

# VIRGINIA HOME SHOW

PRESENTED BY



# Exhibitor Kit

## Meadow Event Park



**January 27-28, 2018**

Welcome to the Virginia Home Show!  
**Thank you** for exhibiting with us.

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

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

**Please share this manual with those having responsibility for your participation in the show.**

**VAHomeShow.com**

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

## SHOW MANAGEMENT

The Virginia Home Show is produced and managed by:

Marketplace Events

31105 Bainbridge Road, Suite 3

Solon, OH 44319

Bruce Evans, Show Manager

P: (612) 209-4593

[bruce@beddheadmedia.com](mailto:bruce@beddheadmedia.com)

Dan DeJaeger, Show Manager

P: (651) 373-6884

[dan@beddheadmedia.com](mailto:dan@beddheadmedia.com)

Hallie Weilemann, Exhibit Sales Consultant

P: 804-253-8803 extension 142

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P: 440.248.5729 ext 105

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

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

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## SHOW FACILITY

The Virginia Home Show is held at the:

The Meadow Event Park

13048 Dawn Blvd

Doswell, VA 23047

<http://www.meadoweventpark.com/>

Ricky Pugh, Event Services Manager

[rpugh@meadoweventpark.com](mailto:rpugh@meadoweventpark.com)

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## UTILITIES

Electricity, Telephone, Water, etc. are provided by the Meadow Event Park. Internet is FREE and instructions will be available onsite. The electricity order form and pricing is available on the

[Exhibitor Kit](#) section of our website. Order early to receive advanced rate.

Main: 804.994.2800

Fax: 804-994-2927

For Electric: [pdaneker@meadoweventpark.com](mailto:pdaneker@meadoweventpark.com)

Internet: Available on site

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

**ALL ACCOUNTS MUST BE PAID IN FULL BEFORE YOU MOVE-IN.**

All exhibitors may move in on Thursday and Friday. Wednesday move-in is by appointment with Show Management approval only.

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

### Scheduled Move-In Dates/Time

Wednesday, January 24, 2018	8am-6pm:	Scheduled exhibitors only, show team will contact you by Jan. 10
Thursday, January 25, 2018	8am-12pm:	Scheduled exhibitors only, show team will contact you by Jan. 10
Thursday, January 25, 2018	12pm-6pm	All exhibitors may move in
Friday, January 26, 2018	8am-8pm	All exhibitors may move in

**YOU MUST BE COMPLETELY SET UP BY 8:00PM ON FRIDAY. NO SETUP IS PERMITTED ON SATURDAY.**

### General Move-Out Dates/Time

Sunday	January 28, 2018	6:01pm - 10:00pm
Monday	January 29, 2018	8:00am - Noon

**YOU MAY BEGIN BREAKING DOWN YOUR BOOTH IMMEDIATELY FOLLOWING THE CLOSE OF THE SHOW; HOWEVER DRIVE-ON ACCESS WILL NOT BE PERMITTED UNTIL ANY CARPET HAS BEEN ROLLED UP.**

**You may use your own carts, hand trucks, dollies, etc.**



**Dismantling your booth prior to show close at 6:00pm on Sunday is strictly prohibited. Your cooperation is appreciated.**

## SHOW HOURS

Saturday	January 27, 2018	10:00am - 7:00pm
Sunday	January 28, 2018	10:00am - 6:00pm

Exhibitors may enter the show one hour before opening.

## EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office (Near main entrance of show) during move-in and 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.

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

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

**EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS.**

## SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office at Meadow Event Park. The office is located near the main entrance. Look for the show office sign.

## EXHIBITOR ENTRANCES DURING SHOW HOURS

During show hours, exhibitors may use the main entrances to the Meadow Event Park. An exhibitor badge will be required to enter the show floor.

The main entrance is for attendees and gets very crowded prior to opening each morning. You will not be allowed to bring in exhibit supplies through this entrance, including hand-carried items.

## COMPLIMENTARY TICKETS

Each exhibitor will receive 10 complimentary tickets for each 100 square feet of space purchased with a maximum allotment of 40 tickets. These will be mailed out three weeks prior to the show. Tickets will only be mailed out if your account has been settled in full. Please contact your show managers, Bruce Evans and Dan DeJaeger to purchase additional tickets at a discounted rate: [bruce@beddheadmedia.com](mailto:bruce@beddheadmedia.com), [dan@beddheadmedia.com](mailto:dan@beddheadmedia.com)

**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 or for friends and family.

## MARKETING OPPORTUNITIES FOR YOU

Please contact your Exhibit Sales Consultant 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 managers Bruce Evans and Dan DeJaeger for more information: 612-209-4593, [bruce@beddheadmedia.com](mailto:bruce@beddheadmedia.com), [dan@beddheadmedia.com](mailto:dan@beddheadmedia.com)

## **HAVE A NEW/INNOVATIVE PRODUCT, PLANNING AN INTERACTIVE DEMONSTRATION?**

Please contact the show team if you are introducing a new product at the show OR if you will be doing an interactive and interesting demonstration within your space. There may be an opportunity for the show team to promote this in select marketing. Bruce Evans/612.209.4593/[bruce@beddheadmedia.com](mailto:bruce@beddheadmedia.com)

## **WILL CALL**

Will Call will be set up in the box office at the entrance of the show, which will be utilized by consumers to pick up the tickets that have been reserved for them. Staff will be at Will Call at all times to hand out complimentary tickets for exhibitor family, friends and prospects. 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 ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES.**

## **DECORATOR SERVICES**

Hollins Exposition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Please order these items directly from them. The forms are available on the [Exhibitor Kit](#) section of our website. Hollins Exposition Services phone: 540-362-3940; email: [service@hollins-expo.com](mailto:service@hollins-expo.com)

## **PARKING**

Exhibitor parking is free at the Meadow Event Park. During move-in, you may park your large commercial trucks and trailers in the parking lot but we ask that you do not park these vehicles where attendees need to park on Saturday and Sunday during show hours.

