



EXHIBITOR MANUAL

The Park Expo and Conference Center



February 28 – March 1 & March 6 – 8, 2020

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

SouthernSpringHomeandGardenShow.com

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

SHOW MANAGEMENT

The Southern Spring Home and Garden Show is produced and managed by:

Marketplace Events

1515 Mockingbird Lane | Charlotte, NC 28209

Jennifer Smetana, Show Manager

P: 704.578.8799

jenniferw@mpeshows.com

SHOW FACILITY

The Southern Spring Home and Garden Show is held at:

The Park Expo & Conference Center

800 Briar Creek Road | Charlotte, NC 28205

P: 704.369.7721

Rhonda E. Caldwell, Event Director

events@theparkexponc.com

SHOW DECORATOR

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

Southern Exhibition Services

2101 Tobacco Road | Durham, NC 27704

P: (919) 687.4970

Toll Free: (800) 882.7469

info@southern-exhibition.com

www.southern-exhibition.com

ADVANCE ORDER DISCOUNT (20%) DEADLINE: February 7, 2020

UTILITIES

Plumbing, Compressed Air, Natural Gas, Telephone & Internet

Parking: The Park Expo & Conference Center | 980.365.7571

Phone/Internet: The Park Expo & Conference Center | 980.365.7571

Water/Drain: The Park Expo & Conference Center | 980.365.7571

ADVANCE ORDER DISCOUNT DEADLINE: February 11, 2020

QUESTIONS?

Contact Sami Blank, Operations Coordinator at Marketplace Events

Prior to Show/On-Site: 336.512.5280 | Email: samib@mpeshows.com

MOVE-IN | MOVE-OUT DAYS AND HOURS

MOVE-IN DAYS AND HOURS

SEE [MOVE-IN SCHEDULE](#) POSTED ON THE EXHIBITOR KIT SECTION OF OUR WEBSITE

	Date	Time
Tuesday	February 25, 2019	8am – 8pm (Liberty Hall Only)
Wednesday	February 26, 2019	8am – 8pm
Thursday (No Vehicles Inside)	February 27, 2019	8am – 6pm

Liberty Hall has one (1) drive-in freight door (20'W x 16'H). Loading dock with four (4) adjoining 8'W x 12'H doors. Independence Hall has a lower ceiling height and anything larger than a standard SUV or minivan can NOT drive in (No drive in for Independence Hall after 12pm on February 20, 2019)

If you need to drive your vehicle on to the show floor to off load your materials, please refer to the MOVE-IN SCHEDULE, posted in the Exhibitor Kit section of our website.

Exhibitors requiring forklift or drayage service should make arrangements with the Show Decorator prior to move in. Call Southern Exhibition Services at (800) 882.7469 for verification of the rate for your particular need any other questions.

Floors throughout the building are concrete and therefore, weight load is unlimited. Floors must be protected from scars, paint or traction damage. Exhibitors will be charged for damages to the floor.

Move-in must be completed by Thursday, February 27th at 6pm.

MOVE-OUT DAYS AND HOURS

Sunday	March 8, 2019	5:01pm – 9:00pm
Monday	March 9, 2019	8:00am – 3:00pm

WARNING - Any exhibit materials and debris must be removed by 3pm on Monday, March 9th. If any materials are left behind, your company will be subject to a removal and cleaning fee. Marketplace Events is not responsible for any materials or displays that are left in the building after 3pm.

SHOW HOURS

Friday	February 28, 2020	10:00am - 8:00pm
Saturday	February 29, 2020	10:00am - 8:00pm
Sunday	March 1, 2020	10:00am – 5:00pm
Friday	March 6, 2020	10:00am – 8:00pm
Saturday	March 7, 2020	10:00am – 8:00pm
Sunday	March 8, 2020	10:00am – 5:00pm

***You must man your booth each day from show open to show close. Leaving early is a violation of your signed contract.**

ACCOUNT BALANCES

Final payment for exhibit space must be made by January 6, 2020. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. **Badges and complimentary tickets will not be available until the account has been paid in full.**

EXHIBITOR BADGES

Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. Exhibitor badges are not required during move-in.

Six (6) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 20 badges per company.

You are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges.

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

SHOW OFFICE

Our show office will open on Monday, February 24, 2020 at 1:00pm. 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 Sunday, March 8, 2020. The show office is located across from Will Call in the main entrance of Liberty Hall.

COMPLIMENTARY TICKETS

Each exhibitor will receive 6 complimentary tickets per 100 square feet rented. These will be mailed out in advance of the show and can be left at will call in a marked envelope for attendees.

