

# CLEVELAND **HOME** +REMODELING **EXPO**

**March 22—24, 2024**

**I-X Center**



## **EXHIBITOR MANUAL**

**[HomeandRemodelingExpo.com](http://HomeandRemodelingExpo.com)**



**March 22 - 24, 2024**

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 I-X Center March 22 –24, 2024.

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 2024 Show – should you have any questions or concerns, feel free to contact the show team at:

Sincerely,

**Rosanna Hrabnicky**  
*Group Manager  
& Sponsorship*  
440-591-6974

**Cathy Berthold**  
*Senior Exhibit Sales Consultant*  
440-591-6961

**Rese Pardue**  
*Senior Exhibit Sales Consultant*  
440-591-6977

**Kelsey Christopher**  
*Operations Manager*  
440-591-6963

# CLEVELAND HOME +REMODELING EXPO

## **SHOW HOURS**

|          |                |                  |
|----------|----------------|------------------|
| Friday   | March 22, 2024 | 12:00 PM—9:00 PM |
| Saturday | March 23, 2024 | 10:00 AM—9:00 PM |
| Sunday   | March 24, 2024 | 10:00 AM—6:00 PM |

**SHOW OFFICE/EXHIBITOR ENTRANCE:** located at door **35**. See next page for a map of how to get to door 35. We will be open during all move-in/move-out and Show hours.

## **LOCATION**

**I-X Center**  
1 I-X Center Drive  
Cleveland, OH 44135  
**Fern Exposition Services: 614.253.1500**

**For directions, please visit: [HomeandRemodelingexpo.com](http://HomeandRemodelingexpo.com) and click on SHOW INFORMATION**

## **SHOW TEAM**

### **Group Manager and Sponsorship:**

Rosanna Hrabnicky  
RosannaH@mpeshows.com  
440.591.6974

### **Senior Exhibit Sales Consultant:**

Cathy Berthold  
CathyB@mpeshows.com  
440.591.6961

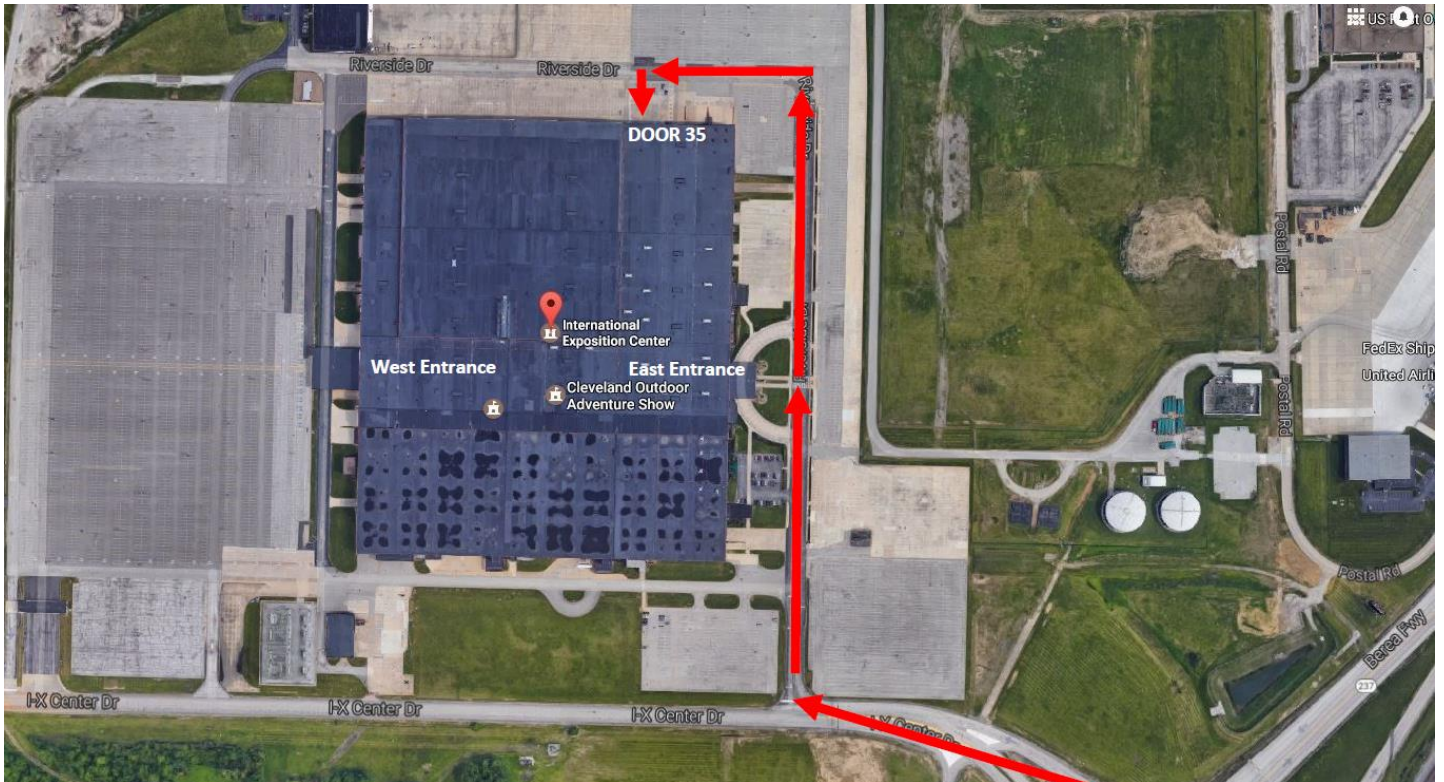
### **Senior Exhibit Sales Consultant:**