## **UTILITIES AND SERVICES POLICY**

The Virginia Home Show is happy to provide utilities and services at prevailing rates. Current rate sheets for labor, equipment rental and services are available on request. For safety reasons, Meadow Event Park personnel must perform installation of all utility services.

Please submit all service order forms with full payment enclosed to the Meadow Event Park. They cannot provide the service until payment is received.

To receive the lower advance rate, your forms must be received 14 days prior to your first scheduled move-in day.

Utilities Forms can be found under the [Exhibitor Kit](#) section of our website, which is located at the bottom of the Home Page. For more information on utilities and services contact Meadow Event Park: [pdaneker@meadoweventpark.com](mailto:pdaneker@meadoweventpark.com).

## **FOOD AND BEVERAGE SAMPLING**

All food sampling must be approved by the Virginia Health Department if you will be cooking on-site. Please be sure to download the appropriate form on the [Exhibitor Kit](#) section of our website.

## 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.

- Visqueen must be put down on the floor before the vehicle is driven into place.
- All vehicles must have a locking gas cap or gas cap sealed with tape 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.

## 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 MEP flooring. Any damage to the MEP 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.



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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 black. **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 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.

**\*\*\*TENTS AND CANOPIES ARE NOT ALLOWED\*\*\***

### **Booth Guidelines**

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall and sidewalls.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires, frames, wood must be exposed for the public or your neighbor to see. Signage is not allowed above the 8' height limit.

### **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

### **Microphones, Audio Equipment & Music**

Use of microphones, audio equipment and musical instruments is permitted, however, sound levels must be kept at a volume that Show Management deems reasonable. Violators will receive one warning. If there are more problems with volume, Show Management reserves the right to prohibit exhibitor from using sound equipment for the remainder of the show.

### **MUSIC, PHOTOGRAPHS AND OTHER COPYRIGHTED MATEERIAL**

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the exhibitor has, or does not need, a license to use such music or copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for all claims, causes of action, suites, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's age or employees of any patent, copyright or trade secret rights or privileges.

### **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.

## SHIPPING INFORMATION

HOLLINS Expo Services charges a drayage fee for handling any materials delivered to the Meadow Event Park. Deliveries without company name and booth number will be declined. Contact HOLLINS Exposition Services if you are sending shipments ahead of your arrival. Marketplace Events and the Meadow Event Park are not authorized to accept your shipment. Delivery address:

### **Company Name and Booth Number**

c/o Hollins Exposition Services  
13048 Dawn Blvd  
Doswell, VA 23047

**\*ALL DELIVERIES COMING TO THE MEADOW EVENT PARK FOR YOUR COMPANY MUST BE PICKED UP THE SAME DAY AS DELIVERED!**

Shipping in advance of show move-in can be sent to the warehouse listed below:

### **Company name and booth number**

c/o Hollins Exposition Services  
UPS Freight  
5401 Midlothian Turnpike  
Richmond, VA 23225

\*\*shipments accepted beginning Tuesday, January 2, 2018.

## HOTEL INFORMATION



Reservations: 888-238-5108  
16102 Theme Park Way | Doswell, VA 23047  
<http://www.centerstoneinnkingsdominionarea.com/>



Reservations: 800-830-5222  
16250 International Street | Doswell, VA 23047  
<https://www.countryinns.com>





## EXHIBITOR RULES AND REGULATIONS CHECK LIST

- All booths must have floor covering in entire booth area.
- No signs above 8'. All signs must be professional. "Homemade" or handwritten signs are not allowed.
- If the height of your display exceeds 8' you need to notify management for approval. **Electric, tables, chairs, carpeting, water, telephone, etc. are not included with the price of your exhibit space.** These items can be ordered through Hollins Exposition Services and the Meadow Event Park.
- No tents allowed without Show Management approval.
- Tables are to be professionally skirted with floor-length skirting. Absolutely no paper or plastic table skirts! Fine furniture is acceptable without skirting.
- Exterior of display or structure facing adjacent exhibitor or aisle must be finished or suitably decorated. You can order masking drape from Hollins Exposition Services.
- Improve exhibit with live flowers and plants.
- Stickers, pressure adhesive and helium balloons are not permitted in the booth.
- No food or beverages may be distributed by exhibitors unless approval has been obtained from Marketplace Events and the Meadow Event Park and you have completed the necessary applications with the Virginia Health Department.
- All exhibitors are expected to be in their booths during all published show hours. If Show Management sees that you are in violation of this rule, your company may not be permitted to exhibit in future shows.
- All exhibiting companies must have an executed space agreement with Marketplace Events. Exhibitors are not permitted to assign, sublet or share booth space.
- Admission with an exhibitor badge is required.
- Exhibitors are allowed on the show floor one hour before the show opens to the public and are encouraged to arrive early and be prepared for the crowds.
- What you bring in, take out. Leave the Meadow Event Park floor in broom-clean condition.

**THANK YOU for your support and participation in the Richmond Home Shows  
produced by Marketplace Events each Spring & Fall!**