



2017 Exhibitor's Guide
November 8th – 12th, 2017
Indiana State Fairground-West Pavilion
Indianapolis, Indiana
www.christmasgiftandhobbyshow.com

Marketplace Events
12800 N. Meridian Street, Suite 135 Carmel, IN 46032
Phone: 317-705-8719 Fax: 317-705-8720

INFORMATION

CONTACTS

ERMCO ELECTRICAL CONTRACTORS & ENGINEERS

Phone: (317) 780-2923 or (317) 927-7557 Fax: (317) 780-2853 *only contact if you require more than 500 watts of electric service

FOOD SAFETY / HEALTH INSPECTIONS

Indiana State Board of Health

Food Protection Program

(317) 234-8569

<http://www.foods.isdh.in.gov> Retail Information Tab

55110 Registration Applications for Temporary Retail Food Establishment

INDIANA STATE FAIRGROUNDS

1202 E. 38th Street, Indianapolis, IN 46205-2869

Daytime Info: (317) 927-7500 after hours Info Line: (317) 923-3431

Website: www.indianastatefair.com

INDIANA RETAIL MERCHANTS LICENSE

Indiana Department of Revenue

Phone: (317) 233-4015 Fax: (317) 232-1021 Website: www.in.gov/dor

Marketplace Events (Show Management)

Address: 12800 N. Meridian Street, Suite 135 Carmel, IN 46032

Phone: (317) 705-8719 or (800) 395-1350 Fax: (317) 705-8720

Website: www.marketplaceevents.com

Heather Newsom, Assistant Show Manager (ext. 21) / email: heathern@mpeshows.com

Carrie Hannigan, Exhibit Sales Consultant (ext. 23) / email: carrieh@mpeshows.com

SHOW DECORATOR

Fern Expo

Shannon Chandler

1147 S. White River Pkwy. E. Drive Indianapolis, Indiana 46225

Phone: (317) 635.9606 Fax: (317)

TELEPHONE/INTERNET CONNECTIONS

For information on ordering Telephone, Internet, and Wireless Internet contact:

ERMCO is the official telecommunication contractor for the Indiana State Fairgrounds. Phone 317-780-2923;

Email – connect@ermco.com Subject: Service

Welcome to the 2017 Christmas Gift & Hobby Show!

Dates, Location & Hours

SHOW DATES: Wednesday, November 8, 2017 – Sunday, November 12, 2017

SHOW LOCATION: Indiana State Fairgrounds (ISF)
West Pavilion
1202 E. 38th Street
Indianapolis, IN 46205.

Phone: Marketplace Events (800) 395-1350
Fairgrounds Switchboard (317) 927-7500

SHOW HOURS: Wednesday and Thursday, 10:00am to 8:00pm
Friday and Saturday, 10:00 am to 9:00 pm
Sunday, 10:00am to 5:00pm

*Exhibitors are welcome to enter the building (1) hour prior to show opening at 9:00 am EST. If there is a need to come in before that time, please stop in the show office for approval to be on the “early entry” list.

SHIPPING POLICY AND ADDRESS

Prior to the second day of move-in, November 7th, any items requiring shipment to the show should be shipped to the show’s official decorator but know there is a fee involved with Fern Expo receiving product before November 7th, 2017.

Attn: Shannon Chandler
Christmas Gift & Hobby Show - West Pavilion
Fern Expo
1147 S. White River Pkwy. E. Drive
Indianapolis, IN 46225

Beginning November 7th items may be shipped directly to the fairgrounds address. Please see address for show location just beneath “show dates”. Be sure to include your Booth Number & Exhibiting Name. Shipments received at the Fairgrounds before November 7th, will be refused and returned! If you use a common carrier for shipping, items must be unloaded by Fern Expo staff, and a minimum of ½ hour of services will be charged. Please see Fern pricing packet.

