



Dear Exhibitor:

Thank you for exhibiting in the Central Florida Home & Garden Show at the Orange County Convention Center, North Hall B, Universal Boulevard on April 15-17, 2011. We strive to make your experience as easy and profitable as possible.

If you have any questions about the Central Florida Home & Garden Show, please call **Marketplace Events** at 407-363-7653.

It is easy to move-in your display at the Central Florida Home & Garden Show. You do not have to hire additional labor to set-up your exhibit. While you will be provided with basic backdrop drape to separate you from your neighbor's display, everything within your display is your responsibility. You can either bring in your own furniture, floor covering (covering you floor is mandatory), etc. or rent these items from the official service contractor, **Hale Northeastern Inc.** (Tel. 716-896-6170). Order forms for many of these items (furniture, carpeting and pre-arranged drayage if required) can be found on our website, www.orlandohomeshow.com. Representatives of Hale Northeastern will be available during the move-in period to help with any of your rental needs.

Electrical service, phone lines, etc., can be ordered through the Orange County Convention Center. Their forms can also be found at www.orlandohomeshow.com.

*If you choose to order any services from either Hale Northeastern or the Convention Center, you are highly encouraged to place your orders prior to the Advanced Order Deadline of **March 22nd**. This will save you a great deal of money.*

Please take time to read through this Exhibitor Manual – the rules and regulations (including Conditions of Application/Contract) and if you have any questions, call us at anytime. The staff of **Marketplace Events** will be in the Show Office at the Convention Center beginning 12 noon on Tuesday, April 12th during the entire move-in, show and move-out period. When you arrive at the Convention Center to set-up your exhibit, be certain to first stop in the Show Office and check-in. Do not hesitate to let us know if you have any questions or need assistance.

Looking forward to working with you toward a most successful show.

Sincerely,

Jerry Rullo
Show Manager

Tony Mendoza
Exhibit Sales

Cindy Warner
Exhibit Sales

Liz Harper
Admin/Billing



Orange County Convention Center, North Hall B

Show Management

Marketplace Events

7758 Wallace Road, Suite 1

Orlando, FL 32819

Tel: 877-871-SHOW (7469)

Fax: 407-351-9812

www.marketplaceevents.com

www.orlandohomeshow.com

Show Manager	Jerry Rullo	407-363-7653 ext 15
Exhibit Sales	Tony Mendoza	407-363-7653 ext 14
	Cindy Warner	407-363-7653 ext 13
Admin/Billing	Liz Harper	407-363-7653 ext 10

Official Show Service Contractor

Hale Northeastern, Inc.

828 East Ferry Street

Buffalo, NY 14211

Christine Giardina

Tel: 716-896-6170

Email: cmariglia@haleexpo.com

Show Schedule

• **Move-in Dates and Hours**

Wednesday	April 13	8:00am – 5:00pm
Thursday	April 14	8:00am – 5:00pm

Note: Exhibitors with very large exhibits will be allowed to move in beginning at 12 noon on Tuesday, April 12th. All exhibits must be completed by 5:00pm on Thursday, April 14th.

• **Show Dates and Hours**

Friday	April 15	10:00am – 9:00pm
Saturday	April 16	10:00am – 9:00pm
Sunday	April 17	10:00am – 6:00pm

Hours subject to change

• **Move-out Dates and Hours**

○ Sunday	April 17	6:15pm – 10:00pm
○ Monday	April 18	8:00am – 12:00pm

Hours subject to change

ADMISSION TO SHOW

All personnel working in exhibits at the Show will gain admission to the Show (Friday through Sunday) by using the Exhibitor Badges. Badges can be picked up in the Show Office at the entrance to the Home Show in the Convention Center beginning 12 noon on Tuesday, April 12, right up until show time. These badges will identify you as an exhibitor and you will not be required to pay the \$10.00 Admission Charge. Plastic badge holders will also be available for use.

- Badges are only for principals and employees staffing your exhibit. Under no circumstances should badges be given to anyone who is not working in your booth. Each Exhibitor is entitled to six (6) badges per 10' x 10' /100 square feet of exhibit space purchased. (i.e. if your exhibit is 100sq. ft. you are entitled to 6 passes; 200 sq. ft entitles you to 12 badges, etc.) A maximum of 24 passes is allotted. Please see below.

100 sq ft	6 passes
200 sq ft	12 passes
300 sq ft	18 passes
400 sq ft	24 passes
500 sq ft	24 passes
600 sq ft & up	24 passes

- If exhibitors lose or forget their Exhibitor Badges they will be required to either purchase a replacement @ \$4.00 each, or purchase an admission ticket at the box office.

