468.2260.

### **Natural Gas**

Exhibit rates do not include natural gas. If natural gas is needed it must be ordered from Mountain America Expo Center at exhibitors expense by calling 385.468.2260

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## PARKING

Exhibitor parking during move in is at Mountain America Expo Center. It can fit oversized vehicles and is an open air lot. **Friday after 5 p.m., Saturday, and Sunday there is NO EXHIBITOR PARKING in the expo center's lots. Please park across the street at the InContact parking structure.**

Please note- Vehicles with company logos, names or banners are NOT allowed in the front parking lot of the Mountain America Expo Center. Improperly parked vehicles will be subject to a fine.

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## PERMITS & TAXES

### UTAH STATE SALES TAX

Businesses that anticipate selling a tangible product at the show, must apply for a Temporary Utah State Sales Tax Number.

You may obtain a temporary sales tax number from:

#### State Tax Commission

#### Special Events Section

210 North 1950 West

Salt Lake City, UT 84134

Phone (801) 297-6303

Fax (801) 297-6358

\*This only applies to exhibitors selling products at the show.

### FOOD PERMITS

**All exhibitors distributing food (or samples) must obtain a Temporary Event Permit.** Each Vendor is responsible for obtaining a permit. You may obtain a Temporary Event Permit from:

#### Bureau of Food Protection

788 E. Wood Oak Lane (5400S.)

Murray, Utah 84107

Phone 385.468.3860

**At least one food service worker must have a Food Handler Permit.** For more information on obtaining a Food Handler Permit call (801) 534-4669

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## FOOD AND BEVERAGE SAMPLING

### South Towne Expo Center & Salt Palace Convention Center

### Policies, Procedures & Requirements for Food or Beverage SAMPLING

Welcome! Our goal is to provide you as an exhibitor with the best experience possible during your stay at our facility. The information below is meant to assist you in maximizing your exposure to your guests while maintaining a food safe

environment. As the exclusive distributor of food and beverages at the Convention and Expo centers, Utah Food Services (UFS) works closely with the Utah Health Department to insure maximum safety for all of our guests. Insurance and liability statues allow for very specific considerations for bringing food and beverage items to the centers. If you have any questions regarding this form or the approval process please call Traci at 801-521-7585.

**BUILDING REQUIREMENTS: BEFORE obtaining health permits or insurance please send attached application for building approval or call Traci at UFS 801-521-7585**

1. The product to be sampled must be the primary business of the exhibitor
2. Alcohol in any size or form is not allowed for sampling
3. Use of cooking equipment must have prior approval from the facility & fire department

South Towne 385-468-2286  
Salt Palace 385-468-2221

4. **IF APPLICABLE**, the exhibitor must obtain and provide a copy of a Temporary Food Permit from The Salt Lake Valley Health Department. If the health department does not require a Temporary Food Permit they will give you a form letter to forward to UFS.

- ✓ SLVHD is located at 788 E. Wood Oak Lane Murray, Utah.....385-468-3845
- ✓ Permits need to be purchased at least 12 days in advance to avoid a late fee
- ✓ Exhibitors are responsible for complying with all Salt Lake Valley Health Department regulations regarding food sampling, storage, equipment, temperature, etc. If they are not in compliance or do not obtain the proper permits, the Health Department will close their booth.
- ✓ No home made products are allowed

**The Health Department's main concern with sampling, is bare hand contact by workers and customers. If you are portioning your samples on site, gloves are not enough, you will need a hand washing station.**

- You must have min. 2-gallon water container with a tap or spigot capable of staying open for hands free operation.
- You must have a wastewater container/bucket directly under the hand washing unit
- You must have dispenser type hand soap
- You must have paper towels for hand drying
- You must have a garbage receptacle close to washing station
- Hand washing station must be easily accessible for all food handlers
- Customer must be able to pick up samples without touching other samples: toothpicks, tongs, soufflé cups.

