

Christmas  
**GIFT**  
+HOBBY  
**SHOW**

# EXHIBITOR MANUAL

Indiana State Fairgrounds



**November 10-14, 2021**

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Christmas Gift + Hobby 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.**

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

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

## SHOW MANAGEMENT

The Christmas Gift & Hobby Show is produced and managed by:

### Marketplace Events

12800 N. Meridian St. Suite 135 | Carmel, IN 46032

Laura Groninger, Group Manager

P: 317.810.7314

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

Heather Newsom, Operations Manager

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Nicolette Swords, Senior Exhibit Sales Consultant

P: 317.810.7318

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

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## SHOW FACILITY

### Indiana State Fairgrounds

1202 E. 38<sup>th</sup> St. | Indianapolis, IN 46205

P: 317.927.7500

[www.indianastatefair.com/fairgrounds](http://www.indianastatefair.com/fairgrounds)

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## SHOW DECORATOR

**Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor**

### Fern Expositions

1147 S. White River Pkwy. E. Dr. | Indianapolis, IN 46225

P: (317) 635-9606

[indianapolis@fernexpo.com](mailto:indianapolis@fernexpo.com)

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

**ADVANCE ORDER DISCOUNT DEADLINE: Friday, October 22, 2021**

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## UTILITIES

### Electric

ERMCO Electrical

P: 317.780.2923

### Telephone & Wi-Fi

Indiana State Fairgrounds

P: 317.927.7500

[accounting@indianastatefair.com](mailto:accounting@indianastatefair.com)

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## OTHER CONTACT INFO

Indiana Department of Revenue

P: 317.233.4015

Indiana State Board of Health

P: 317.234.8569

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## QUESTIONS?

Contact Heather Newsom Operations Manager at Marketplace Events

Prior to Show: 317. 810.7312 | On-Site 317. 927.1469 | Email: [heathern@mpeshows.com](mailto:heathern@mpeshows.com)

## MOVE-IN | MOVE-OUT DAYS AND HOURS

### MOVE-IN DAYS AND HOURS

Sunday	November 7, 2021	9:00am – 3:00pm
Monday	November 8, 2021	9:00am – 9:00pm
Tuesday	November 9, 2021	9:00am – 6:00pm

The following booths will be the **last-in** and **first-out**:

- Booth #100
- Booth #'s 162 – 164
- Booth #'s 176 - 178
- Booth #'s 192 – 194
- Booth #'s 349 – 395
- Booth #'s 460 – 478
- Booth # 673

**These booths will not be allowed to move-in until after 12pm on Monday, November 8<sup>th</sup> and must be removed by 7pm on Sunday, November 14<sup>th</sup>.**

***Due to installations of carpet in the aisles, all large items must be placed inside your booth space by 12:00pm on Tuesday, November 9<sup>th</sup>. YOU WILL NOT BE ABLE TO DRIVE ON TO THE SHOW FLOOR AFTER 12 PM on TUESDAY, NOVEMBER 8<sup>th</sup>.***

Exhibitors requiring forklift or drayage service should make arrangements with the Show Decorator prior to move in. Call Fern Expositions at 317.635.9606 for verification of the rate for your needs or any other questions. Move-in must be completed by 6:00pm on Tuesday, November 9, 2021. **NO Wednesday am setups allowed.**

### MOVE-OUT DAYS AND HOURS

Sunday	November 14, 2021	5:01pm – 9:00pm
Monday	November 15, 2021	8:00am – 3:00pm

***NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL IT IS ANNOUNCED OVER THE PUBLIC-ADDRESS SYSTEM THAT IT IS PERMISSIBLE, LISTEN FOR THE ANNOUNCEMENT - IT WILL BE LOUD AND CLEAR! ANY EXHIBITOR THAT STARTS TO TEAR DOWN BEFORE 5:01PM, WILL BE SUBJECT TO \$100 FINE.***

Aisle carpet will be removed on Sunday night immediately after closing. After aisles are clear of carpet, vehicles may enter the building for loading of heavy items.

