

# 2021 EXHIBITOR MANUAL



**REVISED: 3.1.21**

## **SPRING SHOW**

**April 1-3, 2021 (Thursday – Saturday)**

**Grand Park Event Center**

**Suburban Indy Shows - [www.suburbanindyshow.com](http://www.suburbanindyshow.com)**

**Phone: 317-908-3815**

## **REFERENCE PAGE CONTACTS**

### **SUBURBAN INDY SHOWS (Show Management)**

Address: P.O. Box 9, Kirklin, IN 46050

Phone: (317) 908-3815

E-mail: [info@suburbanindyshow.com](mailto:info@suburbanindyshow.com); Website: [www.suburbanindyshow.com](http://www.suburbanindyshow.com)

Donell Heberer Walton, Owner / email: [donell@suburbanindyshow.com](mailto:donell@suburbanindyshow.com)

### **GRAND PARK EVENT CENTER**

19000 Grand Park Blvd., Westfield, IN 46074

Daytime Info. (317)804-3028

Website: [www.grandpark.org](http://www.grandpark.org)

### **INDIANA RETAIL MERCHANTS LICENSE**

Indiana Department of Revenue

Phone: (317) 233-4015 Fax: (317) 232-1021 Website: [www.inbiz.in.gov](http://www.inbiz.in.gov)

### **SHOW DECORATOR**

A-Classic Expo Design

Angel Egan, Sales Manager

1625 Southeastern Avenue Indianapolis, Indiana 46201

Phone: (317)635-EXPO Cell: (317)635-3976 Fax: (317)972-0374

### **ELECTRICAL CONTRACTORS & ENGINEERS**

ERMCO Electric (Order forms to be sent at a later date)

500 watts of electric is supplied to each exhibitor. Only reach out to ERMCO if you need more.

### **FOOD SAFETY / HEALTH INSPECTIONS / PERMITS**

Hamilton County Health Department, Tammy Gleber

18030 Foundation Drive, Suite A

Noblesville, IN 46060

[www.hamiltoncounty.in.gov](http://www.hamiltoncounty.in.gov)

317-776-8500

## WELCOME TO THE Suburban Indy Home & Outdoor Living Show...SPRING EDITION!

### DATES, LOCATION & HOURS

<u>Show Dates:</u>	Opening Day – Thursday, April 1, 2021 Closing Day – Saturday, April 3, 2021
<u>Show Location:</u>	Grand Park Event Center, 19000 Grand Park Boulevard, Westfield, IN 46074
<u>Show Hours:</u>	Thursday, Noon – 7pm Friday - Saturday, 10:00 am - 7:00 pm

### SHIPPING ADDRESS

Prior to the first day of move-in, any items requiring shipment to the show should be shipped to the show's official decorator, A-Classic Expo Design, address on previous page. Beginning on the first day of move-in, items may be shipped directly to Grand Park Event Center (address on previous page). Be sure to include company name, contact name, phone number and booth number. If use of a forklift is required, items must be unloaded by A-Classic staff for a fee. If arrangements have not been made with A-Classic and you are not on site to receive your product during set-up, your freight will be denied.

### MOVE IN HOURS:

**Mon**, March 29: 11am-9pm(living spaces AND drive-in by appt.) **Tues**, March 30: 8am-9pm (carry-in OR drive-in by appt.)

**Wed** March 31: 8am -9pm (carry-in only) **Thurs** Feb 1 8am-10am (carry-in by appt. ONLY!)

**ALL EXHIBITORS MUST BE SET UP BY 8PM ON WEDNESDAY UNLESS PREVIOUSLY APPROVED FOR THURSDAY SET-UP!!!**

### MOVE OUT HOURS:

Saturday, April 3: 7pm-10pm (no drive-in) Easter Sunday, April 4: 4pm-6pm (by appt. only) Monday, April 5: Exhibitors 8am-Noon/Living Spaces 8am-5pm

### WHAT TO DO AT MOVE IN

Proceed to the Show office to check in and sign for your badges. We will also assist you in finding the best route to your booth. The Show Office is located just inside the front entrance to Grand Park Event Center. Show Management must have your payment in full and your completed, signed contract on file before you are permitted to set-up. If you have ordered carpet, tables, chairs, etc. from the decorator, you will need to verify your order with them. The A-Classic service desk is located in close proximity to the Show Office. We do not have a record of these orders. You will need to indicate to the decorator when you will be available to have your materials delivered to your booth. Your booth includes 500 watts of electrical service. If you have ordered additional electrical items, you will need to verify those items with Ermco. They will be available during set-up. We do not have a record of those items. You will need to indicate when you will be available to receive this service as well.

