

ALL NEW
INDIANA
**FLOWER
+ PATIO
SHOW**

March 11-19, 2017

West Pavilion & Exposition Hall

Indiana State Fairgrounds

TABLE OF CONTENTS

<u>GENERAL INFORMATION</u>	SECTION 1
SHOW PERSONNEL _____	1.1
IMPORTANT PHONE NUMBERS _____	1.2
EXHIBITOR SET-UP	
MOVE-IN DATES AND HOURS _____	1.3
SHOW HOURS _____	1.4
EXHIBITOR REMOVAL	
MOVE-OUT DATES AND HOURS _____	1.5
DISMANTLING OF BOOTHS _____	1.6
<u>SHOW DECORATOR INFORMATION</u>	SECTION 2
SHOW DECORATOR _____	2.1
STANDARD DRAPE DISPLAY _____	2.2
DIRECT SHIPMENTS _____	2.3
SIGNAGE _____	2.4
TELEPHONE & INTERNET _____	2.5
GAS HOOK-UP _____	2.6
CLEANING _____	2.7
ELECTRIC _____	2.8
<u>REGULATIONS</u>	SECTION 3
BOOTH REGULATIONS _____	3.1
BUILDING REGULATIONS _____	3.2
PARKING REGULATIONS _____	3.3
FIRE REGULATIONS _____	3.4
SECURITY _____	3.5
INSURANCE _____	3.6
MICROPHONES, AUDIO EQUIPMENT AND MUSIC _____	3.7
SOLICITING, SAMPLES AND SOUVENIRS _____	3.8
STAFFING OF EXHIBIT _____	3.9
<u>CREDENTIALS/WALLET CARDS, TICKETS & COMP. TICKETS</u>	SECTION 4
EXHIBITOR CREDENTIALS/WALLET CARDS _____	4.1
ORDER FORM-CREDENTIALS/WALLET CARDS _____	PAGE 12
EXHIBITOR PARKING _____	4.2
COMPLIMENTARY TICKETS _____	4.3
SPECIAL DISCOUNT TICKETS _____	PAGE 13
PAYMENT OF ACCOUNT _____	4.4
SALES TAX _____	4.5

The 10 minutes you take now to review this information will save you time and money when setting up your display at the Show!

GENERAL INFORMATION

SECTION 1

1.1 SHOW PERSONNEL:

Brent Keller	<u>Vice President</u>
Heather Newsom	<u>Operations Coordinator</u>
Nicolette Wyatt	<u>Exhibit Sales Consultant</u>
Anne Smith	<u>Exhibit Sales Consultant</u>

1.2 IMPORTANT PHONE NUMBERS:

Marketplace Events Office	(317) 705-8719
On site Show Office-West Pavilion	(317) 927-1469*
Geo E. Fern Company (Show Decorator)	(317) 635-9606
ERMCO Electric	(317) 780-2923

*The Show Office will be staffed beginning 9:00 a.m. Wednesday, March 8.
The Show Office is located in the northeast corner of the West Pavilion.

1.3 MOVE-IN DATES AND HOURS / EXHIBIT SET-UP:

Wednesday, March 8	9:00 am - 8:00 pm
Thursday, March 9	9:00 am - 8:00 pm
Friday, March 10	9:00 am - 12:00 pm

NOTE: All exhibits MUST be complete by Friday morning at Noon.

ABSOLUTELY NO DRIVING IN THE BUILDINGS FRIDAY MARCH 10TH

****THE SHOW BEGINS AT 10:00 A.M., SATURDAY, MARCH 11, 2017****

Due to the installation of carpet in the aisles, all large items must be placed inside your booth space by 8:00 pm on Thursday, March 9th.

- Absolutely **NO cars or trucks** will be allowed in the building Friday, March 10.
- Make sure to clear all trash, boxes, crates, etc. from the aisles on Thursday, March 9.

If you need additional time, please make special arrangements with Show Management.