During Move-Out everything that your company brought to the Show must be removed or disposed of after the Show. If not, there will be a charge to your company for cleanup.

## SHOW HOURS

Wednesday	November 10, 2021	10:00am - 8:00pm
Thursday	November 11, 2021	10:00am - 8:00pm
Friday	November 12, 2021	10:00am - 9:00pm
Saturday	November 13, 2021	10:00am - 9:00pm
Sunday	November 14, 2021	10:00am - 5:00pm

**\*Exhibitors are welcome to enter the building (1) hour prior to show opening at 9:00am EST. If there is a need to come in before that time, please stop in the show office for approval.**

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## ACCOUNT BALANCES

Final payment for exhibit space must be made by October 10, 2021. *Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full.* Any exhibitor not paid in full by the deadline will NOT appear in the official show program listing.

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## EXHIBITOR BADGES

Exhibitor badges will be distributed by the exhibitor picking them up during move-in. Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. All personal working the show must be registered and supply credential/badges provided by Show Management for daily admittance to the show. Exhibitor badges are not required during move-in. Exhibitor badges are only for principals and employees working in the exhibit.

- Five (5) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 15 badges per company.

**There will be and \$10.00 charge for each additional exhibitor badge ordered; this includes a parking pass for each exhibitor badge purchased.**

You are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges. Badges can be used one time per day.

**Exhibitor badges MUST BE PRESENTED TO DOOR GUARDS STARTING AT 9:00AM November 10, 2021 AND THROUGHOUT THE DURATION OF THE SHOW.**

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## SHOW OFFICE

Our show office will open on Monday, November 8<sup>th</sup> at 9:00am EST. When you arrive to move-in, please check in and pick up your exhibitor badges. The Show Office will remain open through the end of the Show, on Monday, November 15. The office is in the NE corner of the West Pavilion.

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## COMPLIMENTARY TICKETS

Ten (10) complimentary tickets will be issued for each 100 square feet of space purchased, with a maximum allotment of 20 tickets per company. Tickets can be picked up at the Show Office, during move-in. Tickets will be mailed out upon request only and will only be mailed out if your account has been settled in full.

If you need additional tickets, a discount application is enclosed. Discounted tickets are \$6.00 each compared to the regular adult admission price of \$13.00 per ticket. **THEY ARE NOT FOR RESALE.**

**COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. *If complimentary or discounted tickets are given to visitors in these areas the exhibitor 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 and for friends and family.

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## EXHIBITOR PARKING

**A \$10.00 parking fee will be charged to any vehicle without a pass.**

Indiana State Fairgrounds exhibitor parking passes will be issued at the Show Office. These passes are required by order of the Indiana State Fair Board. Parking has been assigned to Lot 5 at Gate 3 a map is located on our website <https://christmasgiftandhobbyshow.com/Exhibitor-Kit>

- Two (2) Parking passes will be issued per each contracted exhibit space

All box trucks and trailers (not vans) are required to park across 38<sup>th</sup> Street, south of the West Pavilion, map is available on our website, <https://christmasgiftandhobbyshow.com/Exhibitor-Kit>

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## WILL CALL

Will Call will be in the Show Office in the NE corner of the West Pavilion (please look for the sign).

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests. **EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES OR PEOPLE WORKING IN YOUR BOOTH.**

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## DECORATOR SERVICES

Fern Expositions is the show decorator and can provide carpet, tables, chairs, cleaning, signage etc. for a fee. Please order directly with them. These forms are available on our website

[www.ChristmasGiftAndHobbyShow.com](http://www.ChristmasGiftAndHobbyShow.com) Look for the "EXHIBITOR KIT" link at the bottom of the page.

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## 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. Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. **Do not** drill holes, nail glue or affix flooring to the concrete floor. Any damage to the Indiana State Fairgrounds floor will be repaired at the exhibitor's expense.