RULES AND REGULATIONS

1. All tables must be skirted with flame retardant material and decorated for Christmas. NO plastic skirting will be permitted.
2. All signs used as part of your booth exhibit must be professional in appearance and neat. Show management reserves the right to remove signs which conflict with the overall purpose and appearance of the show. **PLEASE REMEMBER, NO SIGNS ARE TO BE HUNG HIGHER THAN 8 FEET WITHOUT PRIOR APPROVAL FROM SHOW MANAGEMENT.**
3. No exhibits may protrude beyond marked rented space.
4. Exhibitors will receive an allotted number of badges, based on booth size. Badges must be worn to enter the show beginning at 9:00 am on opening day. If there is a need to come into the building before 9:00 am, please stop by the show office for approval and to be put on the “early entry” list.
5. For reasons of safety, you are discouraged from bringing children into the building during setup and tear down stages. If you must bring them, they are required to remain in your booth and must be escorted by an adult when leaving your space. At no time will they be permitted to ride on, in or operate equipment.
6. 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.
7. 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 our events.
8. Violations must be corrected immediately upon notification by show management.
9. The Indiana State Fairgrounds does not allow **propane tanks** or **helium balloons** anywhere in the facility. NO EXCEPTIONS.

MOVE-IN/MOVE-OUT Hours

MOVE-IN HOURS:

Sunday, November 5th, 9:00am–3:00pm

Monday, November 6th, 9:00am–9:00pm

Tuesday, November 7th, 9:00am–3:00pm

No vehicle access on Tuesday November 6th. No Wednesday a.m. set-ups allowed – all exhibitors must have set up complete by 3 p.m. Tuesday afternoon.

The following booths will be the last-in and the first-out.

Booth Islands #14B & #15B

Booth #'s 353 – 355

Booth #'s 435 – 437

Booth #'s 454 – 455

Booth #'s 535– 537

Booth #'s 556– 558

These booths will not be allowed to move-in until 9 am Tuesday, November 7th and must be removed by 7pm, Sunday, November 12th.

MOVE-OUT HOURS:

Sunday, November 12th, 5:01pm–9:00pm (No vehicle access until 7pm on Sunday night)

Any exhibitor that starts to tear down before 5:01 Sunday November 12th will be subject to a \$100 fine and/or non-refundable deposit.

Monday, November 13th, 8:00am–3:00pm

What to do at Move-In

Proceed to Show Management office to check in, sign for your badges and parking passes. Show management office is located in the North lobby of the West Pavilion. The office staff will locate your booth and door personnel will assist you to your area. **Show Management must have your payment in full and your fully completed signed contract on file before you are permitted to set-up.**

Parking Passes are required for access to the ISF during all event days; otherwise the parking fee charged by the ISF is \$5 per day. The passes provided by the ISF are available in the Show Management office during set-up/move-in. Booth size dictates how many are provided. If you need them prior to the show move in, please request them by calling Show Management no later than October 16th.

If you have ordered tables, chairs, etc. from Fern Expo-Event Decorator, you will need to verify your order with them. The Fern Expo-Event Decorator Service Desk is located just outside the Show Management office. We do not have a record of these orders. Once you have checked in with Fern, they will deliver your ordered items to your booth. Island booth carpet is not laid until your arrival to keep it fresh from drive in during set-up. Please let the office know if you are within Island space upon arriving immediately to speed the process.

Your booth includes 500 watts electrical service. If you have ordered additional electric, phone, or internet, you will need to verify those items with Ermco Electrical Engineers and Contractors. We do not have a record of those items either. You will need to indicate when you will be available to receive that service.

Exhibit Space

Standard Exhibit Space

A standard 10'x10' exhibit space comes equipped with an eight- (8) foot high backdrop, (3) foot side rails, black carpet and a company identification sign. The color of the drapes for the Christmas Gift & Hobby Show will be hunter green and traditional red. The carpet is black. **Display height (including signs) shall not exceed (8) feet in height of the backdrop drape and available up to (8) feet in height up to one-half the distance from back to front of your booth, unless written permission is secured from Show Management in advance. The remaining distance must not exceed four (4) feet in height without prior arrangements.** Bulk spaces, island spaces and certain booth spaces designated by Show Management do not provide eight- (8) foot backdrop and have different guideline for set-up. Show Management prohibits the use of eight- (8) foot backdrop used in a manner which blocks the visibility of your neighbors or exit doors.

