

CLEVELAND HOME +REMODELING EXPO

MARCH 24-26, 2017

Huntington Convention
Center of Cleveland



EXHIBITOR MANUAL

HomeAndRemodelingExpo.com

MARKETPLACE | **EVENTS**

CLEVELAND
HOME
+REMODELING
EXPO
MARCH 24-26, 2017
Huntington Convention
Center of Cleveland

Dear Show Exhibitor:

We would like to take the opportunity to thank you for participating in the upcoming Cleveland Home + Remodeling Expo, taking place at the Cleveland Convention Center, March 24-26, 2017.

Attached you will find pertinent information, general guidelines and several exhibitor forms that will be helpful as you prepare for the Show. Please take some time to review them, noting that some of the forms have deadlines.

We appreciate your being part of the 2016 Show – should you have any questions or concerns, feel free to contact us at:

440-248-5729 or 888-248-9751

Sincerely,

Rosanna Hrabnicky
*Show Manager
& Sponsorship
Ext. 104*

Cathy Berthold
*Exhibit Sales Consultant
Ext. 101*

Rese Pardue
*Exhibit Sales Consultant
Ext. 103*

Caitlin Dorney
*Sales|Operations
Coordinator
Ext. 125*

Danielle Borowicz
*Show|Office
Administrator
Ext. 118*

CLEVELAND
HOME
+REMODELING
EXPO

MARCH 24-26, 2017

Huntington Convention
Center of Cleveland

SHOW HOURS	Friday	March 24, 2017	12:00 PM—9:00 PM
	Saturday	March 25, 2017	10:00 AM—9:00 PM
	Sunday	March 26, 2017	10:00 AM—6:00 PM

SHOW OFFICE: located at ROOM 10. We will be open during all move-in/move-out and Show hours.

EXHIBITOR ENTRANCE: Loading Dock at 1139 West 3rd Street, Cleveland 44113.

EXHIBITORS ARE ALLOWED TO ENTER THE BUILDING ONE HOUR BEFORE THE SHOW

LOCATION **Cleveland Convention Center**
300 Lakeside Avenue
Cleveland, OH 44113
Phone: 216-928-1600
For directions, please visit: HomeAndRemodelingExpo.com and click on SHOW INFORMATION

SHOW TEAM **Show Manager and Sponsorship:**
Rosanna Hrabnicky
rosannah@mpeshows.com
Ext. 104

Exhibit Sales Consultant:
Cathy Berthold
cathyb@mpeshows.com
Ext. 101

Sales | Operations Coordinator:
Caitlin Dorney
caitlind@mpeshows.com
Ext. 125

Exhibit Sales Consultant:
Rese Pardue
resep@mpeshows.com
Ext. 103

Show | Office Administrator:
Danielle Borowicz
danielleb@mpeshows.com
Ext. 118

The Cleveland Home + Remodeling Expo is produced and managed by:

MARKETPLACE | EVENTS

31105 Bainbridge Rd., Suite 3 | Solon, OH 44139 | 440-248-5729 PH | 440-264-2981 F

www.marketplaceevents.com

MOVE—IN You will be called a few weeks prior to the Show and will be assigned a specific move-in time. If you require a special date/time, please contact your sales consultant (440-248-5729).

MOVE-IN SCHEDULE:

DATE	TIME	INFORMATION
Tues, March 21:	8:00 AM—4:30 PM	Once in the building, exhibitors can work until 8:00PM
Wed, March 21:	8:00 AM—4:30 PM	Once in the building, exhibitors can work until 8:00 PM
Thurs, March 23:	8:00 AM—1:00 PM	Once in the building, exhibitors can work until 8:00 PM
Fri, March 24:	8:00 AM—11:00 AM	Once in the building, exhibitors can work until 11:00 AM (Show opens at Noon)

DRIVE IN PASS:

Commercial vehicles must purchase labor from FERN (i.e. semi-trucks, trailers, box trucks, or any vehicle with a lift).

1. Arrive at your installation time.
2. Proceed to loading dock area – 1139 West 3rd Street, Cleveland 44113.
3. There is a designated unloading/loading area on Show floor (Hall A) – or drive to booth location with Show Management approval.
4. Unload vehicles with your own personnel (allotted time for unloading/loading).
5. Drive your vehicle out of the building via specified door.
6. Return to booth and assemble your display.
7. Small vehicle move-in: Handy carry only. Door from West Mall Drive open—teamster help will assist with exhibitor move-in in dock area for non-commercial vehicles only—and no charge for unloading/loading.