**If you are in a 20x20 or larger bulk space please contact Heather Newsom, 317-810-7312 to verify carpeting before purchasing or renting.**

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## 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 tablecloths, sheets, shower curtains or any type of "makeshift" tablecloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.

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



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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.

1. 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.
2. A set of keys must be left with Show Management for the duration of the show.
3. All vehicle batteries must be disconnected, and cables taped.

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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 32". The drape color is Traditional Red & Hunter Green. Aisle Carpet color is Red. Tables, chairs, etc. **are not included** with the cost of your exhibit booth.

The standard drape equipment is the property of the official show decorator. Their permission must be obtained to attach any materials to the drape or use it for any other purpose than a backdrop.

### **Staffing Your Booth**

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

### **Demonstrations and Handouts**

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management.

### **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, professionally finished on the back side and no PVC pipe allowed.
- **No tent, canopies or pop-ups are permitted.**

If you are using side walls as part of your display they must be 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.



## **Signage**

One 7" x 44" identification sign will be issued to each exhibitor. Your sign will read exactly as your booth was contracted. **NO UNPROFESSIONAL HAND DRAWN SIGNS ALLOWED.** These distract from your booth and the show. This does not include chalkboard art.

If you should need assistance hanging a sign or banner, the show's official decorator, Fern Expo, will be the exclusive sign hanging service for signs hung over 8' tall if approved by show management. Written permission from Show Management must be obtained or the show decorator will not hang your sign. They will be sending a separate packet with information on their services and charges. See that packet for more details on sign/banner hanging.

## **Christmas Decorations**

Christmas Decorations are mandatory, add flair, increase sales, and add to the quality of the show. So, plan to decorate in the spirit of the holiday show. **Exhibits not properly decorated may not be invited back to future shows.**

## **Soliciting, Samples and Souvenirs**

**ALL FOOD & BEVERAGE SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT.** Food & Beverage Sampling is possible according to the following guidelines:

### **Approved**

1. Handing a single sample to a customer with a gloved hand onto a napkin, cup, or plate behind a sneeze guard
2. Offering a premade single sample in a cup
3. Covered samples in individual 2 oz servings

### **NOT Approved**

1. Allowing open unsealed containers to reach into by hand
2. Sample Tray – neither covered nor uncovered
3. Several samples laid out in advance – neither covered nor uncovered

Displays, demonstrations or distribution of samples, souvenirs, promotional material and soliciting of business **MUST BE CONFINED TO THE EXHIBITOR'S BOOTH SPACE, SUCH ACTIVITIES ARE NOT PERMITTED IN THE AISLES, RESTAURANTS, ENTRANCE AREAS, HALLWAYS OR OTHER EXHIBITS**

No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to the immediate dismissal from the show. It is against show policy for any exhibitor or their mascots to sit, stand, hand out samples, literature, obtain leads, etc. in the aisles of the show, in restrooms, in concession areas, or outside the doors of West pavilion. This activity must be done inside the booth. **This is also meant to prohibit the handing out of literature from within your booth in such a way as to block or divert the flow of traffic.**

## **Noise Generated in Booth**

If you plan to use items in your booth which produce sound you must keep the volume low enough, so your neighbors may freely talk with attendees. Any music used in your booth must be licensed or approved for public usage. **The use of voice amplifying device/microphones is allowed with prior approval from show management.**



## **Pricing Policy**

To maintain the integrity and reputation of the Christmas Gift + Hobby Show, **we find it necessary to state out policy regarding pricing tactics. Last day advertised “BLOWOUT” sales will not be tolerated.** Shoppers on the first day of the show should expect to pay the same amount for an item as visitors on the last day.

**IF exhibitors sell the same or similar brand and/or product, is it NOT the responsibility of the show producer to mediate price differentials in brand or products nor is it the show producer’s responsibility to limit the number brands sold in the show.**

## **Sales Tax**

Local Indiana Sales tax is 7%.

