



EXHIBITOR MANUAL

PA Farm Show Complex Harrisburg, PA

February 29 – March 3, 2024

Welcome to the PA Home & Garden Show!

Thank you for exhibiting with us!

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Pennsylvania Farm Show Complex and Expo Center.

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

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

SHOW MANAGEMENT

The Pennsylvania Home & Garden Show is produced and managed by:



2000 Auburn Dr., Ste 200
Beachwood, OH 44122
484.854.9084

www.marketplaceevents.com

<https://www.pahomeshow.com/>

Jenna Naffin Show Manager jennan@mpeshows.com 484.854.9084	Maddie Rice Show Coordinator maddier@mpeshows.com 440.591.6966	Christie Elig Sr. Exhibit Sales Consultant christiee@mpeshows.com 440.376.2057
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IMPORTANT PHONE NUMBERS

GENERAL EXPOSITION SERVICES	610.495.8866
PA FARM SHOW COMPLEX	717.787.5373

SHOW FACILITY PA Farm Show Complex 2300 North Cameron Street Harrisburg, PA 17110 Ph: 717.787.5373 www.farmshow.pa.gov Morgan Firestone mfirestone@pa.gov	SHOW PR AGENCY Elise Brown – elise@elisebrownpr.com (215) 990-6955
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SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office in the PA Farm Show Complex. The office is located in the area between the Main Hall and the North Hall, next to the Security Office.

MOVE-IN | MOVE-OUT DAYS AND HOURS

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

All exhibitors may move in to Exhibit Halls between the hours of 8:00am – 6:00pm, based on the color-coded areas of the floor noted below.. Please contact your salesperson if you need to discuss alternate move-in/out arrangements.

<u>MOVE IN SCHEDULE</u>		<u>MOVE OUT SCHEDULE</u>	
<u>DATE</u>	<u>TIME</u>	<u>DATE</u>	<u>TIME</u>
Tuesday, Feb 27 th	8:00am – 6:00pm	Sunday, Mar 3 rd	6:00pm - 10:00pm
Wednesday, Feb 28 th	8:00am – 6:00pm	Monday, Mar 4 th	8:00am – 12:00pm

****For safety reasons, no one under the age of 16 is permitted in the halls or dock areas during move-in/out.**

MOVE IN MAP and SCHEDULE – visit the [Exhibitor Kit](#) page of the website for a PDF that can be opened/printed/expanded etc.



The move in schedule is based on the location of your booth, with the booths closest to the roll-up drive-in loading area moving in last, to allow access for other booths.

YOU MUST BE COMPLETELY SET UP BY 6:00PM ON WEDNESDAY. NO SETUP IS PERMITTED ON THURSDAY.

General Move-Out Information

YOU MAY BEGIN BREAKING DOWN YOUR BOOTH IMMEDIATELY FOLLOWING THE CLOSE OF THE SHOW.

You may use your own carts, hand trucks, dollies, etc.



Dismantling your booth prior to show close at 6:00pm on Sunday is strictly prohibited.
Your cooperation is appreciated.

SHOW HOURS

Thursday, February 29, 2024	12:00pm – 8:00pm
Friday, March 1, 2024	10:00pm – 8:00pm
Saturday, March 2, 2024	10:00am – 8:00pm
Sunday, March 3, 2024	10:00am – 6:00pm

EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up at Exhibitor Registration during move-in and during show hours. Complimentary plastic badge holders are provided. Exhibitor badges are required to identify you as an authorized exhibitor. Exhibitors will not be allowed access to the show floor during show days without a badge.

Eight (8) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 24 badges per company.

100 – 200 Sq. Ft:	8 Badges
250 – 400 Sq. Ft:	16 Badges
450 Sq. Ft - & Up:	24 Badges

If you have different staff members working your booth on different days, you are encouraged to drop off your badge each night at Exhibitor Registration so that your company does not run out of badges during the show.