1.4 SHOW DAYS AND HOURS:

Saturday, March 11	10:00 am - 9:00 pm
Sunday, March 12	10:00 am - 5:00 pm
Monday – Thursday Mar 13-16	10:00 am -7:00 pm
Friday, March 17	10:00 am - 9:00 pm
Saturday, March 18	10:00 am - 9:00 pm
Sunday, March 19	10:00 am - 5:00 pm

1.5 EXHIBIT REMOVAL:

Sunday, March 19	5:01 pm - 10:00 pm
Monday, March 20	7:00 am - 3:00 pm

1.6 DISMANTLING BOOTHS SUNDAY CLOSING DAY March 19 at 5:01 pm:

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!

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 clean up.

DECORATOR INFORMATION

SECTION 2

2.1. SHOW DECORATOR, FURNITURE RENTAL:

The official show decorator is **George E. Fern Company, 317-635-9606.**

The decorator’s office will be open during move-in, show, and move-out for exhibitors requiring furniture, carpet, etc. Order what you need well in advance of the show to ensure availability of all needed items and to take advantage of the decorator’s discounted rates.

2.2 STANDARD DRAPE DISPLAY

Show management will provide, without charge, one 8' high back wall drape, and side rail drape which extends from the back of the booth to the front of the booth at a height of 36".

Drapes Color **Black** / Aisle Carpet: **Green**

PLEASE NOTE: Only the style and color of drapery as described will be supplied at no cost.

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.

2.3 DIRECT SHIPMENTS TO THE SHOW:

All shipments must be prepaid. Address shipments for the show as follows:

**Indiana State Fairgrounds
West Pavilion/Exposition Hall
1202 East 38th Street
Indianapolis, Indiana 46205
Attention: Indiana Flower & Patio Show
Booth# & YOUR Company Name and Onsite Contact
Items will not be delivered without this information**

All shipments should be clearly marked with your company name, booth number and Building Name. Special arrangements may be made with George E. Fern Co. 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.

2.4 SIGNAGE:

One 7" x 44" identification sign will be issued to each exhibitor. Your sign will read exactly as your booth was contracted.

BANNERS: Banner height may not exceed 8' (top of banner). **Exhibitors wishing to hang banners over the 8' height limit are subject to a \$500 sponsorship fee which will include the hanging of the banner.** No banners are permitted to be hung without preauthorization from show management. Contact show management ***BEFORE*** hanging any banner over 8' as the official decorator (the George Fern Co.) will be responsible for labor and hanging of signs and banners. Banners may be **ONE** sided only. Banners with writing or logos on both sides are **NOT** permitted.

NO BANNER OVER 4'X10' (one sided only) PERMITTED IN SHOW WITH OUT MANAGEMENT APPROVAL PRIOR TO SHOW OPENING.

Order forms are enclosed for extra signage. **Order early and avoid the rush!**

2.5 TELEPHONE & INTERNET SERVICE:

Telephone services are now available at the Indiana State Fairgrounds through ERMCO Electric Company (317) 780-2923. Wireless Internet is paid directly to the Indiana State Fairgrounds with Service through ERMCO Electric. You can purchase directly from their splash page onsite. To order prior to the show please contact Paul at ERMCO Electric 317-517-0853

2.6 GAS HOOK-UP:

If you need a gas hook-up for your display please contact Show Management at 317- 705-8719 there is an additional charge.

2.7 CLEANING:

Exhibitors are responsible for the upkeep and cleaning of their own booths. You may order carpet-cleaning service from Geo. E. Fern 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 clean up.

2.8 ELECTRIC:

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

REGULATIONS

SECTION 3

3.1 BOOTH REGULATIONS:

Complete blockage by paneling or drapery of any aisle is prohibited. Booths located on inside aisles may be a maximum of **8' high for the full length and width of the exhibit space**.

All sides and surfaces, front and back of exhibits which are exposed to view must be properly finished and decorated by exhibitor at their own expense and to the satisfaction of neighboring exhibitors and show management.

ALL FLOORS MUST BE COVERED WITH CARPETING, ASTROTURF, VINYL FLOORING, ETC.-NO EXCEPTIONS.