V.I.P. COMPLIMENTARY ADMISSION PASSES

Three weeks prior to the show, each exhibiting company is sent 10 V.I.P Complimentary Admissions Passes per 100 sq. ft. of exhibit space purchased. (200 sq. ft. exhibitors receive 20 V.I.P. Complimentary Admission Passes etc.) Distribute these to anyone you want to invite to the Show such as special customers, valued suppliers etc.

SHOW LOCATION

Orange County Convention Center
North/South Building – Exhibit Hall North B
Universal Boulevard
Orlando, FL 32819
Tel: 407-685-9800

Note: Delivery Address – 9400 Universal Boulevard, North Building Hall NB

PARKING

During show days and during move-out periods, the Orange County Convention Center charges \$8.00 per day for passenger vehicles and for oversized vehicles. ***With proper credentials, you will be allowed to re-enter without paying during one 12-hour day. Make sure to have your badge on you.*** This discount is being provided by the Orange County Convention Center and is valid for show visitors and exhibitors on these days only. Parking is easy and plentiful at the Convention Center.

SHIPMENTS TO/FROM THE SHOW

Most local exhibitors transport their exhibit materials to the show in their own vehicles. There is no charge to bring in your own materials during the normal move-in period and limited forklift service is available at no charge. You or your employees are welcome to move-in your materials anytime between 8:00am and 5:00pm on Wednesday, April 13th or Thursday, April 14th ***with exception of very large exhibits which may be moved in beginning at 12 noon on Tuesday, April 12th.***

SHIPMENTS SENT TO THE SHOW WITHOUT YOU OR YOUR EMPLOYEES

If you or your employees are not personally bringing your display materials to the Orange County Convention Center, **NO** shipments via UPS, Federal Express or similar carriers will be accepted on site by the Official Show Contractor, without prior authorization to handle your material. There is a charge for this service. Questions should be directed to Hale Northeastern at 716-896-6170.

Shipments sent by common carrier to arrive on Wednesday, April 13th or Thursday, April 14th should be addressed:

Orange County Convention Center – North Complex
9400 Universal Blvd., Hall NB
Orlando, FL 32819
Central Florida Home & Garden Show c/o Hale Northeastern Inc.
Exhibiting Company Name (include booth #)

If shipments are to arrive prior to Tuesday, April 12th, call Hale Northeastern at 716-896-6170.

SHIPMENTS ARRIVING AFTER THURSDAY, APRIL 14TH WILL NOT BE ACCEPTED ON SITE.

FORKLIFTS

Forklifts are available to help you move-in until 5:00pm both Wednesday, April 13th and Thursday, April 14th. There are no exhibitor forklift operators, hand trucks, dollies or move-in crew onsite after 5:00pm.

Please note: Marketplace Events LLC will provide 20 minutes of free forklift and/or porter service to exhibitors arriving in personally owned vehicles (defined as cars, pick up trucks or mini vans). Exhibitors requiring more than 20 minutes of assistance to unload their vehicles, or exhibitors arriving in vehicles other than personally owned ones as defined above, will need to place an order for general labor or forklift service with Hale Northeastern Inc., at applicable rates.

ELECTRICAL / TELEPHONE / RIGGING

The Orange County Convention Center provides all electrical, telephone and rigging service to the booths. Exhibitors with electrical or telephone needs, should order directly through the Orange County Convention Center (online at www.occc.net/exhibitor/orders or call 800-345-9898). The Convention Center also provides rigging service for those exhibitors that need signs hung from the ceiling.

BOOTH REGULATIONS

Each booth will be provided with 8' high black drape across the back of the booth and 32" high dividing drape on each side of the booth. All exhibit material must be confined to within this space. Booth personnel, including demonstrators, models and sales staff are required to confine their sales activities to within the booth space. NO DISTRIBUTION OF LITERATURE IN THE AISLE, IN FRONT OF YOUR BOOTH OR SOLICITATION ELSEWHERE IN THE SHOW IS ALLOWED.

Exhibitors are permitted to build sidewalls to a maximum height of 8 feet. This includes back walls and sidewalls. In theory, an exhibitor can build their display to the height of 8 feet on all four sides. If your display exceeds 8 feet (whether it is the back wall or the sides) you must call Marketplace Events for approval. All exposed areas of the exhibit must have finished surfaces including back and sides.

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, 5 and 6 on your exhibitor contract/application or contact Show Management if you have questions.

