

EXHIBITOR MANUAL



MARCH 20-21, 2021

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Detroit Spring Home & Garden Show.

Enclosed you will find helpful information to make your participation enjoyable and successful.

We strongly urge that you give this manual to those responsible for your participation in the show.

www.YourHomeShows.com



TABLE OF CONTENTS

Contact Information	Page 2
Exhibitor Move In / Move Out	Page 4
Order Tables / Chairs / Flooring	Page 4
Order Electrical	Page 4
Order Forklift Services	Page 5
Order Internet / WiFi	Page 5
Booth Construction	Page 6
Booth Rules & Regulations	Page 8
Security	Page 10
Insurance	Page 10
Parking	Page 10
Exhibitor Badges	Page 10
Complementary Tickets	Page 11
Shipping	Page 12
Building Regulations	Page 13
Account Balances	Page 14
Terms & Conditions	Page 14

SHOW MANAGEMENT

The Detroit Spring Home & Garden Show is produced and managed by:

Gazette Media Group
6966 Crooks Road – Suite 22
Troy, MI 48098
Ph: 248-524-4868
Fax: 248-524-9140

CONTACT

Detroit Spring Home & Garden Show Staff @ 248-524-4868

Vickie Clark • Exhibit Sales Consultant ext. 304 Vickie@GazetteMediaGroup.com
Renee Brusinski • Accounting ext. 307 Renee@GazetteMediaGroup.com

SHOW FACILITY

The Detroit Spring Home & Garden Show is held at:

TCF Center (Formerly Cobo Center)
One Washington Blvd. - Hall A
Detroit, MI 48226
313-877-8777

EXHIBITOR MOVE-IN / MOVE-OUT

MOVE-IN DAY • Friday, March 19, 2021 • Assigned Times Between 8am-7pm

YOU WILL RECEIVE YOUR MOVE-IN TIME 30-DAYS BEFORE THE SHOW. PLEASE FOLLOW YOUR ASSIGNED MOVE-IN TIME TO RELIEVE CONGESTION AND EXPEDITE THE MOVE-IN PROCESS.

If the back loading dock is full, you will be directed to a marshaling area to stage until room becomes available. Please see the map on the following page for reference.

Move-in must be completed by 7pm on Friday, March 19th.

MOVE-OUT DAY Sunday, March 21, 2021 5:01PM – 10PM

NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL IT IS ANNOUNCED OVER THE PUBLIC ADDRESS SYSTEM THAT IT IS PERMISSIBLE, PLEASE LISTEN FOR THAT ANNOUNCEMENT- IT WILL BE LOUD AND CLEAR.

During move-out everything that your company brought to the show must be removed or disposed of after the show.

PUBLIC SHOW HOURS

Saturday, March 20, 2021 10am-7pm

Sunday, March 21, 2021 10am-5pm

ORDERING TABLES / CHAIRS / FLOORING / HANGING BANNERS

To order your Booth Furnishings: rental of tables, chairs, booth carpeting, signs, hanging banners and/or material handling contact:

Gilbert Exposition Management Services (GEMS)
One Washington Blvd. Suite 1056
Detroit, MI 48226

Contact: Alanna Powers
Email: Alanna@GEMSEvents.com
Ph: 313-400-1454 ext. 402
Cell: 734-301-1896
Fax: 313-209-3838

Online ordering at: GEMSONLINE.COM

If you do not know your booth number(s) please contact your Exhibit Sales Consultant @ 248-524-4868

ORDERING ELECTRICAL SERVICE

Electricity for your booth/space contact:

Conti HTE
One Washington Blvd. Suite 1046
Detroit, MI 48226
Ph: 313-259-7700
Fax: 313-259-7706

Online order at: ELETRICALORDERING.COM

If you do not know your booth number(s) please contact your Exhibit Sales Consultant @ 248-524-4868

ORDERING FORKLIFT SERVICE

Please contact your Exhibit Sales Consultant @ 248-524-4868 to reserve your forklift service if needed. See below to determine if you need a forklift. Also review the BOOTH CONSTRUCTION section.