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

EXHIBITOR ENTRANCES DURING SHOW HOURS

During show hours, exhibitors will use the Maclay Street entrance of the PA Farm Show Complex. An exhibitor badge will be required to bypass the ticket scanners.

All loading dock doors will be closed and there will be no access granted during show hours. If you need to restock your booth with supplies, please do it one hour before the show opens. Security is permitted to stop any Exhibitor from entering or exiting through the side entrances or loading dock doors. There is no smoking allowed inside the building.

COMPLIMENTARY TICKETS

Each exhibitor will receive 20 complimentary e-tickets for each 100 square feet of space purchased, with a maximum allotment of 60 tickets. These will be emailed approximately three weeks prior to the show. Tickets will only be emailed if your booth space has been paid in full. Additional admission passes can be purchased at the discounted price of \$7.00 each (\$11 at the box office). Please contact Show Coordinator Maddie Rice at maddier@mpeshows.com to order these discounted tickets.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. If complimentary tickets or badges are given to visitors, the exhibitor responsible will not be allowed to exhibit in future events and may be asked to leave the current show immediately. Use your tickets to invite potential customers to the show, or for friends and family.

WILL CALL

Will Call will be set up at the Box Office, which will be utilized by consumers to pick up the tickets that have been reserved for them. Staff will be at Will Call at all times to hand out complimentary tickets for exhibitor family, friends, and prospects. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME on the front of the envelope at Will Call for your guests. Tickets will be filed by last name.

****EXHIBITOR BADGES ARE FOR EXHIBITORS; THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES.**

MARKETING OPPORTUNITIES FOR EXHIBITORS

Please visit the [Marketing Opportunities section of our website \(coming soon\)](#) to take advantage of our many affordable marketing opportunities that will maximize your investment in the show, and drive traffic to your booth. You may also contact your Exhibit Sales Consultant directly. [Sponsorship Opportunities](#) are also available; please reach out to our Show Manager Jenna Naffin at (484) 854-9084 for more information or email jennan@mpeshows.com.

SHOW DECORATOR SERVICES

General Exposition Services (GES) is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Please order these items directly from them. The links for GES forms and ordering information are located on the [Exhibitor Kit](#) page of our website. [Early discount pricing is available until February 12, 2024.](#)

Exhibitors are responsible for the upkeep and cleaning of their own booths. You may order carpet cleaning service from General Exposition Services at their service desk located in the Main Hall, behind the Arena bleachers. During move – out everything that your company brings to the show must be moved or disposed of after the show. If not, there will be a charge to your company for clean-up.

PARKING

We are able to sell a **4-day parking pass for \$32, and a single-day pass for \$8**. To eliminate delays on site, please order and pay for your pass(es) ahead of time by completing [Parking Pass Order Form](#). The passes will be available to pick up at the Show Office during your move-in. The venue will not be charging for parking during the days of move in.

Please order your passes ahead of time because the Farm Show Complex has given us a pre-order deadline of 1/26/2024.

There is Trailer parking available, subject to availability and arranged with the parking and security personnel at the venue.

Overnight Campers On-Site – see the HOTEL & LODGING section on page 11 of this manual.

ELECTRICAL SERVICES POLICIES

Standard Electrical Service can be ordered through Show Management – please use the form on the [Exhibitor Kit](#) page of the show website.

Conditions and Regulations

1. All equipment, regardless of source of power, must comply with all national, state and local safety codes.
 2. Unless specially authorized by the Complex' Electrical Department, no one other than the "House Electrician" shall make electrical connections.
 3. All equipment must be properly tagged and wired with complete information as to type of current, wattage, voltage, phase cycle, horsepower, etc.
 4. All material and equipment furnished by the Complex for this service order shall remain the Complex' property and shall be removed only by the Complex at close of the show.
 5. Unless otherwise directed, the Complex' "House Electricians" are authorized to cut floor covering to permit installation of service.
 6. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded.
 7. All exhibitors' cords must be rated to operate the equipment that you are using and should be at least 12/3 wire grounded type. Farm Show staff will inspect and if proper cords are not utilized, cords will be confiscated.
 8. All fountains and pumps should have Ground Fault Interruption (G.F.I.) protection
 9. Charges will be assessed for any damage to Complex property or equipment.
 10. Charges will be assessed for extra labor provided to the event promoter or vendors.
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FOOD AND BEVERAGE SAMPLING

All exhibitors sampling food or selling food products must touch base with your Exhibit Sales Representative so that the proper permissions are given ahead of time.