YOU MAY USE YOUR 2-WHEEL OR 4-WHEEL DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE, HOWEVER, NO OTHER CARTS OR DOLLIES ARE PERMITTED IN THE BUILDING.

MOVE—OUT No exhibits may be taken down until Show closing on Sunday, March 26th at 6:00 pm

MOVE-OUT SCHEDULE:

Sunday, March 26: 6:05 PM—11:00 PM
Monday, March 27: 8:00 AM—NOON*

The majority of move-out MUST be completed Sunday by 11PM. There will be limited move-out on Monday.

REMEMBER - Remove your entire exhibit. Bring your own TWO WHEELED OR FOUR WHEELED dollies for handling your exhibit material during move-out. If you stack products and literature to be picked up later, be sure to mark "DO NOT TRASH...HOLD FOR PICK UP!" Keep in mind that even though we have security, move-in and move-out present the highest chance of damage and theft. We encourage exhibitors to remove as much as possible at Show closing.

BE PACKED UP AND READY TO MOVE OUT BEFORE BRINGING YOUR VEHICLE ONTO THE SHOW FLOOR

IF YOU BRING IT IN, HAUL IT OUT! Whether a display is removed from the Show to be used again, or is to be destroyed, remove your entire exhibit. The Convention Center should be left in broom-clean condition.

BOOTH GUIDELINES

BOOTH CONSTRUCTION: Marketplace Events will provide an exhibitor 8' high back drape and 3' high side curtains (where applicable). No signs, apparatus, shelving or equipment may extend above 8' in exhibitor's booth space without written permission from Marketplace Events. The exhibit may extend forward 10' from rear of booth out to the aisle at a maximum height of 8' on either side, however, the exterior of any part of the display or structure facing an adjacent booth or aisle must be finished or suitably decorated. Signage may not read into neighboring booths. You may order masking drape from the Show Decorator at your own expense.

There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their own side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.

FLOORING

Flooring is **NOT** included in the cost of your booth space. It is mandatory that all exhibit booths are carpeted or have some type of professional looking floor covering. All edges must be secured. 100% of your booth space floor must be covered.

- All flooring must be neat and clean.
- No frayed edges allowed.
- All edges of carpet must be taped down—double sided tape is acceptable. The followed two brands are acceptable: **Echo Brand—Double Coated Carpet Tape (DCW188F) or Shur Brand—Residue Free (DF545).**
- Duck tape is not allowed to secure flooring.
- You must return the floor to its original condition—otherwise exhibitors will be charged for any damage.

Materials such as table draping, cut trees, wood chips and mulch used in the construction of displays must be fire resistant.

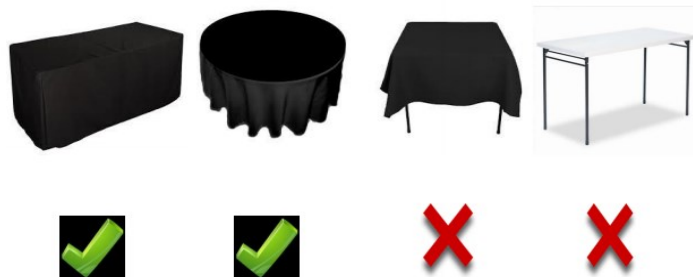
TABLES AND SKIRTING

It is mandatory that all tables are professionally skirted, or have a tablecloth that covers the legs of the table. Skirting must go from edge of the table to the floor on all four sides.

Use of plastic or paper table cloths, sheets, or any type of "residential" tablecloths are not permitted—this is strictly enforced.

The only exception is fine designer furniture, which need not be covered.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



**STAFFING
YOUR
BOOTH**

All exhibitors are expected to be in their booths during all published Show hours. In the past we have received 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.

SIGNAGE

Signs can be ordered from FERN Exposition & Event Services. There are no signs included in your space rental. All linear booth signs cannot exceed 8'. Signs must be professional. NO handwritten signs are permitted (dry erase markers, crayons, etc.) Nothing can be attached to Convention Center walls, pillars etc.

Please note: No double sided signs.