5. If the Health Department requires a Temporary Food Permit for your sampling, you will need to provide liability insurance with SMG-South Towne Expo, Salt Lake County and Utah Food Service LLC concessions, **ALL** listed as additional insured. Policy amounts: 1million "general"; 1million "aggregate"

6. Food and beverages items used as traffic promoters **MUST** be purchased from Utah Food Services catering department 801-531-0226

7. Restrooms, concessions stands and/or facility kitchens may not be used as exhibitor clean-up areas.

8. Costs associated with the disposal of trash, waste, grease, etc. from exhibitor sampling are the responsibility of the Exhibitor.

## APPROVAL SCHEDULE:

1. Applications and approvals must be made no later than two weeks prior to the first day of the event.

### SAMPLE SIZES:

1. All items distributed are limited to **SAMPLE** sizes.

a. Beverages limited to maximum of 2 ounces in 3 ounce or smaller container

b. Food items limited to "bite-size"

To apply, please fill out the following form & remit to:

Traci McCormick, UFS, Fax 801.521.0050 OR [traci@wfsutah.com](mailto:traci@wfsutah.com)

## SAMPLING FORM

Event: \_\_\_\_\_ Event Date(s) \_\_\_\_\_ Booth # \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Description of Business: \_\_\_\_\_

**SAMPLING (if you intend to sell your product, please request the appropriate form)**

Products and portions to be sampled:

**PRODUCT TO BE SAMPLED SIZE OF SAMPLE AND METHOD OF DISTRIBUTION**


If you will be sampling the same product/sizes at additional shows this year at the South Town Expo Center please list events below to obtain annual approval.

Date	Event	Date	Event
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Sampling **approved** by \_\_\_\_\_ Date \_\_\_\_\_

\*\*this approval is for the item and size of food product and that all applicable forms have been received, it does not imply that UFS, concessions is approving of any food handling or any assumption of liability.

Sampling **denied** by \_\_\_\_\_ Date \_\_\_\_\_

**APPROVAL OF SAMPLING IS NOT APPROVAL TO SELL YOUR ITEM. PLEASE REQUEST THE APPROPRIATE FORM IF YOU INTEND TO SELL A FOOD ITEM.**

**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 be in a 10 X 30 space or larger.**
- **If you plan on including a vehicle in your display, please contact show management for approval and special move-in instructions.**
- ALL vehicles batteries must be disconnected and cables taped.
- NO vehicles in exhibits may block exit doors, or fire extinguishers in pillars or on walls.
- Keys to all vehicles displayed in show must stay on show site at all times.
- ALL vehicles must have locking gas caps or gas caps sealed with tape and no more than a 1/4 tank of gas in the vehicle.



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# BOOTH INFORMATION, RULES & REGULATIONS



Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 3'. The drape color is black.

**Tables, chairs, electricity etc. are not included with the cost of your exhibit booth.**

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires, frames, or wood for the public or your neighbor to see.

Booths may not protrude into the aisle or beyond the depth limits of the booth dividers.

**\*\*\*TENTS & CANOPIES ARE PROHIBITED\*\*\***

## Flooring

Flooring is not included in the cost of your exhibit booth. **It is mandatory** all booths have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.

## Table Skirting

**It is mandatory 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.

## Signs

Signs **MAY NOT** exceed 8 Feet. This is the height of the back drape provided to you in your booth space (unless your booth space is 400sq ft. or larger)

Rotating, flashing, strobe or projection lights are not permitted.

NO BALLOONS

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.

### **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 display. **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.**

### **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.

### **Food & Beverages**

No full size candy bars

No water bottles unless purchased through the facility (not even the small ones)

No alcohol may be consumed on show site other than during designated times and locations as specified by the show facility/convention center. 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.

### **Fire & Safety**

All materials used in exhibits must be fire retardant.

No cut trees unless treated

No straw bales

Booths may not protrude into the aisle or beyond the depth limits of the booth dividers.

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## **SECURITY**

Security is provided by Mountain America Expo Center and guards will be on duty throughout the event. 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.

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## **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.

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## **SHIPPING INFORMATION**

To avoid extra expense, most exhibitors choose to deliver their displays/materials themselves on scheduled move-in days.

### **REGULAR SHIPPING**

If you can arrange with your shipper to deliver during normal move-in days when your staff is at the facility to accept delivery, you may ship direct to yourself at the normal facility address at no additional expense (see directory for facility address.)