## **Telephone & Internet Services**

Telephone & Wi-fi services are available and are paid directly to the Indiana State Fairgrounds. To order prior to the show please contact [accounting@indianastatefair.com](mailto:accounting@indianastatefair.com) or see the form on our website, <https://christmasgiftandhobbyshow.com/Exhibitor-Kit>

## **Gas Hook-Up**

If you need a gas hook-up for your exhibit space, please contact Michelle Leavell, Indiana State Fairgrounds 317.927.7530 for availability and rate, gas is an additional charge and must be paid prior to show opening.

## **Electric**

The official show electrician is **ERMCO Electric Company**. Their phone number is **317-780-2923**. There will be an electrician on duty during limited show hours.

Each booth will be supplied with one 500-watt electrical outlet. Spotlights are not provided in the exhibit spaces but can be ordered through the show electrician.

Order forms are enclosed. Ample general illumination is provided in the hall; however, spotlights add special distinction to your booth.

**All wiring must be installed by ERMCO Electric Co.** as they are the electric contractor and hold the contract for the Indiana State Fairgrounds.

## **Cleaning**

Exhibitors are responsible for the upkeep and cleaning of their own booths. You may order carpet-cleaning service from Fern Expositions on the enclosed service Order Form.

**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 cleanup.**

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# **SECURITY**

Show Management provides 24-hour security with a reputable security provider, for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the Indiana State Fairgrounds is responsible for lost, damaged or stolen articles. We encourage you to take all valuables with

you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear out.

**Report anything of a suspicious nature to Show Management and/or Security.** Leads can be followed up to avoid incidents of theft.

**Ensure you are adequately insured and provide a COI.**

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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. Every reasonable precaution will be taken to protect exhibitors' properties, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

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

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## SHIPPING INFORMATION

Exhibit materials being shipped before move-in should be marked as follows - **THIS REQUIRES AN ADDITIONAL FEE**

Attn: Bob Holman  
Christmas Gift and Hobby Show  
Fern Expo  
1147 S. White River Pkwy E. Drive  
Indianapolis, IN 46225

**Booth # & YOUR Company Name & Onsite Contact**

Exhibit materials being delivered direct to Show Site should be marked as follows - **DO NOT DELIVER PRIOR TO NOVEMBER 8, 2021**

Indiana State Fairgrounds  
West Pavilion  
1202 East 38<sup>th</sup> Street  
Indianapolis, IN 46205  
Attention: Christmas Gift & Hobby Show

**Booth # & YOUR Company Name & Onsite Contact**

**All shipments must be prepaid and should be clearly marked with your company name, booth number and Building Name.** Special arrangements may be made with Fern Expo. on items that need special care.

**Show Management is not responsible for your packages; please do not send packages before your arrival as you MUST be present to sign for them.**

Please make arrangements to dispose of or store shipping crates with the show decorator.

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## **ISF BUILDING REGULATIONS**

### **Smoking Regulations**

Smoking is not permitted in the buildings at any time.

### **Animals**

**Service animals are allowed inside the building during event hours of the event. Personal pets are not allowed unless pre authorized by show management.**

### **Sale of Merchandise at the Show**

All Exhibitors are reminded that to sell products "cash and carry" during the show, you must comply with all rules and regulations as required by the City of Indianapolis and the State of Indiana. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by the show may be sold. No food or drinks may be sold without the approval of the show management.

### **Fire Regulations**

- All material used in the construction and decoration of an exhibit must be flame retardant. This includes scenery, backdrops, drapes, table and dust covers.
- No hazardous material will be permitted in an exhibit.
- No vehicles or other apparatus, which has a fuel tank, will be permitted as a display without written permission from show management.
- **Helium tanks for balloons ARE NOT ALLOWED in any Fairground Building by order of the Indiana State Fair Board.**
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**THE FIRE MARSHALL OF THE STATE OF INDIANA RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS.**

***NOTE: ALL ABOVE REGULATIONS ARE REQUIRED UNDER THE FIRE CODES OF THE STATE OF INDIANA.***

### **Health and Safety**

As an exhibitor, you must ensure the health, safety and welfare of your employees, contractors and visitors as far as is reasonably practical throughout the Show. You should also check that any contractors, suppliers, agents, etc. that you may be using have a Health & Safety Policy, suitable to the exhibitor environment.