Booth Layout and Set Back Requirements

All booths must be constructed as not to infringe on the visibility or access of your neighboring booths. ***Furthermore, your booth must be laid out to permit show visitors to step out of the aisle and into your booth space.** This allows you to sell, demonstrate and talk with customers without blocking traffic, clogging the aisles or diverting the traffic flow. Tall items (over 4 feet tall) must be placed in the back half of the depth of your booth, a booth that is 20' wide is permitted to place tall items in the front middle portion of your booth display. 5' on both sides of the front middle portion of your display must be 4' or lower to provide visibility of your neighboring booths. All tables within your booth must be draped with fabric to the floor, hiding the table legs and anything under tables. Please keep in mind tables on the backside facing your neighbor's booth needs to be draped to the floor.

Exhibit Staff Requirements and Conduct

Show Management feels your staff is a reflection of our show in the eyes of the show visitors. Due to this mutually dependent relationship we ask that your staff be well trained, professional, articulate, knowledgeable and experienced in selling your product. Mascots and staff need to be confined to the company's booth space. Solicitation outside the booth is not allowed. Furthermore, we require your booth be staffed at all times to accommodate the needs of our show visitors. At no time will show management tolerate late, no-show or early leaving exhibit staff members. While we understand emergencies due occur, it is your responsibility to keep your exhibit staffed. From time to time issues arise with exhibit staff members; particularly, in booths staffed by people other than an owner/operator. When situations arise we will contact the person listed on the contract and notify them of the particulars or the situation. We fully expect your cooperation in correcting the problem. Examples include an unmanned booth, a discourteous staff member, unprofessional conduct, etc. After being notified of the problem you will be given 24 hours to correct the situation. Failure to do so to the complete satisfaction of show management will result in either immediate removal of your company from the show without a refund or termination of participation in future shows produced by our company.

Floor Covering

Carpeting is provided for your booth. Black carpeting will be used in most booths. Carpet defines boundaries, adds dimension & color, and provides a soft cushion between your feet and the hard cement floor. It also keeps customers in your booth longer by making them feel comfortable. We have included carpet to improve the overall appearance of the show and to make set up easier for exhibitors. **Please note vacuuming is your responsibility or can be hired out to Fern Expo for a fee.**

Signs

Banners and signs add color, are festive and give your booth that personalized touch to help you stand out in the crowd. Research indicates that you only have seven seconds to attract the average attendee walking down the 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 HAND DRAWN SIGNS ALLOWED.** These distract from your booth and the show. If you should need assistance hanging a sign or banner, the show's official decorator, Fern Expo, will be the exclusive sign hanging service for signs hung over 8' tall if approved by show management. Written permission from Show Management must be obtained or the show decorator will not hang your sign. They will be sending a separate packet with information on their services and charges. See that packet for more details on sign/banner hanging.

Booth Decorations

Christmas Decorations are mandatory, add flair, increase sales, and add to the quality of the show. So, plan to decorate in the spirit of the holiday show. **All tables are to have cloth skirting, ABSOLUTELY NO PLASTIC SKIRTING.** This rule is strictly enforced. Booths will be graded for quality and appearance and awards will be given. Exhibits not properly decorated may not be invited back to future shows.

Canopies

No pop-up / canopy displays or frames allowed without prior approval from management.

Pricing Policy

To maintain the integrity and reputation of the Christmas Gift & Hobby Show, **we find it necessary to state our policy regarding "flea market" pricing tactics. Last day advertised "BLOWOUT" sales will not be tolerated.** Shoppers on the first day of the show should expect to pay the same amount for an item as visitors on the last day. Also, if exhibitors sell the same or similar products it is not the responsibility of the show producer to mediate price wars. **This show is not a venue for wholesalers or a Flea Market!!!**

Fire Regulations/Smoking

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, etc. Any material that does not meet the Fire Code will be removed at the Exhibitor's expense. We strongly recommend renting your material from the official decorator, Fern Expo. Please call the State Fire Marshall at (317) 232-2318 if you have any questions. **Smoking is not permitted in the building at any time.**

Installation & Dismantling of Exhibits

*****All booths are required to be set up by 3pm on Tuesday, November 7th.** Be sure to bring your own dolly or hand cart as show management does not provide these for exhibitor use.