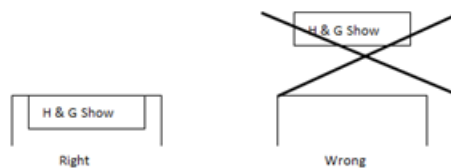
**BANNER
& SIGN
HANGING**

Exhibitors with 400 square feet (or larger) peninsulas OR island booths may hang banners in the center of their space 20 feet from floor to the bottom of the banner (there is a fee for banner hanging and removal from the Convention Center). **NO BANNERS MAY BE HUNG ABOVE EXHIBIT SPACE LESS THAN 400 SQUARE FEET WITHOUT APPROVAL FROM SHOW MANAGEMENT.** BANNERS MAY INCLUDE COMPANY NAME AND LOGO; THEY MAY NOT BE USED TO ADVERTISE PRODUCTS AND SERVICES. OVERHEAD INFLATABLE SIGNS ARE NOT PERMITTED.

NO FLAG/POLE SIGNS PERMITTED WITHOUT SHOW MANAGEMENT APPROVAL.

Please Note: All banners will be hung on Wednesday, March 22nd. Please be sure your banner is at the Convention Center by this date.

Note: The above rules apply to your sign too. Your sign cannot extend above the top of the back drape.



SHIPMENTS

All exhibitors should specify in their shipping instructions and bills of lading that exhibit and literature shipments cannot arrive at the Convention Center before **Wednesday, March 22nd, 2017**

**DECORATING
& OTHER
SERVICES**

You may rent carpeting, tables, chairs, etc. from the venue. Please refer to the FERN Service Guide on our Show's website under INFORMATION FOR EXHIBITORS -> EXHIBITOR KIT .

Refer to the FERN Service Guide for pricing on:

WATER/DRAIN/GAS: A plumbing order form is included in the FERN Service Guide.

ELECTRICAL: An electrical order form is included in the FERN Service Guide. If you need power in your booth, complete the form labeled Edlen Electric and place your order. If you need more than standard voltages contact Edlen Electric at 216-928-1540.

CLEANING SERVICE: Please keep your booth clean. If you require cleaning service, complete the form in the FERN Service Guide and place your order.

WIFI INTERNET SERVICE: Complete the form labeled Colortone in the FERN Service Guide and place your order.

**WALLET CARDS
&**

WALLET CARDS (EXHIBITOR ADMISSION TO THE SHOW): Booth workers must have wallet cards for admission to the show. Your wallet cards may be picked up during move in, or the morning of the 24th prior to show open.

**COMPLIMENTARY
TICKETS**

These cards are punched ONE TIME ONLY as booth workers enter the Show and should be kept in your wallets for that purpose. If booth workers come to the Show without wallet cards and there are no wallet cards in your file, they must purchase a one day work pass for \$7.00 at the Show office.

If an exhibitor anticipates more booth workers than allotted number of wallet cards, order one day admission passes for \$7.00 in advance of the Show or at the Show office. Order form is included in this kit, see page 11.

Exhibitor wallet cards CANNOT be transferred to anyone other than your booth workers for the Cleveland Home + Remodeling Expo. If booth workers plan to leave the Show during the day, they must have their hands stamped by the security guard.

Wallet Cards provided are determined by booth size:

- 6 wallet cards for 100-299 square feet
- 8 wallet cards 300-599 square feet
- 20 wallet cards for 600+ square feet
- 4 wallet cards for Marketplace vendors

Show Management will provide complimentary exhibitor I.D. badges and plastic holders. Remember, these badges WILL NOT GET YOUR WORKERS INTO THE SHOW, only wallet cards or one day passes will do that.

Complimentary Tickets

- 10 tickets for 100-399 square feet
- 15 tickets for 400+ square feet
- 5 tickets for Marketplace vendors

Your complimentary tickets will be mailed to you prior to the show.

You **MAY NOT** distribute these tickets at random to consumers on the premises of the convention center, or in the parking lot.

SECURITY

Security guards will be on hand around the clock during Show hours and during move-in and move-out. These guards are there to safeguard your interests. Exhibitors are asked to give them full cooperation in the performance of their duties. DO NOT LEAVE "CARRY-OUTABLES" UNGUARDED. Remove all small articles (calculators, radios, saws, tools, etc.) from the booth at night and at closing. The most dangerous times for theft are during move-in and move-out. DURING SHOW HOURS you must get a carryout pass from the Show Office to remove any materials from your exhibit.

Please note: Show attendees must have a sales slip from an exhibitor to carry merchandise out of the Show.

**DEMONSTRATIONS
AND
DISTRIBUTION**

Displays, demonstrations or distribution of advertising material are not permitted outside the confines of the exhibitor's booth(s). In other words: **NO "WORKING THE AISLES."** No loudspeakers will be permitted on the Show floor. Small sound amplification systems for captive-audience demos may be used, but the sound must be not be offensive to neighboring exhibitors.