- Maintain emergency aisles through and to the center of the hall during move-in, show, and move-out.
- All materials must be flame resistant. This includes, but is not limited to, drapes, curtains, table coverings, etc.
- The building's fire extinguishers, fire hoses and sprinkler closets must be visible and accessible even if they are in your booth.
- Ensure portable electrical tools are used with the minimum length of trailing leads and that such equipment is not left unattended with a live power supply to it.

- Forklifts are not to be used by anyone other than fully trained operators.
- Chemicals and flammable liquids must be removed from the exhibition venue after use by the user or, in exceptional circumstances, brought to the attention of the venue cleaning department for safe and proper disposal. Such products must not be placed in general garbage bins.
- All electrical work within the Hall to be carried out by the Organizers' nominated contractor. Compliance with the OSHA Electricity at Work Regulations is mandatory.

### **More Parking Info**

All box trucks and trailers (not vans) are required to park in the following lot:

- Across 38<sup>th</sup> Street, south of the West Pavilion, map is available on our website, <https://christmasgiftandhobbyshow.com/Exhibitor-Kit>

Vehicles may unload their product, equipment, etc. at the building, but quickly move to these designated areas after unloading. Throughout the scheduled event, if trucks need to restock, opportunities for unloading will be accommodated.

**No parking will be allowed adjacent to occupied buildings.** Painted striping along the asphalt and other measures will assist in designating no parking areas.

**No parking** between West Pavilion and Expo Hall near the tent once show begins on November 7<sup>th</sup>, 2018, all parking between buildings becomes **HANDICAPPED PARKING**, if you park in between buildings, you will be towed at your expense.

**For any questions concerning parking, call Parking & Security at 317.927.7681.**

**If you have any additional questions regarding the show, please contact us at 317.810.7312.**

**CHRISTMAS GIFT + HOBBY SHOW  
NOVEMBER 10-14, 2021**

**ORDER FORM FOR ADDITIONAL EXHIBITOR BADGES & TICKETS**

There will be a \$10.00 charge for each additional or lost exhibitor badge (s) ordered over your allotment; this includes a parking pass for each badge purchased AND allows daily admittance to the show. For Security reasons, everyone needs an exhibitor badge. **SHARING OF EXHIBITOR BADGES IS PROHIBITED.**

- Five (5) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 15 badges per company.
- Ten (10) complimentary tickets will be issued for each 100 square feet of space purchased, with a maximum allotment of 20 tickets per company.

EXHIBITOR CREDENTIALS DO NOT NEED SPECIFIC NAMES OF EMPLOYEES WORKING THE EXHIBIT. CREDENTIALS ARE FOR DAILY SHOW ADMITTANCE.

PLEASE SPECIFY THE NUMBER OF *ADDITIONAL* EXHIBITOR BADGES & DISCOUNT TICKETS

Number of Badges requested *over allotment* \_\_\_\_\_ X \$10.00= \$ \_\_\_\_\_

Number of Discount Tickets Request \_\_\_\_\_ X \$6.00 = \$ \_\_\_\_\_

Company Name: \_\_\_\_\_ Contact \_\_\_\_\_

Check Enclosed \_\_\_\_\_ Charge My Credit Card: **VISA | MC | AMEX | DISCOVER**

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

Please Check One-> \_\_\_\_\_ **Please Mail \*NOT AFTER 10/26/19** \_\_\_\_\_ **Please Hold**

**All badges, complimentary tickets & parking passes will be held at the show office for pick-up unless requested.**

Marketplace Events, LLC 12800 N. Meridian Street, Suite 135 Carmel, IN 46032  
FAX LINE 317.705.8720 -- TELEPHONE 317.810.7312