

# HOME & GARDEN EXPO

## EXHIBITOR MANUAL

KALAMAZOO EXPO CENTER | MARCH 13, 14 & 15



*"We do 9 shows a year, and this is the best show we do!" – 2017 Exhibitor*



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5700 W. Michigan Avenue  
Kalamazoo, MI 49009

[www.kalamazoohomeexpo.com](http://www.kalamazoohomeexpo.com)  
[ChristinaR@hbawmi.com](mailto:ChristinaR@hbawmi.com)

# Welcome to the Kalamazoo Home & Garden Expo and thank you for exhibiting with us!

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This Exhibitor Manual has been compiled to help you and your staff during all phases of the exhibition process at the Kalamazoo Expo Center.

Enclosed you will find helpful information to make your participation in our show successful.

We strongly urge that you share this manual with all staff members responsible for your participation in the show.

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## SHOW HOURS

Friday	March 13, 2020	9:00am – 9:00pm
Saturday	March 14, 2020	9:00am – 9:00pm
Sunday	March 15, 2020	11:00am – 5:00pm

**SHOW OFFICE/EXHIBITOR ENTRANCE:** We will be open during all move-in/move-out and Show hours.

**EXHIBITORS WILL BE GRANTED ACCESS TO THE SHOW FLOOR ONE HOUR BEFORE SHOW OPENING**

## LOCATION

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

## SHOW TEAM

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



# MOVE-IN

## ALL ACCOUNTS MUST BE PAID IN FULL BEFORE YOU MOVE-IN.

Please coordinate with your staff/delivery drivers. No early set-up will be allowed.  
If you require a special date/time, please contact the Show Manager (269-375-4225 x 2).  
Do not call the Expo Center Staff.

**All set-up must be complete by 7:00pm on THURSDAY, March 12th.**

ROOM	TUESDAY 3/10 Carpet/Drape Set Day	WEDNESDAY 3/11 Large Items* & Regular Set-Up	THURSDAY 3/12 Regular Set-Up
<b>Expo SOUTH</b> Booths 101-199	Not Available	8:00 am – 7:00 pm	8:00 am- 7:00pm
<b>MAIN Expo</b> Booths 201-290 Garden Booths A-H	<b>GARDEN ONLY</b> 8am -7pm	8:00 am – 7:00 pm	8:00 am- 7:00pm
<b>Expo NORTH</b> Booths 401-442	Not Available	8:00 am – 7:00 pm	8:00 am- 7:00pm
<b>ROOM A</b> MarketKazoo	Not Available	N/A	8:00 am- 7:00pm

The fire marshal will be doing a final walk-through at that time.

1. Arrive at your designated installation time (see above).
2. Check-In at the Show office, located in the front of the Expo Center, to make sure we have your insurance and final booth payment.
3. Drive to the closest installation door to your booth refer to the Expo Map/Booth Layout on page 8. There are multiple overhead/double doors. The Expo Center does NOT have a loading dock.
4. Unload vehicles with your own personnel.
5. Drive your vehicle out of loading area.
6. Return to booth and assemble your display.

### \*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 12th **OR** Sunday, March 15th

PLEASE BRING YOUR OWN DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE.  
OTHER CARTS OR DOLLIES ARE LIMITED.

## MOVE-OUT

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, please remove your entire exhibit. The Expo floor should be left in broom-clean condition.

**Dismantling your booth prior to show close at 5:00pm on Sunday, March 15th is strictly prohibited. Your cooperation is appreciated.**

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.

### **MOVE-OUT SCHEDULE**

Sunday, March 15 5:01pm – 8:00pm (no forklift available)

Monday, March 16 8:00am – 1pm

**REMEMBER** - Remove your entire exhibit by 1:00pm on Monday. Bring your own dollies/carts 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!"

**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.

No signs, apparatus, shelving or equipment may extend above 8' in exhibitor's booth space without pre-approval from the HBA of Western Michigan. If you plan to have your booth extend beyond 8', you must select a booth along an exterior wall and a diagram of your space must be submitted to the Show Manager for approval. 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 or aisles.

## 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.

- 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.

You must return carpeting to its original condition—exhibitors will be charged for any damage.

## STAFFING YOUR BOOTH

All exhibitors are expected to be in their booths during all published Show hours. We do receive 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 will be fined as stated in the Rules & Regulations.** 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

There are no signs included in your space rental.

All linear booths' signs cannot exceed 8' without prior approval (see Variance Form). Signs must be professional. **NO BANNERS MAY BE HUNG BY CEILING RAFTERS.** Please, **NO** handwritten signs. Nothing can be attached to the Expo Center walls. If you need "S" hooks to hang signs/banners from drapery poles, please see event staff.

## EXHIBITOR BADGES & COMPLIMENTARY TICKETS

Please register every person that will be staffing your booth throughout the show. If you have manufacturers coming in through the exhibitor entrance, they must have a badge. Friends & family will require a complimentary ticket to be used at the front entrance, not a badge.