BOOTH CATEGORY "A"

Your booth is a 10'x10' or 10'x20' or 20'x20' and you can hand carry (or dolly) all your items in / out - you do not need a forklift. There is no fee required.

BOOTH CATEGORY "B"

Your booth is a 10'x10' or 10'x20' or 20'x20' and you require the use of a forklift for move-in and move-out - fee \$125

BOOTH CATEGORY "C"

Your booth is larger than 20'x20' and requires the use of a forklift for move-in / move-out - fees are as follows:

500 - 750 sq. ft. = \$150.00

750 - 1,000 sq. ft. = \$200.00

1000 - 1,500 sq. ft. = \$250.00

ORDERING INTERNET / WIFI

There is FREE WI-FI available in TCF Center. If you choose to order dedicated wi-fi or internet service for your company during the show, contact:

TCF Center
One Washington Blvd.
Detroit, MI 48226

Online ordering at: INTERNET.COM

If you do not know your booth number(s) please contact your Exhibit Sales Consultant @ 248-524-4868

BOOTH CONSTRUCTION

NOTE: The Work mentioned below may be performed using any cordless hand tools, step stools limited to three steps or less and non-motorized material handling equipment and dollies.

Exhibitors may:

Set up their own booths of 10'x10', 10'x20' or 20'x20' including their own assembly and decorating work in their booth.

Unload and load their own privately owned vehicles (POV's) such as passenger cars, SUV's vans or pick-ups using their own employees and/ or volunteers. There must be a driver who stays with the vehicle at all times as is immediately available to move the vehicle while a second person does the unloading/loading.

Transport items (hand carry or by using luggage carts or rolling in pop-up booth crates with built-in wheels) to and from their booths via public entrances of the exhibit hall.

Note, no carts, dollies or material handling equipment will be supplied by TCF Center or the show services contractor.

Plug in their own 120-volt, 20A circuits (once the service has been brought to the booth by the electrical contractor and with the exception of any concealed wiring), install up to (20) UL approved clip-on lights and light bulbs and use their own UL-approved extension cords, power strips and surge suppressors.

Set-up, connect and operate any computer system, audio-visual equipment and other appliances or components. Unpack, assemble, dismantle and pack product or equipment.

Assemble machinery, including unpacking, dismantling and re-packing: and calibrate and fine balance their own machinery, components and equipment.

Transport their own specialized vehicles (i.e. cement trucks, tractor as and other similar type vehicles) that are part of their display to-and-from the booth, limited to one vehicle per 400 sq. ft. of both. *Note: due to liability issues, some contractors may require spotters.*

Align, move and position vehicles in the booth after spotting. Hang banners, signs or graphics in the booth.

Clean within their booth using spray cleaners, vacuum cleaners or cloth padded type mop heads without water.

Flooring Regulations

Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, paint, nails, glue or affix flooring to TCF Center flooring. Any damage to TCF Center flooring will be repaired at the exhibitor's expense.

Sand, gravel dirt and topsoil may not be brought into the building without prior approval of Show Management.

Vehicles Display Regulations

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 2 gallons of gas in the vehicle in accordance with the City of Detroit Fire Department.
- A set of keys must be left with the Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

Fire Regulations

All draperies, backdrops, bunting and other decorations in your display must be flame proofed. All paper and other flimsy materials used for decorative purposes including flame proof paper are prohibited.

The use of liquefied petroleum gasses shall not be permitted unless approved by the Fire Marshall.

The use of open flame or storage and handling of flammable liquids, chemicals or harmful hazardous substances are prohibited, unless approved by the Fire Marshal.

Combustible crates and packing boxes must be removed after setup period to a proper storage area.

BOOTH RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a 3' high drape side rail will extend from the back of the booth to the front of the booth.

Drape colors: Blue / White

Staffing Your Booth

All exhibitors are expected to be in their booth during all published show hours – Saturday 10am – 7pm and Sunday 10am-5pm.