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 and for friends and family.

WILL CALL

Will Call will be located inside the show entrance in Liberty Hall.

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.

PARKING

All exhibitors will receive complimentary parking based on the details below:

2 parking passes per 100 sq. ft.

1 additional parking pass for each additional 100 sq. ft.

Maximum of 4 parking passes per exhibitor

All complimentary exhibitor parking will be located in the Six Acre Lot across the street from the main entrance of the show/building.

DECORATOR SERVICES

Southern Exhibition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly with them. These forms are available on our website

www.SouthernSpringHomeandGardenShow.com.

Look for the "EXHIBITOR KIT" link at the bottom of the page.

There will be a charge for any labor and forklift time used to unload shipments arriving during move-in.

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.

Protective material must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring to the Park Expo & Conference Center flooring. **Any damage (including unremoved tape) to the Park Expo & Conference Center 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.



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

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 attendees pay an admission 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 so outside the confines of their rented exhibit area. **Working in the aisle is strictly prohibited and will be enforced by show management.**

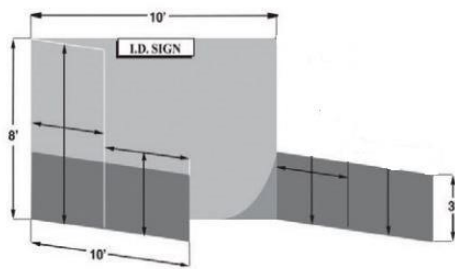
Booth Guidelines

Exhibitors are allowed to 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:

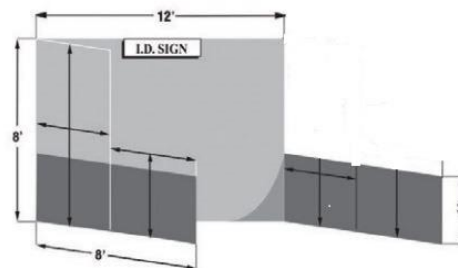
- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.

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.

If you choose to have side/hard walls, you must contact Show Management prior to the show for approval.



10'x10' Typical Space



8'x12' Typical Space

VEHICLES IN EXHIBITS

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

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

SECURITY

Show Management provides 24 hour security for the show floor during move-in, move-out, show hours and overnight. **However, neither Show Management nor The Park Expo & Conference Center are 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.

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 (shown below) or contact Show Management if you have questions.

4. INDEMNIFICATION

The Exhibitor agrees to indemnify and hold harmless MPE and the facility, their respective officers, directors, agents, representatives and employees, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges of every kind resulting from (i) any breach of or default under the terms or conditions of this agreement, (ii) its occupancy of the exhibit space and/or its environs, (iii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Show, and (iv) personal injuries, death, property damages or any other damage sustained by the Exhibitor, MPE, the facility, Show sponsors or a visitor to the Show and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law, or (v) any negligence, or willful misconduct by or on behalf of Exhibitor or its employees or agents.

5. LIABILITY AND INSURANCE

- a) The Exhibitor shall obtain and maintain at its own expense a comprehensive general liability and all risk property insurance policy acceptable to MPE for the period commencing on the first move-in date and terminating on the last move-out date. The policy shall name MPE as additional insured and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor's presence or operations at the Show. The policy shall provide coverage of at least \$1,000,000 for each separate occurrence. At the request of MPE, the Exhibitor shall provide MPE with a copy of such policy.
- b) The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. The Exhibitor shall not make any claim or demand or take any legal action, whatsoever, against MPE, the Show sponsors or the facility in which the Show is held, for any loss, damage or injury howsoever caused, to the Exhibitor, its officers, directors, agents, representatives, and employees or their respective property.
- c) Neither MPE nor the facility will assume liability for loss for damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

If you need to purchase insurance for the show, please visit <http://buttinexhibitors.virtualmga.com>. Marketplace Events has set up this service for our exhibitors and the cost for the policy is \$65.00.

SHIPPING INFORMATION

Shipments to the Park Expo and Conference Center should be scheduled to arrive beginning Tuesday, February 25, 2020. Make sure all shipments are properly marked using the following address:

Southern Exhibition Services
Your Company Name and Booth #
Southern Spring Home and Garden Show
The Park Expo and Conference Center
800 Briar Creek Road
Charlotte, NC 28205

Any shipments requiring forklift/drayage service will incur cost through the Show's Decorator for unloading, storage and delivering to your booth.

The Park Expo & Conference Center Building Regulations

Smoking Regulations

No smoking is permitted within the Park Expo and Conference Center.