Any carpet extending into the common aisle is subject to being cut and removed. No exhibits will be permitted which interfere with the use of other exhibits or impede access to the free use of the aisle. **BOOTH PERSONNEL, INCLUDING DEMONSTRATORS, RECEPTIONISTS AND MODELS ARE REQUIRED TO CONFINE THEIR SALES ACTIVITIES WITHIN THEIR OWN BOOTH SPACE. ABSOLUTELY NO TENTS OF ANY KIND WITHOUT SHOW MANAGEMENT PRIOR CONSENT.**

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense, any display that is not in accordance with these rules and regulations. If any doubt exists, the exhibitor must provide details and have such exhibits approved by show management. Management may require exhibitors to make such alterations to their displays as it deems necessary to the proper conduct of the exhibition and, or failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's Expense.

Exhibitors will make arrangements to dispose of any shipping crates or other rubbish created through the building or dismantling of their individual displays.

3.2 BUILDING REGULATIONS:

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

Anything that is taped to the floor must be taped with duct tape, or tape obtainable from the decorator, by order of the Indiana State Fair Board.

Please do not place cement directly on the floor. Place paper or plastic under any cement that will be poured for your display. Linoleum is **NOT** to be cemented to the floor. Do not paint on the floors. Carpet should only be taped to the floor, not glued. **Please do not bore holes in the floor or chip the concrete in any way.**

YOUR COMPANY WILL BE RESPONSIBLE FOR ALL DAMAGES!

Cars and trucks are not allowed to remain inside the building unless they are deemed as part of an exhibit. Vehicles used as an exhibit must have ¼ or less of gasoline in the gas tank, batteries disengaged and the gas cap sealed by tape in accordance with the Indiana State Fire Marshal.

No exhibitor will be permitted on the roof of the building for the purpose of installing aerials or for any other reason.

- **NO HELIUM, PROPANE OR GAS CONTAINERS ARE ALLOWED BY ORDER OF THE INDIANA STATE FAIR BOARD.**
- **HELIUM FILLED BALLOONS ARE NOT ALLOWED TO BE GIVEN OUT TO VISITORS.**
- **HELIUM FILLED BALLOONS ARE ACCEPTED AS LONG AS THEY ARE TIED DOWN.**

3.3 PARKING REGULATIONS:

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

- Infield
- Lot across the street and south of 38th street
- North side area north of the race track.

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 March 11, 2017, 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.

3.4 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.**
- **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.

3.5 SECURITY:

Security guards will be on duty 24 hours each day during Show Days. Show Management does not assume any responsibility for losses incurred from theft, damage or any other causes. *Exhibitors should take all possible precautions to protect their own property.*

Security Suggestions:

Do not leave your booth unattended during the set-up, show or move-out period.

Do not leave small items, one-of-a-kind special samples, prototypes, generated leads, or extremely valuable merchandise in your booth overnight. You may lock them up in the show office after closing each night of the show.

3.6 INSURANCE:

Neither Show Management nor the State Fairgrounds will accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations by fire, accident, theft, or any other cause while in the building.

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

PERSONNEL,

No alcohol may be consumed on show site other than during designated times and locations as specified in this Exhibitor Service Manual and/or on posted signage by the show facility. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

3.7 MICROPHONES, AUDIO EQUIPMENT AND MUSIC:

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

MUSIC, PHOTOGRAPHS AND OTHER COPYRIGHTED MATERIAL -

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, suits, 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 agent or employees of any patent, copyright or trade secret rights or privileges.

3.8 SOLICITING, SAMPLES AND SOUVENIRS:

ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT

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.**

3.9 STAFFING OF EXHIBITS:

It is recommended that exhibitors require a staff member in their exhibit at all times during the hours of the show. Show Management does **NOT** assume any responsibility for losses.

CREDENTIALS/BADGES, TICKETS & COMPLIMENTARY PASSES:

4.1 EXHIBITOR CREDENTIALS/BADGES:

Credential/Badges will be distributed either through the USPS mail or by the exhibitor picking them up during move in. Credential/Badges allow each exhibitor a one-time admittance to the show each day only. The numbers of credential/badges are dependent on size of exhibit space. All personnel working the show must be registered and supply credential/badges provided by Show Management for daily admittance to the show. Credentials/Badges are only for principals and employees actually working in the exhibit.