- Unload booth and stock quickly.
- Remove your vehicle immediately from the building.
- Return to construct booth and arrange stock.
- Drive-in may be suspended at anytime during move-in or move-out at the discretion of Show Management.
- **Drive-in will not be permitted on Tuesday, November 7th.**
- When your booth is completely disassembled and stock is boxed, get your vehicle and line up for move out.

Exhibitors will not be permitted to dismantle their exhibits or do any packing prior to the official closing of the show. Show exhibitors will be subject to the \$100 fine and/or non-refundable deposit for early tear down before 5:01pm Sunday November 12th. Show rules require that all exhibits remain intact until 5:00pm on Sunday, closing day of the show. Vehicles will not be allowed in the facility until approximately 7:00pm. Any exhibits remaining in the hall after 3:00pm on Monday, the day after the show closes, will be deemed abandoned property and destroyed by the Indiana State Fairgrounds. Marketplace Events shall not be responsible for such displays. Fork lift service is available from the Fern Expo-Event Decorators; there is a ½ hour minimum charge.

Electricity

All booths are provided with a 500-Watt outlet. **Use of triple attachment plugs is prohibited.** House outlets are not to be used for lights, coffeepots, refrigerators, etc. They can be used for calculators & cash registers. Lights not rented, will be checked for safety and must not exceed 150 watts. Additional electrical needs must be ordered through the official electrical contractor: ERMCO ELECTRICAL CONTRACTORS & ENGINEERS, P.O. Box 1507, Indianapolis, IN 46206, (317) 780-2923 or (317) 927-7557. An order form for services will be included in the show decorator information which will be mailed at a later date.

Decorator

An order form for decorating needs will be mailed to you approximately 30 days prior to the show. This year's official decorator is: Fern Expo, 1147 S. White River Pkwy. E. Drive, Indianapolis, Indiana 46225
Phone (317) 635-9606, Shannon Chandler

GENERAL NOTES

Insurance

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

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

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.

Security

There will be twenty-four hour security starting Sunday evening (first day of move-in) at 3:00pm and running till 8:00 am on Monday (the day after close of the show). 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 which you can maintain eye contact and in which you are the only person authorized. Do not keep valuables behind curtains where others would have access. Remember, opening and closing times are for your benefit. Exhibitors are welcome to enter the building (1) hour prior to show opening (9:00 am EST). If there is a need to come in before that time, please stop in the show office for approval. Do not expect to enter the building early unless cleared by show management the night before. 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.

Food/Beverages

The Indiana State Fair Commission 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 the Indiana State Fair Commission. Exhibitors are responsible for compliance with all Indiana State Department of Health (ISDH) requirements. For questions please contact the ISDH at 317-234-8569.

Credential Policy

All booth personnel must wear their official exhibitor badge, as provided by Marketplace Events. Company identification may also be worn. Exhibitor badges will be issued upon arrival for set-up. Badges must be worn to enter the show beginning at 9:00 am on opening day, and must be worn through move-out. Credentials are to be utilized by people who work in the booth. If additional credentials are needed, you may purchase extra badges at \$8 each. You will sign for and receive your credentials during move-in at the Show Management office, located in the Northeast corner of the West Pavilion. They will not be mailed to you unless requested.

Guest Admission Tickets

Guest tickets are available to vendors at half price (\$6) and may be purchased before or during the show. **THEY ARE NOT FOR RESALE.** These tickets are to be used for guests of your company, prospects, and customers. You may use Guest Tickets for customers to re-enter the show to pick-up merchandise. Guest Tickets are available in advance by calling 317-705-8719 or in the Show Management Office during the show. To leave Guest Tickets for someone you're expecting, place tickets in an envelope and request the envelope to be placed in "Will Call" in the Show Management Office. Be sure to inform your guests where to pick up their tickets (Show Office-North End of West Pavilion).