### EXCLUSIVITY

Suburban Indy Shows handles product exclusivity opportunities/sponsorships on a case by case basis. Interested to learn more about this opportunity? Contact Donell for further information.

### EXHIBIT AWARDS

An overall Best of Show Award Ribbon will be presented. Exhibit awards will also be presented for various categories.

### EXHIBIT SPACE

Standard COVID exhibit space comes equipped with an 8 foot backdrop, (2) 8' sides and a company identification sign. Unless written permission is secured from Show Management in advance, walls shall not exceed the height of the backdrop. Product, grid wall, and signage should be arranged in such a manner so as not to obstruct sight lines of exhibiting neighbors. No exhibits may protrude beyond the marked, rented space.

### FLOOR/TABLE COVERING

All tables must be skirted, to the floor, with flame retardant material and decorated appropriately...**NO PLASTIC SKIRTING WILL BE PERMITTED.** Carpeting defines boundaries, adds dimension, color and provides a soft cushion between your feet and the flooring. It also keeps customers in your booth longer by making them feel comfortable. Woven grass mat-type rugs, area rugs, wooden parquet floor squares, linoleum, etc..are other options. Carpeting will be available for rent at the show through the show decorator. **CLEAN, WELL-KEPT, NEAT FLOOR COVERING THAT COVERS YOUR ENTIRE SPACE IS REQUIRED!** You are responsible for cleaning your floor covering daily unless you've made prior arrangements with A-Classic.

### SIGNS

Banners and signs add color, festivity, and give your booth a personalized touch to help you stand out in a crowd. Research indicates that you only have seven seconds to attract the average attendee walking down an aisle. Your signage must tell them who you are, what you do and what advantage you offer over your competitors. In this short time, unique and attractive signs will help draw people into your booth and remember where you are located within the show. **NO UNPROFESSIONAL APPEARING SIGNS ARE ALLOWED.** **Pop-up banners and flags are allowed but can not be taller than 8 feet or stick up above or protrude outside your booth space.** Written permission and prior approval from Show Management must be obtained to hang signs higher than 8 feet.

### BOOTH DECORATIONS

You are strongly encouraged to decorate your booth in the spirit of the show. This would include, but is not limited to live flowers and plants. Decorations add flair, increase sales and add to the quality of the show. All tables need to have cloth skirting. **ABSOLUTELY NO PLASTIC SKIRTING IS ALLOWED.** This rule will be strictly enforced.

### CANOPIES

No pop-up canopy displays without prior approval from management. If you are granted permission, the minimum booth size is 10'x20' for each 10'x10' pop-up. ALL exposed metal must be covered with fabric, garland, or some other product to hide the exposed legs.

## **FIRE REGULATIONS**

All exhibitors are responsible for following the fire regulations set forth by Indiana State Fire Marshall including, but not limited to fire proofing materials, keeping aisles clear and proper storage of boxes. Any material that does not meet the Fire Code will be removed at the Exhibitor's expense. Open flames are NOT permitted at the Grand Park Event Center without prior approval. Smoking is not permitted in the building at any time. Please call our office if you have any questions regarding any of these rules or regulations.