SECURITY

Although every reasonable precaution is taken and the hall is patrolled 24 hours by uniformed security personnel, exhibition halls are vulnerable places and the Organizers can accept no responsibility for any loss or damage which may occur to your staff or property from any cause. Please note these security tips:

- **Plan your arrival and departure from the venue during move-in and move-out.** Ensure there are at least two representatives setting up and removing your product, so that the booth is never left unattended during these vulnerable periods. Plan to remove all products and portable items from your booth on the first evening of breakdown.
- **Book sufficient staff for your booth during the show.** This ensures it is always staffed. Do not ask a neighboring exhibitor to watch over your Booth while you go for a break – they may become busy and not be able to keep an eye on your booth.
- **Place valuables in locked storage.** A locked storage area is available for exhibitor use. We recommend that you secure small valuable items in this room each evening when the show closes. For access to this room, please come to the Show Office. Review the Insurance and exhibitor's property section of the conditions of application/contract.
- **Avoid leaving your Booth each evening before visitors are clear of the show.** Likewise, ensure your Booth is fully manned by show opening – remember, however, the halls are open each morning from 9:00am for all exhibitors and their maintenance staff.
- **Report anything of a suspicious nature to the Organizers or Security.** Leads can be followed up to avoid incidents of theft.
- **Ensure you are adequately insured.** See insurance section.

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 ensure that your actions (or indirect actions) do not give rise to accidents, injuries or unsafe working environments, provide proper information, instruction, training and supervision to all parties 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.

- Every employer has duty to co-operate with other employers (e.g. Exhibition Organizers) when sharing a workplace, whether temporarily or permanently.
- Maintain emergency aisles through and to the center of the hall during move-in, show, and move-out.
- The safe use & storage of flammable liquids and substances and segregation from waste and other risk areas.
- Ensure portable power equipment is used for the purpose for which it was designed and that safety guards are correctly fitted and used.
- 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.
- Work areas to be maintained free from general waste materials which could hazard operatives.
- 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.

FIRST AID

- During the open hours of the Show, there will be (1) trained EMT on the premises at all times. If you need assistance, Show Management or Security Personnel can locate these EMT via radio.
- A First Aid Kit is held in the Show Office. Minor medical assistance can be provided. Anyone treated by a member of show management for minor attention will be required to complete an accident report provided by show staff.
- For more serious injuries, please notify a member of Show Management or Security immediately.

ORANGE COUNTY CONVENTION CENTER – RULES & REGULATIONS

- No smoking is allowed
- **No children under the age of 16 will be allowed on the show floor during move-in or move-out.**
- Parking in the loading dock areas is prohibited and violators will be towed at the owner's expense.
- Exhibits or displays, equipment, stock or supplies will not be allowed to enter or leave by way of the front entrance of the OCCC.
- Food and beverages are not permitted on premises unless purchased through the OCCC's Food Service Partners or as an approved exhibit by the legal manufacturer and/or distributor. Food or beverages may not be brought in or delivered to the OCCC for personal consumption. Exhibitors planning to distribute food or beverage must make advance arrangements with the OCCC for approval.
- Under no circumstances is popcorn permitted at any Marketplace Events Show.
- Cooking within an exhibit must comply with all regulations and must be approved by the Fire Marshall. Special Permit Applications must be made to the Fire Loss Management Bureau 21 days prior to the event.
- All fire and safety regulations must be strictly adhered to including the governing of open flame, propane tanks, helium tanks, vehicles within the building, fireproofing, obstruction of aisles and exits, storage of empty containers, etc. Direct questions to the OCCC.
- Vehicles that remain in the exhibition hall as part of a display, must have the battery cables disconnected. The gas tank must either be taped shut or have a lockable gas cap and may contain no more than one-fourth (1/4) tank or ten (10) gallons of fuel, whichever is less.
- Animals are not permitted on the OCCC's premises except in conjunction with an approved exhibit or as service animals for the physically challenged. Animals that are approved to be on the OCCC's premises must be on a leash, within a pen or under similar control. The owner will be fully responsible for their animal(s). Animal exhibits are not permitted in carpeted areas of the OCCC.
- Adhesive-backed decals (stick-on) or similar items may not be distributed or used in the OCCC.
- Helium balloons may not be used as giveaways. Static helium balloon displays are permitted after filing a damage deposit with the OCCC. Helium tank storage inside the OCCC is prohibited.
- Holes may not be drilled, cored or punched into any surfaces of the OCCC.
- For more information, see "Guidelines and Information" @ www.occc.net/forms.asp.