Be sure to include your full company name, exhibit space #, facility address, required delivery date, and phone numbers when shipping.

If you choose to ship to yourself at the show, you must insure that delivery occurs during move-in and that you have staff on site to accept it. Otherwise, your shipment will be refused since MARKETPLACE EVENTS or the facility is not authorized to accept it.

### **ADVANCE SHIPMENTS & CONSIGNED SHIPMENTS**

If you require advance shipments (shipments arriving before scheduled move-in days), or shipments requiring acceptance (when exhibitor is not available to accept shipments during move-in), you must use the Official Show Contractor, Modern Expo & Events, at additional expense.

Shipments of all cased, crated or packaged exhibit materials can be received by Modern Expo & Events up to 30 days prior to installation

**SHIPMENTS SHOULD BE RECEIVED AT LEAST ONE WEEK PRIOR TO MOVE IN.** Such material consigned to Modern Expo & Events will be delivered to the show on scheduled move-in days.

### **EXHIBIT SPACE RATES DO NOT INCLUDE DRAYAGE CHARGES.**

Contact Modern Expo & Events (801) 983-8160 for current drayage prices.

### **Advance shipments must be marked and**

### **Consigned as follows:**

To: Exhibitor: \_\_\_\_\_ Booth# \_\_\_\_\_

For: Deseret News Home Show

C/O Modern Expo & Events

3370 West 500 South

Salt Lake City, Utah 84104

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## SHOW HOTEL INFORMATION

Salt Lake City lodgings offer visitors' superior value compared with many other cities its size. Most hotels are close to entertainment, restaurant, & shopping districts. Airport area hotels are available, but downtown Salt Lake & Sandy locations offer a much more diverse selection. The winter ski season and holiday events attract many visitors, so make reservations well in advance at those times. The South Towne Exposition Center is located in Sandy, Utah 9 miles south of downtown Salt Lake City. The Exhibition Center is 18 miles from Salt Lake City International Airport.



Host Hotel Hyatt House –  
Sandy, UT



9685 South Monroe Street, Sandy, UT 84070

801.304.5700

**Expect more from an all-suite property with the convenience of a full kitchen in every suite**

**COMPLIMENTARY** daily full healthy hot breakfast buffet

**COMPLIMENTARY** Evening Social Monday-Thursday 5:30pm-7pm featuring generous appetizers, soup, salad and assorted beverages including beer, wine and soft drinks