## **INSTALLATION & DISMANTLING OF EXHIBITS**

**Vehicle drive-in is only allowed with Show Management permission.** If you need to drive in to your space, you will need to email us at donell@suburbanindyshows.com to request this clearance and schedule your move-in; otherwise, everything will need to be hand-carried, dollied or carted in. Make certain to bring your own handcart, dolly or cart as Suburban Indy Shows does not offer this service. All booths are required to be set up by 8pm on Wednesday, March 30<sup>th</sup>, the day before show opening. **IF YOU NEED A THURSDAY MORNING MOVE-IN TIME, IT MUST BE SCHEDULED AND APPROVED, IN ADVANCE!!**

**Drive-in will not be allowed for tear down on Saturday, April 3rd.** All drive-ins need to happen by appointment on Easter Sunday by appointment ONLY or Monday, April 5<sup>th</sup>. NO EXCEPTIONS. Exhibitors will not be permitted to dismantle their exhibits or do any packing prior to the official closing of the show. Sold floor models can not be removed, picked up, or disassembled until after show closing. Show rules require that all exhibits remain intact until 7:00pm on Saturday, closing day of the show. Overstock and unsold items can not be packed until 7:01pm. Dollies and carts are not allowed in the aisle or the booth until after 7pm. If an exhibitor leaves their booth on Saturday afternoon and tries to re-enter the building with a cart they will be prohibited from entering until 7:01. Any exhibits remaining in the hall after Noon on Monday, after the show closes, will be removed by and become property of Suburban Indy Shows. Suburban Indy Shows shall not be responsible for any damage incurred in the removal and storage of exhibits. **It is imperative that all exhibits are removed by Noon on Monday and Living Spaces by 5pm unless arrangements have been made with Show Management.**

## **ELECTRICITY**

All booths are provided with a 500-Watt outlet. House outlets are not to be used for spotlights, coffeepots, refrigerators, etc. They can be used for calculators, laptops & registers. Lights not rented, will be checked for safety and must not exceed 150 watts. Additional electrical needs must be ordered through Ermco. If you have questions regarding the amount of power needed, please contact Ermco directly. Their information can be found on Page 1.

## **DECORATOR**

An order form for decorating needs will be emailed to you approximately 30 days prior to the show. It can also be found on our website at [www.suburbanindyshows.com](http://www.suburbanindyshows.com). This year's official decorator is A-Classic Expo Design. Their information can be found on Page 1.

## **SUBLETTING**

No exhibitor can sub-let any part of their booth or exhibit any products other than those specified in their application without the written consent of show management. Written consent must be requested 30 days prior to show opening.

## **INSURANCE**

Suburban Indy Shows has general liability insurance covering the show. This insurance does not cover the exhibitor's exhibit, contents, visitors within the confines of the exhibitor's leased space, or exhibitor's personnel. Exhibitor shall secure and maintain liability insurance, at its own expense, naming both Suburban Indy Shows and Grand Park Event Center as additional insured. **Exhibitor is required to furnish a Certificate of Insurance.**

## **SECURITY**

We provide the highest quality security available, but we do not guarantee against loss or breakage of any item(s). Therefore, it is wise to use foresight and planning when deciding on when to bring in or take out display articles.

- Keep all personal valuables in an area in which you can maintain eye contact and in which you are the only person authorized. Do not keep valuables behind curtains where people or other exhibitors will have access.
- Remember that opening and closing times are for your benefit. This allows all exhibitors to enter at the same time to watch their merchandise. If there is a large crowd at closing, you could easily become a victim of theft if you leave before the crowd diminishes. Do not expect to enter the building early unless cleared by show management the night before. If you need this clearance, the staff in the Show Office can assist you.
- **Exhibitors are responsible for the security of their area after the official show closing at 7:00p.m. Saturday, April 3. We strongly recommend your exhibit be occupied, as necessary, until all valuables have been removed from your exhibit. Any items that could easily "walk away" should be removed on Saturday at 7pm.**

## **FOOD/BEVERAGE**

The Grand Park Event Center has a contract with an in-house caterer who handles all food and beverage sales. No food or beverage items consumable on site may be sold without written permission from Show Management and Grand Park. Also no food and beverages are to be brought into Grand Park Event Center for self consumption.