Rese Pardue  
ReseP@mpeshows.com  
440.591.6977

### **Operations Manager:**

Kelsey Christopher  
KelseyC@mpeshows.com  
440.561.6963

# Door 35 Location



## **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.

### **MOVE-IN SCHEDULE:**

| <b>DATE</b>      | <b>TIME</b>      | <b>INFORMATION</b>                                      |
|------------------|------------------|---|
| Tues, March 19:  | 9:00 AM—4:30 PM  | Once in the building, exhibitors can work until 6:00 PM |
| Wed, March 20:   | 8:00 AM— 4:30 PM | Once in the building, exhibitors can work until 6:00 PM |
| Thurs, March 21: | 8:00 AM—1:00 PM  | Once in the building, exhibitors can work until 8:00 PM |
| Fri, March 22:   | 8:00 AM—11:00 AM | NO DRIVE INS, hand carry or 2- or 4-wheel dolly         |

**NEW FOR 2024!** If you plan to drive into the I-X Center for move-in and/or move-out, please note that everyone is required to purchase a “Drive-In Pass” from the I-X Center. One pass per vehicle. You may purchase a round-trip pass for \$50 (two passes, can be used for move-in and move out, or 2 different cars at move in, etc). or a one-way pass for \$35 (one pass to drive in for move-in). Please see page 5 of this [I-X Center Services Ordering Guide](#). If you do not wish to incur this additional cost, you may use 4-wheeled carts to transport your display to your booth.

1. Arrive at your assigned installation time.
2. Purchase a “drive in pass” through the I-X Center at door 35.
3. Remove any snow from vehicle out in the parking lot prior to entering.
4. Drive in door 35, turn on your headlights and present your drive-in pass to the doorman.
5. Follow escort to your location (headlights must remain on).
6. Unload vehicles with your own personnel (up to 3 allowed).
7. Drive your vehicle out of the building via specified door.
8. Return to booth and assemble your display.

**YOU MAY USE YOUR 2-WHEEL OR 4-WHEEL DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE**

## **MOVE-OUT**

No exhibits may be taken down until Show closing on Sunday, March 24th at 6:00 pm.

***\*Please note Fern Labor will be double time—see schedule below.***

**Straight Time:** Weekdays 8:00 a.m.—4:30 p.m. Overtime: Weekdays 4:30 p.m.—Midnight, Saturdays, 8:00 a.m.—4:30 p.m.

**Double Time:** Weekdays midnight—8:00 a.m., Saturdays after 4:30 p.m., Sundays and Holidays.

**Double Time:** Sunday, March 24<sup>th</sup> — 5:05 p.m.—11:00 p.m. for move out only.

## **MOVE-OUT SCHEDULE:**

Sunday, March 24:                    6:01 PM—10:00 PM    *\*Vehicles cannot drive onto Show floor until carpeting is pulled up by Fern.*

Monday, March 25:                8:00 AM—4:30 PM

**REMEMBER** - Remove your **entire** exhibit. Bring your own **TWO WHEELED** or **FOUR WHEELED** dollies for handling your exhibit material during move-out, there will be some four-wheel carts available from Fern. 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 I-X floor should be left in broom-clean condition.

