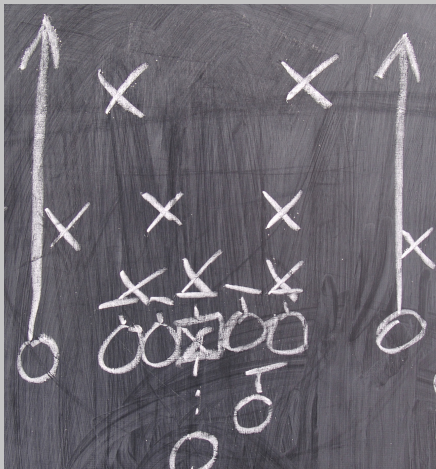


2024

HOME
& GARDEN
EXPO

EXHIBITOR PLAYBOOK



MARCH 8, 9 & 10

WWW.KALAMAZOOHOMEEXPO.COM



5700 W. Michigan
Kalamazoo, MI 49009
269.375.4225

Welcome to the Home Builder Association's Home & Garden Expo and thank you for exhibiting with us!


This playbook is intended to help answer your show production questions so you get the most out of your investment. Our goal is to provide you with an at-a-glance reference document for all planning and logistical aspects, making your participation as easy and cost effective as possible.


While we have worked to put together a roadmap to a successful show for your company, we know that communication is key.

HINT: share this document with all staff members participating in the show

TABLE OF CONTENTS

SHOW HOURS
LOCATION
SHOW TEAM  page 3


MOVE-IN &
FORKLIFT SCHEDULE  page 4

MOVE-OUT &
BOOTH GUIDELINES  page 5

FIRE REGULATIONS,
LIABILITY & INSURANCE  page 6

FLOORING, SIGNAGE,
DEMONSTRATIONS & DISTRIBUTION  page 7

EXHIBITOR BADGES &
COMPLIMENTARY TICKETS  page 8

FLOOR MAP & FACILITY LAYOUT  page 9

SHOW HOURS

Friday 3/8/24
12:00pm – 8:00pm
Veteran & Senior Day

Saturday 3/9/24
10:00am – 8:00pm
Family Day

Sunday 3/10/24
11:00am – 4:00pm

LOCATION

KALAMAZOO COUNTY FAIRGROUNDS & EXPO CENTER: 2900
Lake Street, Kalamazoo, MI 49048

SHOW TEAM

The Home & Garden Expo is produced and managed by the Home Builders Association of Western Michigan located at 5700 W. Michigan Avenue, Kalamazoo, MI 49009 P: 269-375-4225 | F: 269-375-6493 | www.hbawmi.com

Christina Reed
Director of Member Services
christinar@hbawmi.com
o: 269.375.4225 ext. 2
c: 269.501.3208
Show Manager

Tamara Carpenter
Marketing & Administrative
Coordinator
tcarpenter@hbawmi.com
o: 269.375.4225

Marie Frank
Manager, Special Projects
marief@hbawmi.com
o: 269.375.4225 ext. 1

Aaron Hovestadt
Executive Director
aaronh@hbawmi.com
o: 269.375.4225 ext. 4

SOLICITING

There is a strict no soliciting policy. Because you pay a fee to display your goods, we do not allow non-exhibiting companies to pay an entrance fee to hand out business cards/fliers. If you see this happening, please contact show staff immediately and they will be asked to stop and/or leave.

BEFORE MOVE-IN

- All account balances must be paid in full.
- A copy of your insurance listing the HBA as additionally insured must also be on file. See page 6 for more info.
- Please coordinate with your staff/delivery drivers. **NO EARLY SETUP WILL BE ALLOWED.** If you require a special date/time, please contact the Show Manager. Do not call the Kalamazoo County Expo Center Staff.