AN ORDER FORM IS ENCLOSED FOR ADDITIONAL CREDENTIALS/WALLET CARDS.

Credentials/Badges, Parking Passes and Comp Tickets will be held at the show office and can be picked up during move-in, unless you have requested them to be mailed.

For Security reasons, each individual needs SHOW CREDENTIALS. **SHARING OF SHOW CREDENTIALS IS STRICTLY PROHIBITED. EXHIBITORS ARE STRICTLY FORBIDDEN TO DISTRIBUTE CREDENTIALS IN THE LOBBIES OR PARKING LOTS OF THE SHOW. EXHIBITORS BREAKING THIS REGULATION WILL NOT BE INVITED TO RETURN IN FUTURE EVENTS AND MAY BE ASKED TO LEAVE THE SHOW IMMEDIATELY.**

- Six (6) Credentials/Badges, good for the duration of the show, will be issued for each company

with 100-200 sq ft of exhibit space.

- Eight (8) Credentials/Badges, good for the duration of the show, will be issued for each company with 201-400 sq ft of exhibit space.
- Ten (10) Credentials/Badges will be issued for each company with exhibit space 401 sq. ft or larger.

There will be a **\$10.00** charge for each additional Credentials/Badges ordered; this includes a parking pass for each Credentials/Badges purchased.

Show Credentials/Wallet Cards MUST BE PRESENTED TO DOOR GUARDS STARTING AT 8:00 A.M. MARCH 11th, 2017 AND THROUGHOUT THE DURATION OF THE SHOW.

4.2 EXHIBITOR PARKING: A \$5.00 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.

- Two (2) Parking passes will be issued for each company with 100-200 sq. ft.
- Four (4) Parking passes will be issued to each company with 201-300 sq. ft
- Eight (8) Parking passes will be issued to each company with exhibit space of 301 sq. ft or larger.

4.3 COMPLIMENTARY TICKETS:

- Five (5) complimentary tickets will be issued for an exhibit space of less than 300 sq. ft.
- Ten (10) complimentary tickets will be issued with exhibit space of 300 sq. ft. or larger (a maximum of 10 comp tickets per company).

For additional tickets, a discount application is enclosed; Discount tickets are **\$7.00** each compared to the regular adult admission price of \$14.00 per ticket.

Discounted tickets are to be used for your special customers, friends and family members. Discount tickets or complimentary tickets are NOT to be distributed in the LOBBIES, FOYERS or PARKING LOTS OF the FAIRGROUNDS. If complimentary or discounted tickets or wallet cards 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.

WILL CALL is at the Show Office ONLY. The show office is located in the NE corner of the West Pavilion. Please do not leave any tickets at the Box Office where tickers are sold.

4.4. PAYMENT OF ACCOUNT:

Full and final payment for exhibit space must be made by January 20, 2017

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.

4.5 SALES TAX: Local Indiana Sales tax is 7%.

**INDIANA FLOWER & PATIO SHOW
MARCH 11-19, 2017**

ORDER FORM FOR ADDITIONAL SHOW CREDENTIALS/BADGES & TICKETS

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

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

Number of Credentials/Badges requested *over allotment* _____ X **\$10.00**= \$ _____

Number of Tickets Requested: _____ X **\$7.00** = \$ _____

Company Name: _____ Contact _____

Check Enclosed _____ Charge My Credit Card: **VISA | MC | AMEX**

Card Number _____ Exp. Date _____

Signature: _____

Please Check One-→ _____ Please Mail *NOT AFTER 2/24/17* _____ Please Hold

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

**FAX LINE 317-705-8720 -- TELEPHONE 317-705-8719 x21
Marketplace Events, LLC 12800 N. Meridian Street, Suite 135 Carmel, IN 46032**

Official Partners of the 2017 Indiana Flower & Patio Show!

Show Guide
Antique Week
Christine Marsella
317-603-1666