1. Go to our private Eventbrite event ([www.eventbrite.com/myevent?eid=69337352889](http://www.eventbrite.com/myevent?eid=69337352889)) [CLICK HERE TO REGISTER NOW!](#)
2. Enter code: **KZOOEXPO**
3. Select the number of names/badges you'd like to enter. Check for accuracy, badges will be printed from this information.
4. REGISTER NOW THROUGH 12:00 NOON ON:
  - a. February 7, 2020 to receive name badges via mail
  - b. March 6, 2020 to pick up name badges at Show Office during move-in
5. Onsite registration will be available for \$10 + processing fees (\$11.54 total). Lost badges can be requested at the Show Office for an additional \$10.

Access to the show floor will only be granted at the EXHIBITOR ENTRANCE:

- to those with an Exhibitor Badge
- up to one hour before show hours each day.
- PLEASE NOTE: the doors will remain locked and will be manned by security staff. Have your badge ready to be scanned for easy entrance. If badges are left at the EXHIBITOR ENTRANCE, be prepared to show ID.

EXHIBITOR BADGES MUST NOT BE USED AS ADMISSION TICKETS AND CANNOT BE LEFT AT 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.

**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\*:**

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

\*Valid only at main entrance. Do not use for booth staff entry at exhibitor door. Tickets will be mailed out with name badges. If name badges are not requested by February 7, 2020, complimentary tickets and exhibitor badges will be available at the Show Office during move-in.

## 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.



# FIRE REGULATIONS

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

- No ceilings over customer heads
  - For example, NO:
    - Pop-up-tents (unless canopy is removed)
    - Sunrooms
    - Awnings
    - Roofing structures
- 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
- 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.**
- Electrical connections and use shall comply with the National Electrical Code (ie. a GFCI connection must be used near water)
- 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 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 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 Expo Center.

**Exhibitors must provide a minimum coverage of \$1,000,000 with HBAWMI named as coinsured or additionally insured by February 1<sup>st</sup>, 2020. Booth set-up will not be permitted without proper coverage.**

**ACORD - CERTIFICATE OF LIABILITY INSURANCE**

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

INSURERS AFFORDING COVERAGE: NAIC # 18437

COVERAGES

THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

TYPE OF INSURANCE	POLICY NUMBER	POLICY PERIOD	POLICY LIMITS
GENERAL LIABILITY	078715570	3/9/2011 - 3/9/2012	Each Occurrence: \$1,000,000 Aggregate: \$1,000,000
COMMERICAL GENERAL LIABILITY	Certificate # PEVD016315		Each Occurrence: \$1,000,000 Aggregate: \$1,000,000
PERSONAL AND AUTO LIABILITY			Each Occurrence: \$1,000,000 Aggregate: \$1,000,000
PRODUCTS/COMPLETED OPERATIONS			Each Occurrence: \$1,000,000 Aggregate: \$1,000,000
AUTOMOBILE LIABILITY	078715570	3/9/2011 - 3/9/2012	Combined Single Limit (Bodily Injury & Property Damage): \$1,000,000
ALL OWNED AUTOS			\$1,000,000
SCHEDULED AUTOS			\$1,000,000
HIRING AUTOS			\$1,000,000
NON-OWNED AUTOS			\$1,000,000
SALES TAX LIABILITY			\$1,000,000
EXCESS/UMBRELLA LIABILITY			\$1,000,000
EMPLOYERS LIABILITY			\$1,000,000
NONEMPLOYERS LIABILITY			\$1,000,000
OTHER			\$1,000,000

2017 Home & Garden Expo, March 9-12  
Home Builders Association of Western Michigan is recognized as additional insured.

CERTIFICATE HOLDER: HBA of Western MI, 5700 W. Michigan Avenue, Kalamazoo, MI 49009

CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, THE ISSUING INSURER WILL endeavor to MAIL 30 DAYS WRITTEN NOTICE TO THE CERTIFICATE HOLDER NAMED TO THE LEFT. BUT FAILURE TO DO SO SHALL IMPOSE NO OBLIGATION OR LIABILITY OF ANY KIND UPON THE INSURER, ITS AGENTS OR REPRESENTATIVES.

AUTHORIZED REPRESENTATIVE: Robert V. Nuccio

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# PAYMENT

ALL BOOTH SPACE MUST BE PAID IN FULL BEFORE AN EXHIBIT MAY BE SET UP ON THE SHOW FLOOR. The balance due was invoiced upon acceptance of the Contract by HBAWMI and should have been paid within 60 days of the initial invoice date. All HBAWMI member dues must be current or exhibitor will forfeit member pricing and will be invoiced as a non-member. Contact the HBAWMI if you think your participation is in jeopardy because of non-payment.



# EXPO MAP / BOOTH LAYOUT