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 Charlotte, Mecklenburg County and State of North Carolina. Exhibitors are responsible for obtaining any such permits as required.

- ✓ **Only merchandise approved by Show Management may be sold.**
- ✓ **No food or drinks may be sold without the approval of Show Management and The Park Expo & Conference Center.**

All exhibitors making sales at the show are required to have a NC Retail Sales License and pay a NC and Mecklenburg County combined rate of 7.25%. To apply for a license, contact the NC Sales and Use License Office, Box 25000, Raleigh, NC 27640. Telephone 877.252.3052.

Sawing of Stone & Brick

Dry sawing of rock, brick, concrete, etc. is allowed inside the Park Expo and Conference Center. No cutting directly on floor or dragging across floor. This is a very strict rule.

Water, Drain, Gas and Electric

A Park Expo & Conference Center order form is posted on the Exhibitor Kit section of our website. Orders with payment must be received by The Park Expo & Conference Center by February 11, 2020 to receive discount rates.

Reminder, if you use water in your exhibit and need to drain following the Show, order water and drain service from The Park Expo & Conference Center. **DRAIN SERVICE MUST BE ORDERED FROM THE PARK EXPO & CONFERENCE CENTER.**

Animals

Animals/pets are not permitted in The Park Expo & Conference Center without prior approval of Marketplace Events and The Park Expo & Conference Center management *including* move-in and move-out. Approval of animals/pets in The Park Expo & Conference Center is based on whether the animal or pet is part of an exhibit legitimately requiring use of animals. Service animals are exceptions to this regulation.

Exhibitor Give Aways

- ✓ 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 popcorn) or beverages may be distributed by exhibitors inside the Park Expo and Conference Center unless approved by Marketplace Events and the Park Expo and Conference Center.

Fire Regulations

Material used in exhibits (such as drape and table coverings, banners, props, wood chips and mulch) must be constructed of flameproof material or treated to ensure they are flame retardant. Certification for the flame proofing must be available, upon request, to be provided to Fire Prevention and Investigation Division personnel.

Precautions must be taken to prevent the general public from coming in contact with anything that may cause burn or injury. Any product that will be WARM—WARMER—OR HOT to the touch must be placed at the back of your booth, away from the aisle. For those with bulk 20'x20' peninsulas, islands or larger, these products must be positioned in the middle/center area of your space, again, as far away from the aisle(s) as possible. Warning signs ("CAUTION! HOT SURFACE") must be placed prominently on all such surfaces, horizontal and perpendicular.

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 at all times even if they are located 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 (owned by exhibitors and brought to the show for move-in or out) 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.

Checklist

- Exhibit Space Contract and Final Payment Made _____
- Hotel Reservations Made _____
- Travel Arrangements Made _____
- Decorating/Drayage Needed Ordered _____
- Carpet/Floor Covering Ordered _____
- Exhibit Staff Arranged/ Trained _____
- Utility & Internet Services Ordered _____
- Insurance Certificate on file with MPE _____
- Sales and Use Tax License _____

Survival Guide for Exhibitors

1. Remember you are going to be spending long hours on your feet... Wear comfortable shoes and use carpet in your booth if possible.
2. Order your furniture, carpeting and draping requirements early...You'll save money!
3. Bring a hand truck or dolly. There are a few available but they are most always in use when you need one.
4. If you are shipping packages to the show:

Carefully package your items/merchandise. Unfortunately, not everyone handles your packages as kindly as you would.

Be sure all packages are clearly marked with the following:

Name of your Representative at the Show
Your Company Name and Booth #
Southern Spring Home and Garden Show
The Park Expo and Conference Center
800 Briar Creek Road
Charlotte, NC 28205

Know your carrier and get the tracking number!

Ask your carrier when you can expect the delivery and be sure you are in your exhibit to receive it or Notify the decorating company of its intended arrival.

5. Set up early!! Murphy's Law prevails at shows.
6. When you arrive, ensure you have the correct and necessary electrical, carpeting, etc. Representatives from the Park Expo and Conference Center and Southern Exhibition Services will be on site.
7. Replenish any stock before the show opens or after it closes if possible.
8. Be in your booth early and prepared for the day and consumers!
9. Never leave your booth unattended during show hours. You must have someone manning the booth at all times.
10. Be Prepared...you might need the following:
 - A hand truck or dolly
 - An extension cord
 - An electrical power strip if you plan to plug in more than two (2) items
 - A tool kit
 - Extra light bulbs for lit displays
 - Tape (for packing)
 - Sheets or tarps for covering your exhibit at night
 - Cleaning supplies