Food and Beverage Rules for Exhibitors' personal consumption: Food or beverages may not be brought or consumed in the facility, unless purchased at an on-site concession stand or lounge or with expressed written consent of the Licensor.

Alcoholic beverages may not be brought or consumed in the facility, unless purchased at an on-site concession stand or lounge. Alcoholic beverages must be removed from the facility or will be subject to confiscation.

VEHICLES IN EXHIBITS

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 be marked on the floorplan by show management for fire marshal approval ahead of the show.

- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1 gallon of fuel in the vehicle.
- All RV, trailers, etc. must have a working smoke detector in place while in the building.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and have cables taped. Please contact Show Management to have this scheduled.
- All pressured fuel tanks must be drained.
- Fueling/refueling inside the building is prohibited.

BOOTH INFORMATION, RULES & REGULATIONS

Booth Expectations

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 32". The drape color is black. **Tables, chairs, electricity etc. are not included with the cost of your exhibit booth.** If you need to order booth materials, you can purchase them directly through General Exposition Services. If you need electricity, complete the order form on our website [HERE](#).

Flooring

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all booths are carpeted** or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage. All edges must be secured. You may bring your own or rent from General Exposition Services. You can also consider interlocking foam tiles as a neat, but inexpensive flooring option.

- All flooring must be neat and clean
- No frayed edges are allowed
- All edges of a carpet must be taped down – double sided tape is acceptable
- Duct tape is not allowed to secure the flooring. Any exhibitor leaving tape remnants will be charged a fee for cleanup.
- You must return The PA Farm Show Complex floor to its original condition – Fees will be charged for damages

Table Skirting

It is mandatory that all tables are properly skirted. Skirting must go from the edge of the table to the floor on all four sides. All skirting must be pressed and neat. Use of plastic tablecloths, sheets, shower curtains or any type of "makeshift" tablecloths is **not permitted**. We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee. General Exposition Services is available to rent tables that will be properly skirted if needed for an additional charge. Storage options are available. Please ask your sales consultant about options and pricing.



Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer 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 selling activity must take place inside your contracted space. One verbal warning will be given if your company is in violation of this rule. A second written warning will be issued and if the problem is not addressed at that point Show Management reserves the right to remove your company from the show.

*****TENTS, FLAGS AND CANOPIES ARE NOT ALLOWED*****

This is considered a fire hazard. Exceptions will not be made.

Booth Guidelines

Exhibitors can build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. If your display includes a sign attached to the back wall, you must get approval from show management and the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided; graphics, logos or print facing into another booth will not be allowed
- Professionally finished signage NO handwritten signs are permitted

Exhibit fixtures and components will be permitted to a maximum height of 8 feet on the back wall.

If you are using side walls as part of your display they must be finished on BOTH sides. No exposed wires, frames, wood may be visible for the public or your neighbor to see. All display materials and electrical must meet the fire marshal regulations.

Show Management reserves the right to refuse entry or to have removed at the exhibitor's expense any display which is not in accordance with these rules and regulations.

SECURITY

Security is provided by Marketplace Events' vendors. The guards will be on duty 24 hours each day during the show. Every reasonable precaution will be taken to protect exhibitors' property, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

Please take the following suggestions under advisement:

- Do not leave your booth unattended during set-up, show, or move-out
- Do not leave small items, electronics, one-of-a-kind special samples, prototypes, generated leads, or extremely valuable merchandise in your booth overnight.