## **BOOTH GUIDELINES**

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.

**NO TENTS allowed without show management approval.**

**SAWING OF STONE AND BRICK:** Dry and wet sawing of rock, brick, concrete, etc. is not allowed inside the I-X Center. This is a very strict rule. Dry and wet cutting is permissible outside the building only at Door 4.

## **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)**.
- Duct 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 tablecloths, 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. 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 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.



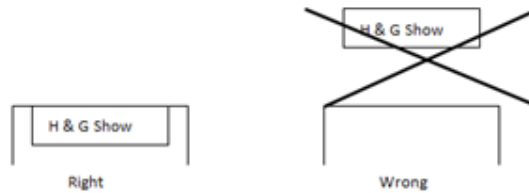
## SIGNAGE

Identification signs (company name and booth number) will be provided by Fern Exposition. All linear booths' signs cannot exceed 8'. Signs must be professional. NO handwritten signs are permitted (dry erase markers, crayons, etc.) Nothing can be attached to I-X walls, pillars etc.

No flag/pole signs taller than 8' OR projection signage permitted without show management approval and an additional cost.

**Please note: No double-sided signs.**

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



## 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 Fern Exposition). **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.

## **SHIPMENTS**

**\*\*Shipments may not arrive prior to March 20<sup>th</sup>**

**TO: (Exhibit Name)  
c/o Fern Exposition Services  
1 I-X Center Drive | Cleveland, OH 44135  
P: 614.253.1500**

**FOR: Cleveland Home + Remodeling Expo  
Booth # \_\_\_\_\_**

**PLEASE MAKE SURE BOOTH NUMBER IS ON ALL BOXES, CRATES, ETC**

### **IMPORTANT, PLEASE NOTE:**

If you ship product/stock to the I-X Center before or during the show\*\*, you will be charged a handling fee (calculated by the weight of the package) by FERN. To save costs it is recommended that you have items shipped to your home or hotel in lieu of to the venue.

## **FERN DECORATING & OTHER SERVICES**

For all your decorating needs, be on the lookout for a New Account Invitation for The Cleveland Home + Remodeling Expo from Fern OneView (ptokar@fernexpo.com).

You will receive instructions to log-in. Don't forget to check your spam folder!

**To receive savings, order by February 26, 2024**

Below is Fern's contact information for any questions or if you have questions about placing your order:

E-mail: [ptokar@fernexpo.com](mailto:ptokar@fernexpo.com)

**WATER/DRAIN/GAS:** Service order form is included in the [IX Center Service Guide](#).

**ELECTRICAL:** An electrical order flyer is located on our website. If you need power in your booth, please log-in and place your order. All electrical orders are placed through Edlen Electrical. **To receive savings, order by March 1, 2024**

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

### **WIFI INTERNET SERVICE:**

For WIRED Internet Service (purchased through SmartCity) please use this link, <https://orders.smartcitynetworks.com/>

For WIFI Internet Service must be purchased while on-site (via SmartCity) on the device you plan to use it on @ a cost of \$50/day. Please stop at the Show Office desk for the instructions.

### **EXHIBITOR BADGES & COMPLIMENTARY TICKETS**

**EXHIBITOR BADGES (EXHIBITOR ADMISSION TO THE SHOW):** Booth workers must have exhibitor badges for admission to the Show. Your exhibitor badges are available at the Show office at move in.

**NO ADMISSION WILL BE AVAILABLE AT THE SHOW OFFICE WITHOUT AN EXHIBITOR BADGE. ENTRANCE FOR EXHIBITORS AT DOOR 35 ONLY WHEN USING EXHIBITOR BADGES.**

If an exhibitor anticipates more booth workers than allotted number of exhibitor badges, 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 17.

If booth workers come to the Show without exhibitor badges and there are no exhibitor badges in your file, they must purchase a one-day admission pass for \$7.00 at the Show Office at door 35.