## **FOOD SAMPLING, SAFETY AND PERMITS**

The county of Hamilton requires all vendors selling or sampling food items to meet or exceed the health and food preparations standards set forth by the Department of Health. You are responsible for knowing, implementing and complying with these standards. **EXHIBITORS WHO HAVE NOT OBTAINED A PERMIT FROM THE HEALTH DEPARTMENT PRIOR TO THE EVENT WILL BE ASKED TO LEAVE.** These standards and the permit application can be found on our website at [www.suburbanindyshows.com](http://www.suburbanindyshows.com) on the exhibitor information page.

## **EXHIBITOR BADGES/VIP TICKETS**

Exhibitors will receive an allotted number of exhibitor badges. Exhibitor badges will be issued upon arrival for set-up. Badges must be worn to enter the show beginning at Noon on opening day. Badges are to be utilized by people who work in the booth. We are happy to provide a badge Will Call service in the show lobby so employees can pick them up for their shift and return them on their way out. To leave badges or tickets for someone you're expecting, place them in an envelope and take the envelope to Will Call in the show lobby. Be sure to inform your employees/guests where Will Call is located. You will sign for and receive your badges during move-in at the Show Management office. Personalized company identification may also be worn. Exhibitors may enter the show through the designated Exhibitor Doors shown on the official floorplan or through the entrances of the show.

**VIP tickets are available for download on-line through our web-site. There is no limit. The exhibitor access code is VIP.**

#### **EXHIBITOR ENTRANCES & EXHIBITOR PARKING**

Upon entering, exhibitors will be asked to present their exhibitor badge. Exhibitors will be permitted in the show one-hour before the show opens each day unless other arrangements have been made with Show Management. Exhibitors will not be permitted to remain in the building after closing. All box/enclosed trucks and trailers must be parked in the designated exhibitor parking area. Vehicles may unload product/equipment/etc. at the building, but must quickly move to these designated areas after unloading.

**Exhibitor parking is located in Lot D. Lot C parking in front of Grand Park Event Center should be left available for your potential customers.**

#### **PUBLIC ADDRESS SYSTEM**

The public address system is used for emergency announcements only and as required by show management.

#### **EXHIBIT STAFF**

Exhibits must be staffed during all public show hours. Failure to do so will jeopardize future participation in shows. Early move-outs will not be permitted under ANY circumstances. Doing so will terminate future participation in any future Suburban Indy Shows events. Any violation handed out during the show must be corrected immediately upon notification by exhibit staff.

Your exhibit staff is a reflection of you, your business, our show and the Grand Park Event Center. Please instruct your exhibit staff to come dressed appropriately, to behave appropriately, put a smile on their faces and make the most of their selling time at the show. Phone and computer work should be kept at a minimum. Put the phone down, make eye contact with show visitors and be engaging. If needed, Show Management will contact business owners regarding staff appearance/performance if it becomes necessary.

#### **HANDOUTS IN THE AISLES**

It is against show policy for any exhibitor to hand out samples, literature, obtain leads, etc. in the aisles of the show. This activity must be done inside the booth.

#### **NOISE GENERATED IN BOOTH**

If you plan to use items in your booth which produce sound including any voice amplifying device, phones, alarms, pianos, electronics, etc, 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.

#### **INTERNET CONNECTIONS**

Internet connections are available upon arrival. Cost in the past has been \$75 for the entire run of the show.

#### **STATE & GOVERNMENT LICENSES AND PERMITS**

##### **Indiana Retail Merchants License**

It is required by Indiana Law that all merchants be registered as an Indiana Retail Merchant in order to make retail or wholesale transactions in the State of Indiana. To obtain a license or for more information, you may contact the Indiana Department of Revenue at (317) 233-4015 or visit their web site at [www.inbiz.in.gov](http://www.inbiz.in.gov).

##### **Raffles/Drawings**

Any raffles, drawings, contests, promotional giveaways or similar activity in the booth area of the exhibitor must be held in compliance with local and state governing laws. Suburban Indy Shows must be notified in advance of such giveaways. Any promotional prizes and giveaways must be drawn for at the show. The winner's name, address, and phone number must be given to Suburban Indy Shows at the conclusion of the show.

##### **COVID**

**Current COVID regulations will be sent as we get closer to showtime. I will send regular updates via email regarding any changes made that could affect exhibitors.**