Demonstrations and Handouts

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management. This includes any mascots.

ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT, VENUE AND HEALTH DEPARTMENT.

Booth Guidelines

Gazette Media Group (GMG) provides each inline exhibitor with a back curtain 8' in height, two side curtains 3' in height and booth number. A corner booth has only a back curtain 8' in height. An island booth, opens on all sides, does not have any pipe and drape.

Inline booth displays, including signage, shall not exceed 8' in height. Signs exceeding booth height requirements must be approved by show management or exhibitor may be asked to be removed. Your display may be 8' high for the width of your back drape (this only applies to inline spaces). On each side you will have a 3' foot high curtain. For inline spaces, your display may remain 8' in height from the back wall of your space up to 5' from the isle, or half the depth of your booth. For the remaining 5', your display must return to the 3' height of the side curtain. No pop-up tents are allowed unless in an island booth. All flag banners must meet sight guidelines.

All unfinished portions of displays must be draped or finished to be pleasant to the public. Show Management may require exhibitors to purchase drape if display is not finished adequately.



Inline Space = 10'x10' with 8' high back drape and 3' high side drapes.

Microphone, Audio Equipment & 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 no 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 & Other Copyrighted Materials

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in the exhibitors' booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyright material, such as photographs or other artistic works without first presenting to Gazette Media Group proof that the exhibitor has, or does not need a license to use such music or copyrighted material. Gazette Media Group reserves the right to remove the exhibit all or any part of any booth or display which incorporates music, photographs or other copyrighted materials and for 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, exhibitors agents or employees of any patent, copyright or trade secret rights or privileges.

SECURITY

Show Management provides security for the show floor during move-in, move-out show hours and overnight. However, neither Show Management nor TCF Center is responsible for lost, damaged or stolen articles. We encourage you to take all valuables with you when the show closes each evening. A tarp/ sheet covering your booth after the show hours goes along way in securing your belongings.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed in the display at the exhibitors' risk. Every reasonable precaution will be taken to protect exhibitors' properties, but Show Management assumes no responsibility for any losses due to fire, theft / robbery, damage accident of other causes. Please refer to the Exhibitor Rules & Regulations the registration form / contract or contact Show Management if you have any questions.

PARKING

Parking at TCF Center (formerly Cobo Center) is \$15 per vehicle per day. Debit, credit cards and cash are accepted.

Link to TCF Center Parking Map:

[http://cobocenter.s3.amazonaws.com/doc/CoboParkingMapUpdate\[3\].pdf](http://cobocenter.s3.amazonaws.com/doc/CoboParkingMapUpdate[3].pdf)

EXHIBITOR BADGES

Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during the show days without a badge. Exhibitor badges are not required during move-in.

Five (5) badges are provided for 200 square feet of space or less.

Ten (10) exhibitor badges are provided for 201 square feet of space or more.

You may buy additional show badges for \$10.00 each.

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS.

COMPLIMENTARY TICKETS

Gazette Media Group • 6966 Crooks Road, Suite 22 Troy, MI 48098 • 248-524-4868 • Fax 248-524-9140

Each exhibitor will receive (5) complimentary tickets per 100 square feet. (Max 30 tickets).

If you need additional tickets, these can be purchased at half price for \$5.00 each prior to the show or at the show office anytime during the show.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE OF THE SHOW. Use your tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

SHIPPING INFORMATION

All shipments must be prepaid and should be clearly marked with your company name, booth number and event name. Special arrangements may be made with Gilbert Exposition Management Services on items that need special care. Shipping items to the venue, may incur additional charges.

Advance To The Warehouse:

ABF Freight
c/o GEMS
Detroit Spring Home & Garden Show
Your Company Name & Booth #
6250 Inkster Road
Romulus, MI 48174

Shipments may begin arriving at the above address on **Monday, February 15, 2021** from 8am-4:30pm daily. Shipments will be accepted at the warehouse until **Tuesday, March 16, 2021**. After that additional after deadline fees will apply. To trace the arrival of your shipment or for directions to the warehouse please call 877-231-8348.