Advertisement, exhibit, or promotion may include prices but shall not make price comparisons with competitive exhibitors' products.

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 (including water) may be distributed by exhibitors inside the Convention Center unless approved by Marketplace Events and the Convention Center.

**MATERIALS
SUBJECT TO
LICENSE OR
RESTRICTION**

The playing, performing or other use of any copyrighted music in television or radio transmission, videotape, audio-visual material, or any other work, whether live or recorded, by exhibitor or its agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the Convention Center and Marketplace Events (and their respective officers, directors, owners, employees, insurers, agents, representatives and assigns) against any and all claims and costs of defense, or fees paid by Marketplace Events to ASCAP or BMI, arising from any unauthorized use of any work by exhibitor or any of its agents, representatives or employees.

**DRAWINGS AND
GIVEAWAYS**

If you plan to use a drawing for prizes during the Show, you must fill out and return the Drawing Registration form to Marketplace Events before the Show opens. The prize drawing must be held before the Show closes, and you are required to turn the name of each winner in to the Show Office.

ANIMALS/PETS

Animals are not permitted in the building unless they are part of an exhibit pre-approved in writing by the Convention Center and Show Management.

**RETAILERS AT
THE SHOW**

Business must have a valid State of Ohio vendor's license on hand for selling at the Show. Forms are available at the Ohio Department of Taxation; 615 West Superior Avenue, 5th floor, Cleveland, Ohio 44113. Phone number is 888-405-4039. These forms are to be made out in duplicate and kept with the Exhibitor during the Show and are to be sent with the required amount to Columbus, Ohio after the Show. It is REQUIRED that sales receipts must be furnished to all persons purchasing items at the Show.

Please also email Marketplace Events your Vendor ID# to: danielleb@mpeshows.com

**RETAILERS
SELLING FOOD**

There are very specific rules pertaining to the selling and/or sampling of food and beverage. Please contact your Sales Consultant for approval. If approved and applicable, a food fee to be determined by the Cleveland Convention Center/Levy Services must be paid to the Convention Center BEFORE move-in. No exhibitors will be allowed to set up until this fee is paid. Food license is required.

**FIRE
REGULATIONS**

Exhibitors who bring anything flammable as part of their exhibit (drapery, table skirting, artificial plants, etc.) should make sure that each item has been recently fireproofed. There are various solutions on the market that are acceptable; retailers such as Home Depot sell this fire resistant spray. Be advised the fire marshal does check all exhibits prior to our Show opening.

- Candles that are lit must be covered with a hurricane globe.
- Vehicles displayed at your exhibit must have a 1/8 of tank of gas or less.
- Use of portable tanked gas is prohibited.
- Please call the Convention Center if you are interested in natural gas access.

**LIABILITY &
INSURANCE**

Show Management has taken reasonable precautions to safeguard exhibits. However, neither Management nor the Convention Center will assume responsibility for losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the Convention Center against, any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage.

Exhibitors are responsible for damage they cause to the Convention Center including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed or such damage with the dollar amount of the damage determined by the Convention Center.

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

PAYMENT

ALL BOOTH SPACE MUST BE PAID IN FULL BEFORE AN EXHIBIT MAY BE SET UP ON THE SHOW FLOOR. ***ALL FINAL PAYMENTS WERE DUE AS OF JANUARY 10th AS STATED ON THE CONTRACT.*** Contact Marketplace Events if you think your participation is in jeopardy because of non-payment.

Please Note: What you list on your signed contract is what you may exhibit in the Show.

ALCOHOL & DRUG USE

No alcohol may be consumed during Show hours. 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.

SMOKING

No smoking is permitted within the Convention Center. Anyone caught smoking will be removed from the facility for the day and/or for the duration of the Show.

HOTELS



Cleveland Marriott Downtown at Key Center

Receive Exhibitor Special Guest Room Rate:

\$149.00

Reservations: 800.228.9290

<http://www.marriott.com/hotels/travel/clesc-cleveland-marriott-downtown-at-key-center/>
(book by Friday, March 3, 2017)

127 Public Square

Cleveland, OH 44114



Hilton Cleveland Downtown

Receive Exhibitor Special Guest Room Rate:

\$149.00

Reservations: 216.413.5000

<http://www3.hilton.com/en/hotels/ohio/hilton-cleveland-downtown-CLEDOHH/index.html>
(book by Wednesday, March 1, 2017)

**100 Lakeside Avenue East, Cleveland,
OH 44114**

ORDER FORM

For Additional One Day Worker Passes

PLEASE SEND TO:

Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

*For passes – please provide payment information.