**Exhibitor Badges** provided are determined by booth size:

- 6 exhibitor badges for 100-299 square feet
- 8 exhibitor badges 300-599 square feet
- 20 exhibitor badges for 600+ square feet
- 4 exhibitor badges for Arts + Crafts / "Marketplace" vendors

### **Complimentary Tickets**

- 10 tickets for 100-299 square feet
- 15 tickets for 300-599 square feet
- 20 tickets for 600+ square feet
- 5 tickets for Arts + Crafts / "Marketplace" vendors

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

Your complimentary tickets will be e-mailed to you prior to the show. Please reach out to Kelsey Christopher at [kelseyC@mpeshows.com](mailto:kelseyC@mpeshows.com) if you have any questions.

## **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.

## **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 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 I-X Center unless approved by Marketplace Events and the I-X 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 Show Management, OakView Group, I-X Center and Convention I-X Center, LLC as additional insureds 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.

## **ANIMALS AND PETS**

Animals are not permitted in the building unless they are part of an exhibit and pre-approved in writing by I-X 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, 5<sup>th</sup> 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.

## **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, your food fee of \$1,500 (per 100 square feet) must be paid to the I-X 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. (Note: There is an I-X Center fee to display a vehicle in your booth.)
- Use of portable tanked gas is prohibited.
- Natural gas is available in a few areas of the building. Gas service may be ordered from the I-X Center service desk.

## **LIABILITY & INSURANCE**

Show Management has taken reasonable precautions to safeguard exhibits. However, neither Management nor the I-X 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, OakView Group, I-X Center and Convention I-X Center as additional insureds against, 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 I-X Center including walls and 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 I-X Center.

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

## **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 I-X Center. Anyone caught smoking will be removed from the facility for the day and/or for the duration of the Show.

## **HOTELS**

### **Hampton Inn Olmsted- CLE Airport**

24601 Country Club Blvd. North Olmsted, OH 44070

Exhibitor Room Rate: \$109 + tax

Reservations: 440.617.6306

*\*Book by March 8, 2024*

### **Residence Inn by Marriott**

19149 Bagley Rd, Middleburg Heights, OH 44130

Exhibitor Room Rate: \$159 + tax

Reservations: 440.637-5856

*\*Book by February 22, 2024*

### **Crowne Plaza Cleveland Airport**

7230 Engle Rd. Middleburg Heights, OH 44130

Exhibitor Room Rate: \$109 + tax

Reservations: 440-243-4040

*\*Book by February 5, 2024*

## EXHIBITOR CHECK LIST

- Order Electrical Services from Edlen Electrical. **Advanced deadline date is March 1, 2024.**
- Order Decorating Services from Fern Exposition. **Advanced deadline date is February 26, 2024.**
- 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 Expositions.
- All signs are 8' or below. (Exceptions may be approved for 400 sf+ peninsulas or larger, please contact Show management). Flag banners on poles taller than 8' and projection signs 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 an exhibitor badge 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 I-X Center floor in broom-clean condition.
- Move-out—All Exhibitors must be out by 4:30pm on Monday, March 25<sup>th</sup>.



## DISCOUNT TICKET ORDER FORM

As an exhibitor of the 2024 Cleveland Home + Remodeling Expo, you will receive complimentary general admission tickets based off the square footage of your booth. Additional tickets are available by pre-ordering. Pre-ordering tickets are available starting February 1<sup>st</sup>. Paper tickets can also be purchased through the duration of the show at the Show Office.

### PRICES FOR EXHIBITORS

General Admission: \$7.00 (Normal Price = \$10.00)

*\*Tickets will be sent digitally, or paper tickets can be picked up*

\_\_\_\_\_ Number of GENERAL ADMISSION tickets (\$10 each)

\$\_\_\_\_\_ has been included (check, credit card information or money order MUST accompany this form). *Make check payable to Marketplace Events. Checks or money orders can be mailed to:*

*Marketplace Events  
2000 Auburn Road, Suite 200  
Beachwood, Ohio 44122*

Make checks payable to:

Marketplace Events                      Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Or Charge:                      Sec. Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Company Name: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### ADDITIONAL EXHIBITOR BADGES:

If you need to purchase additional exhibitor badges for you and your workers, they will be \$10 each and you can contact Kelsey Christopher at [KelseyC@mpeshows.com](mailto:KelseyC@mpeshows.com).