Direct To Show Site:

TCF Center
c/o GEMS
Detroit Spring Home & Garden Show
Your Company Name & Booth #
One Washington Blvd.
Detroit, MI 48226

Shipments arriving at the show site prior to **Friday, March 19, 2021** could be refused, rerouted or held by the facility. You are responsible for all related charges incurred at show site and by GEMS. Shipping to the show site could delay your shipment to your booth. Please follow the outlined shipping guidelines.

BUILDING REGULATIONS

Gazette Media Group • 6966 Crooks Road, Suite 22 Troy, MI 48098 • 248-524-4868 • Fax 248-524-9140

Smoking Regulations

No smoking is permitted inside TCF Center

Alcohol / Drug Regulations

No alcohol may be consumed on the show site. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use of distribution of illegal drugs is strictly forbidden. Any person including exhibitors, service providers, employees, attendees or anyone else working or attending the show that does not comply with this policy will be removed from the show and their credentials revoked.

Sale of Merchandise at the Show

All Exhibitors are reminded that to sell products “cash & Carry” during the show, you must comply with all rules and regulations. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by Show Management may be sold. No food or drinks may be sold at the show.

Animals / Pets

Service animals are allowed inside the building during the event hours. Personal pets are not allowed.

Helium Items / Stickers

No helium, propane or gas containers are allowed by order of the TCF Center. Helium filled balloons are not allowed to given out to visitors or to be used as part of an exhibitor display. Distribution of stickers is prohibited.

Fire Regulations

No flammable products, open flames, or flammable display materials, etc. are permitted in the Show hall by order of the Fire Department and the TCF Center Security Department. Enclosed structures of under 300 sq. ft. must have a fire extinguisher and smoke detector. Enclosed structures over 300 sq. ft/ must install a sprinkler system inside the structure.

All materials 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.

THE FIRE MARSHAL OF THE CITY OF DETROIT RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS.

ACCOUNT BALANCES

Final payment for exhibit space must be made by January 15, 2021. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. Badges, complimentary tickets and parking passes will not be available until the account has been paid in full.

TERMS & CONDITIONS

Gazette Media Group takes pride in producing shows that are successful for exhibitors and enjoyable for attendees. By way of their consent to participate, written or verbally and their payment(s) all exhibitors agree to the following terms and conditions. Gazette Media Group, its employees, vendors, media partners, facilities rented and their employees assume no responsibility for any injury, loss or legal action for any reason to the participating exhibitors, their employees and or their property. All exhibitors and their employees agree to indemnify and hold harmless Gazette Media Group and its employees from any and all claims. Gazette Media Group shall not be liable to the exhibitor for any losses, costs, damages, or expenses (whether incurred under contract, tort, or otherwise) suffered or incurred as a direct or indirect result of an event beyond their control, including without limitation, any act of God, strike, lock-out, industrial disturbance, disease or pandemic, etc. It is the responsibility of the exhibitor to retain liability insurance valid through set up and take down of the show. All exhibitors are required to read and follow all of the rules as outlined in the Exhibitor Tool Kit. Failure to comply with the rules can result in removal from the show. **Cancellation Contract:** If this agreement is cancelled by the exhibitor for any reason, or by Gazette Media Group because of the exhibitor's default or violation of this agreement, monies paid to Gazette Media Group by the exhibitor shall be retained as follows; If cancellation occurs 90 days or more before the start of the show, Gazette Media Group shall retain 25% of the total rental cost of the booth(s) and return the balance to the exhibitor. If cancellation occurs within (60) days of the show, the entire rental fee paid to date by exhibitor shall be retained by Gazette Media Group. The retained rental fee shall be liquidated damages for the direct and indirect costs incurred by Gazette Media Group for organizing, setting up and providing space for exhibitor, and losses and additional expenses caused by exhibitor's withdrawal including reletting the space. All cancellation must be in writing.