MOVE - IN

All set-up must be complete by 7:00pm on THURSDAY

ROOM	TUESDAY Carpet/Drape Set Day	WEDNESDAY Large Item & Regular Set-Up	THURSDAY* Regular Set-Up
Expo SOUTH Booths 101-199	N/A	9am - 7pm	9am - 7pm
MAIN Expo Booths 201-290 Garden Booths A-H	FEATURE GARDEN & Landscapers ONLY 8am - 4pm	9am - 7pm	9am - 7pm
Expo NORTH MarketKazoo Booths 401-442	N/A	9am - 7pm	9am - 7pm

***Booths located in front of overhead doors will not be able to setup until THURSDAY. Please see map on page 9 for reference.**

STEPS TO A SIMPLE SETUP

1. Arrive at your designated installation time (see above or forklift schedule below).
2. Check-In at the Show office, located in the front of the Expo Center.
3. Drive to the closest installation door to your booth refer to the Expo Map/Booth Layout. There are multiple overhead/double doors. The Expo Center does NOT have a loading dock.
4. Unload vehicles with your own personnel. Bring your own dollies/carts for handling your exhibit material . *If a forklift is needed, please let staff know at check-in and see schedule below.
5. Once your vehicle is unloaded, drive your vehicle out of loading area.
6. Return to booth and assemble your display.

FORKLIFT SCHEDULE

LARGE ITEM FORKLIFT SCHEDULE FOR WEDNESDAY:

	AM	PM
Expo South Building	8:00am – 9:30am	1:00pm - 3:00pm
Main Expo Building	9:30am – 11:00am	3:00pm - 5:00pm
Expo North Building	11:00am – 12:00pm	5:00pm - 7:00pm

NO FORKLIFTS will be available on Thursday, March 7th OR Sunday, March 11th

MOVE OUT



SUNDAY 3/10/24

4:01pm - 7:00pm (no forklift available)

- ✗ Dismantling your booth prior to show close at 4:00pm on Sunday is strictly prohibited. Your cooperation is appreciated.



MONDAY 3/11/24

8:00am - 1:00pm

- ✗ IF YOU BRING IT IN, HAUL IT OUT! Please remove your entire exhibit by 1:00pm on Monday, March 12th.
- ✗ Anything left after 1pm will be subject to facility rental fees and/or disposed of.
- ✗ Bring your own dollies/carts for handling your exhibit material during move out. A forklift will be available on a first come, first served basis.
- ✗ If you stack products and literature to be picked up later, be sure to mark "DO NOT TRASH...HOLD FOR PICK UP!"
- ✗ Any large floor items sold during the show must not be removed until the show is complete. Please make arrangements for customers to pick those items up at or after 4pm on Sunday.
- ✗ BE PACKED UP AND READY TO MOVE OUT BEFORE PARKING YOUR VEHICLE IN A LOADING AREA – ALL VEHICLES PARKED IN A LOADING AREA DURING SHOW HOURS MAY BE TICKETED AND WILL BE ASKED TO MOVE.

BOOTH GUIDELINES

BOOTH CONSTRUCTION: The HBA of Western Michigan will provide an exhibitor 8' high back drape and 8' high side curtains. Premium booths are open to two aisles and will only have a back curtain. Carpet & electric is included in regular booth rental.

- No signs, apparatus, shelving or equipment may extend above 8' in exhibitor's booth space without pre-approval from the HBA of Western Michigan. Sightlines to fire exits must be visible.
- 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 extend into neighboring booths or aisles.



- No roofs, canopies or other materials may cover your booth. See Fire Regulations on page 6.

Be advised the fire marshal does check all exhibits prior to our Show opening.

- ❖ **No ceilings over a customers head**
For example, NO: Pop-up-tents (unless canopy is removed), sunrooms, awnings, roofing structures, or underdecking
- ❖ **Vehicles/Equipment**
Fuel tanks shall be not more than one-quarter (1/4) full or contain more than five (5) gallons of fuel, whichever is less and should be taped shut & Battery cable should be disconnected
- ❖ **Interference with firefighting equipment**
Displays/exhibits should not interfere in any way with access to any required exit or firefighting equipment (fire pulls, extinguishers, etc). Please check the wall behind your display! Extinguishers need to be brought out front and pulls must be accessible.
- ❖ **Electric and water**
Electrical connections with water displays MUST use a GFCI connection to comply with the National Electrical Code.
- ❖ **No open flames**

LIABILITY & INSURANCE

Show Management has taken reasonable precautions to safeguard exhibits. However, neither Management nor the Expo Center will assume responsibility for

[illegible]

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

Exhibitors must provide a minimum coverage of \$1,000,000 with HBAWMI named as coinsured or additionally insured BEFORE MOVE IN DATES. Booth setup will not be permitted without proper coverage.