Exhibitor Entrances and Parking

Once the show has opened, all exhibitors may enter and exit through the areas marked "EXHIBITOR ENTRANCE" on the floor plan. **The exhibitor entrances will be the south door, northwest corner and both the east and west doors by the snack bars.** Upon entering, you will be asked to produce your 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 each night. Parking passes may be obtained at check-in. The ISF supplies (2) parking passes for each 10' x 10' space. If you require parking passes prior to check-in you must request them from Show Management by October 17th. All box/enclosed trucks and any trailers must be parked in the Indiana State Fairgrounds designated parking area(s), which are located in the infield, the parking lot south of 38th Street or the north side area north of the race track. Exhibitors may unload their product/equipment/etc. at the building, but must quickly move to these designated areas after unloading. **For Box/Enclosed Trucks or Trailers, parking is not allowed close to any occupied buildings.** There are designated areas for this category of vehicles. If you have further questions, call Parking, Gates & Security at 317-927-7520.

Public Address System

The public address system is used for emergency announcements only.

Handouts in the Aisles

No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to the immediate dismissal from the show. It is against show policy for any exhibitor or their mascots to sit, stand, hand out samples, literature, obtain leads, etc. in the aisles of the show, in restrooms, in concession areas, or outside the doors of West Pavilion. This activity must be done inside the booth. **This is also meant to prohibit the handing out of literature from within your booth in such a way as to block or divert the flow of traffic.**

Noise Generated in Booth

If you plan to use items in your booth which produce sound 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. **The use of voice amplifying devices/microphones is allowed with prior approval from show management.**

Use of Profanity/Derogatory Remarks

Profanity, of any type, will not be tolerated at the Christmas Gift & Hobby Show. This includes, but is not limited to, use of profanity on merchandise or used by exhibit staff. Derogatory remarks or false accusations of other exhibitor products will **NOT** be tolerated. In addition, no confrontation between/amongst exhibitors in booth or aisles may take place. These actions may lead to immediate dismissal from the show. We appreciate your cooperation.

Telephones & Internet Connections

Ermco is the official telecommunication contractor for the Indiana State Fairgrounds. Internet access is only guaranteed if purchased from Ermco. Call 317-780-2923 to schedule hook-up / installation or for email: connect@ermco.com

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.in.gov/dor.

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. Marketplace Events 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 Marketplace Events at the conclusion of the show.

Food Safety and Health Permits

The state of Indiana requires all vendors selling or sampling food items to meet or exceed the health and food preparations standards set forth by the Indiana State Department of Health (ISDH). You are responsible for knowing, implementing and complying with all requirements while exhibiting in our shows. Please contact the general information line at 317-234-8569 or visit their website at www.foods.isdh.in.gov. The Registration Application from the ISDH Food Protection Program is attached to this guide.

Pet Policy & Guidelines

No animals on show floor, unless approved by show management prior to show opening.

**CHRISTMAS GIFT & HOBBY SHOW
NOVEMBER 8-12, 2017**

ORDER FORM FOR ADDITIONAL EXHIBITOR BADGES & TICKETS

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

- Five (5) Exhibitor Badges, good for the duration of the show, and Five (5) complimentary tickets will be issued for each company with less than 300 sq ft of exhibit space.
- Ten (10) Exhibitor Badges and Ten (10) complimentary tickets will be issued for each company with exhibit space 300 sq. ft or larger.

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

PLEASE SPECIFY THE NUMBER OF *ADDITIONAL* EXHIBITOR BADGES & DISCOUNT TICKETS

Number of Badges requested *over allotment* _____ X **\$8.00**= \$ _____

Number of Discount Tickets Request _____ X **\$6.00** = \$ _____

Company Name: _____ Contact _____

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

Card Number _____ Exp. Date _____

Signature: _____

Please Check One-> _____ **Please Mail *NOT AFTER 11/28/13** _____ **Please Hold**

All badges, complimentary tickets & parking passes will be held at the show office for pick-up unless requested.