**COMPLIMENTARY** 20 mega fiber optic high speed internet in all guest suites, lobby and meeting rooms'

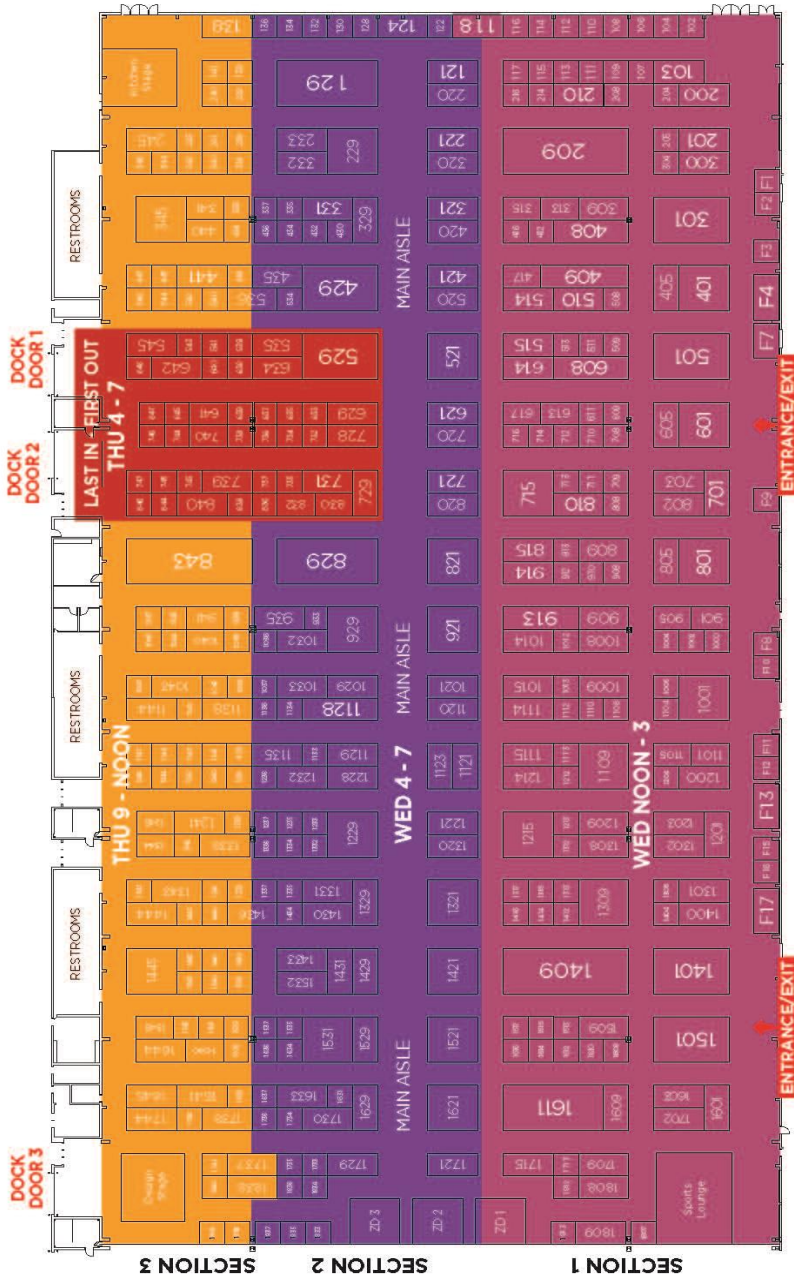
**COMPLIMENTARY** year around heated outdoor pool & hot tub, on-site fitness center, a business center with printing capability

# DESERET NEWS HOME SHOW

**OCTOBER 12-14, 2018**  
Mountain America Expo Center

## MOVE-IN SCHEDULE

- **NO VEHICLES ALLOWED INSIDE ON FRIDAY**
- **Vehicle access is very limited please unload your vehicle and remove from building**
- Move-in times listed are starting times. If you require your vehicle for move-in, come at the designated day and time according to your section
- **All exhibit space 400 sq. ft. or larger can begin move in at 11:00 a.m. except the RED ZONE**



**ALL BOOTHS MUST BE SHOW READY FRIDAY, OCTOBER 12 BY NOON**

### SECTION 1 - PINK

- Move-in Wed., Oct. 11  
Noon - 3:00 p.m.
- No vehicles after 3:00 p.m. in this section

**NO VEHICLES IN THIS SECTION THURS. & FRI.**  
Hand carry, carts, and dollies only.

### SECTION 2 - PURPLE

- Move-in Wed., Oct. 11  
4:00 p.m. - 7:00 p.m.
- No vehicles after 7:00 p.m. in this section

**NO VEHICLES IN THIS SECTION THURS. & FRI.**  
Hand carry, carts, and dollies only.

### SECTION 3 - ORANGE

- Move-in Thu., Oct. 12  
9:00 a.m. - noon
- No vehicles after noon in this section

**NO VEHICLES IN THIS SECTION THURS. AFTER 6:00 P.M. & FRI.**  
Hand carry, carts, and dollies only.

### SECTION 4 - RED

- Move-in Thu., Oct. 12  
4:00 p.m. - 7:00 p.m.
- No early move-in
- Must move out Sun., Oct. 15  
6:05 p.m. as quickly as possible

**NO VEHICLES IN THIS SECTION ON FRIDAY.**

## MOVE OUT INFORMATION

\*\*\*\*\* VEHICLES WILL NOT BE ALLOWED TO DRIVE INTO THE BUILDING PRIOR TO 8PM ON SUNDAY. \*\*\*\*\*

ALL EXHIBITS AND VEHICLES MUST BE 100% REMOVED FROM THE BUILDING GROUNDS NO LATER THAN NOON ON MONDAY OCTOBER 15, 2018.