FLOORING

Carpeting is included in the cost of your booth space. If you would prefer to bring your own flooring, please make arrangements with the Show Manager BEFORE arriving to setup. If you would like to order flooring, please see Exhibitor Kit.

- Flooring is not required but is provided at no additional cost.
- All flooring must be neat and clean.
- No frayed edges allowed.
- All edges of carpet must be taped down.



Double sided tape is acceptable.



Duct tape is not allowed to secure flooring.

SIGNAGE



There are no signs included in your space rental.



All linear booths' signs cannot exceed 8' without prior approval.



Signs must be professional. Please, NO handwritten signs. Nothing can be attached to the Expo Center walls.



Do not remove any draping without assistance from show staff.



If you need "S" hooks to hang signs/banners from drapery poles, please see event staff.



NO BANNERS MAY BE HUNG FROM CEILING RAFTERS.

DEMONSTRATIONS & 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 not be offensive to neighboring exhibitors.



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



No helium-filled balloons may be distributed at any time.



No popcorn machines.

COMP TICKETS

Show Management will provide your company complimentary tickets to the Home & Garden Expo for you to give to clients, friends & family, depending on booth size:

- 4 tickets for MarketKazoo
- 6 tickets for 100-299 square feet
- 12 tickets for 300-599 square feet
- 18 tickets for 600+ square feet

Complimentary tickets should be used as a general admission ticket and will only be valid only at main entrance. Will call is available at the ticket office. Not valid for booth staff entry at exhibitor door. See Exhibitor Badges & Entry below.

Your Company's complimentary tickets for exhibiting in the show will be available at the Show Office during move-in.

EXHIBITOR BADGES & ENTRY

Exhibitor badges will be printed with the show logo, "EXHIBITOR", company name, and exhibitor name*. Please register each person that will be staffing your booth throughout the show on our private Eventbrite.com event "2024 Exhibitor Registration". Follow the link to register:
<https://www.eventbrite.com/e/2024-exhibitor-registration-tickets-708736639367>

*REGISTER NOW THROUGH 12:00 noon FEBRUARY 16th with code **KZ0024**

On show days, access to the show floor will only be granted at the EXHIBITOR ENTRANCE. See map on page 9.

EXHIBITOR ENTRANCE HOURS:

PLEASE NOTE: all exterior doors will remained locked until posted times

Friday 3/8	11:00 AM
Saturday 3/9	9:00 AM
Sunday 3/10	10:00 AM

**HINT: opens
one hour
before show
times**

All exhibitor staff will be required to check-in before heading to their booth.

EXHIBITOR BADGES ARE NOT VALID ADMISSION TICKETS AND CANNOT BE LEFT IN THE TICKET OFFICE FOR WILL CALL.

Access at the front door will only be granted with a paid or complimentary ticket to the show. All others will be denied; this is your customer's entry.

KALAMAZOO EXPO CENTER

2900 LAKE STREET, KALAMAZOO, MI 49048



SOUTH

Expo South Building

MAIN

EXHIBITOR LOUNGE

SHOW OFFICE & EXHIBITOR CHECK-IN

PUBLIC ENTRANCE & PARKING

Main Expo Hall

Expo North Building

EXHIBITOR & PARKING ENTRANCE

Room A

OVERHEAD DOOR

All large items needing these doors should plan to setup on WEDNESDAY. Booths located in front of these doors will not be able to setup until THURSDAY.

REGULAR DOOR

Not to be used during show days, these doors will remain locked.

PUBLIC ENTRANCE

Per Expo Center Rules, no loading is allowed at front entry. During show days, these doors are to be used by customers only.