I prefer to pay for the additional passes by:

Check for \$ _____ Enclosed (_____ passes @ \$7.00 each)

(Checks payable to Marketplace Events)

*Mail payment to:
Marketplace Events
31105 Bainbridge Rd, Suite 3
Solon, Ohio 44139*

Credit Card:

VISA

MASTERCARD

AMEX

DISCOVER (_____ passes @ \$7.00 each)

Credit Card Account Number: _____ Exp. Date: _____

Card Holder's Name: _____ Zip Code _____ Amount: \$ _____

Signature: _____ Date: _____

Email or Fax to Danielleb@mpeshows.com | 440-248-5729 ext 118 | 440-264-2981 Fax

EXHIBITOR CHECK LIST

- Final payment due on January 10th, 2017.
- Order Services from FERN Service Guide. Advanced deadline date is Friday, March 10th.
- All booths must have carpet or other appealing flooring that covers the entire dimensions of the booth.
- Tables are to be professionally skirted with floor-length skirting.
- The exhibit space is no higher than a maximum of 8' high for the full length and depth 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 Show management. Masking drape may be ordered from FERN.
- All signs are below 8'. (Exceptions may be approved for 400 sf+ peninsulas or larger, please contact Show management). Flag banners on poles are not allowed. Signs must be one-sided and not face into other exhibitors' booths.
- Stay completely within the dimensions of booth without protruding into the aisles or into other exhibitors' booth space.
- Sharing exhibit space with another entity is prohibited. Each exhibit is restricted to the products and services contracted.
- Improve exhibits with flowers and plants.
- No pop-up tents.
- Admission with a wallet card or one day worker pass is required each day, for every booth worker.
- Staffing booth from open to close each day of the Show is required.
- Exhibitors are allowed on the Show floor one hour before the Show opens to the public.
- What you bring in, please take out. Leave the Cleveland Convention Center floor in broom-clean condition.
- Move-out—All Exhibitors must be out by Noon on Monday, March 27th.

MARKETING TIPS TO MAXIMIZE YOUR ROI

Advertising — Leverage our advertising campaign with top radio and TV stations, newspapers and e-marketing. Contact us to see how you can share our premier rates for your own advertising prior to the Show.

Media Promotions and Contests — With the donation of a product or service you can take advantage of thousands of free dollars in TV, radio and/or newspaper advertising space.

Direct Mail/Email Campaigns — We can work with you to develop postcards, newsletters, coupons, e-newsletters or advertisements promoting your participation in the Show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.

In-Store Flyer Distribution — Promote your participation in the Show and offer your customers a discount to attend by ordering tickets online using a unique promo code.

Stickers — Print up stickers with your booth number and the Show name, date, and facility name. In the months before the event, affix the stickers to all communications—invoices, letters, packages, etc. Provide each salesperson with a batch of stickers, too.

Website Link — Be sure your website is linked to www.homeandremodelingexpo.com. Create a mini-site off of your company website that describes your activities at the upcoming Show. Include product announcements, Show hours, contact information for staff working the Show, speaking engagement schedule—whatever will inform or excite your customers and prospects.

Invitation — Send a letter of invitation and complimentary tickets. Stress the benefit. Don't say "Visit us at booth number x." Say why. Why should recipients take the time to visit you? Are you offering a Show special? Launching a new product? What's in it for them?

Show Appointment Book — Set up appointments with your key customers and prospects at the Show. Send a handwritten note to your customers reminding them of your appointment.

Prizes — Offer a time-limited incentive to create a sense of urgency. "The first 30 people to visit our booth will get a special prize!" Or, send your hot prospect list a coupon for a free gift that they can pick up at your booth.

Personal Call — Have your sales reps personally deliver Show invitations and/or complimentary tickets to customers and hot prospects.

For more information on Marketing Opportunities please contact:

Rosanna Hrabnicky, Show Manager & Sponsorship
440-248-5729 ext. 104
rosannah@mpeShows.com

Shelly Gepfert, Director of Marketing
828-505-0065
shellyg@mpeShows.com

EXHIBITOR AWARDS!



And the Winners are...

BEST IN SHOW: Most outstanding, compliant and visually appealing booth design.

One winner from each category of the Show below:

100 square foot booths

200-400 square foot booths

400 + square foot booths

1 winner for Marketplace

FUN DAILY AWARDS:

Best Dressed

Best Attitude of the Day