FIRE SAFETY

NO open flames, fires, or burning of any kind will be permitted within the complex.

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 on display at the exhibitor's risk. Every reasonable precaution will be taken to protect exhibitor property but please note that Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

Marketplace Events has a recommended insurance provider that you can purchase an event policy with. You may always purchase coverage through any vendor of your choice; this is offered only as an option, familiar with our shows.

Buttine Underwriters Purchasing Group, LLC has an application link here: <https://www.buttine.com/eventExhibitor.html>

Or contact Kendra Reilly Monahan at 212.867.3642 or kar@buttine.com

FINAL PAYMENTS

Full and final payment for exhibit space must be made by 1/15/2024. Show Management reserves the right to refuse entry to any exhibitor whose account has not been settled and paid in full.

If you have signed and authorized Marketplace Events to automatically charge your card on your original contract, please make sure funds are available in the proper time frame. If you have any questions regarding payment processes, please contact Maddie Rice at maddier@mpeshows.com. Any contracts that are outstanding after the show cycle is completed will automatically be sent to collections and the exhibitor will still be responsible to pay off the booth space and will not be allowed to exhibit in any future shows with Marketplace Events.

SALES TAX

All exhibitors are required to have a Pennsylvania Sales License if they are directly selling on the show floor.

For help with obtaining proper licensing and documentation, please contact:

[Pennsylvania Department of Revenue](#)

Business Tax Department: 717-787-1064

License application site: www.pa100.state.pa.us

Online Customer Support: <https://revenue-pa.custhelp.com/>

MICROPHONES, AUDIO EQUIPMENT AND 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 ONE WARNING. If there are more problems with volume levels, then Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show. You must be courteous to your neighboring exhibitors who are conducting business on the show floor.

MUSIC, PHOTOGRAPHS + OTHER COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to play, broadcast, perform any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the exhibitor has, or does not need a license to use such music or copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of the booth or display that contains music, photographs and or copyrighted materials for which the exhibitor fails to produce proof that the exhibitor holds all the 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 of infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges.

PACKAGE & FREIGHT DELIVERY INFORMATION

All Freight delivery goes through the Decorator, General Exposition Services (GES)

Advance Warehouse Shipping: Last Date to arrive at Warehouse Friday February 23, 2024 (Discount pricing deadline: 2/12/24) (Receiving hours: Mon-Fri 8:30a-11:45, 12:30p-4:30p)

Shipping Address Label Detail:

Name of Exhibiting Company

Your Booth Number

PA Home & Garden Show

General Exposition Services

Limerick Business Center
205 Windsor Rd
Pottstown, PA 19464

Direct Show Site Shipping: Starts Tuesday, February 27, 2024, beginning at 8am
(No Freight will be accepted in advance at show site)

Shipping Address Label Detail:

Name of Exhibiting Company
Your Booth Number
PA Home & Garden Show
PA Farm Show Complex
c/o General Exposition Services
2300 N Cameron St
Harrisburg, PA 17110

HOTEL/LODGING INFORMATION

Marketplace Events understands that lodging for your staff can be a primary concern when exhibiting at the show. There are many hotel options in the Harrisburg, PA area, and a few are included on this page, with links to their websites.

We recommend stays at the Best Western Premier, and have a room block for the PA Home + Garden Show. The booking link is: https://www.bestwestern.com/en_US/book/hotel-rooms.39125.html?groupId=5H4SX4F4

 <p>Best Western Premier -- The Central Hotel & Conference Center 800 East Park Drive Harrisburg, PA 17111 717.561.2800</p>	 <p>Staybridge Suites Harrisburg-Hershey 920 Wildwood Park Drive Harrisburg, PA 17110 717.233.3304</p>	 <p>Fairfield Inn by Marriott Harrisburg-Hershey 1018 Briarsdale Road Harrisburg, PA 17109 800.228.2800 or 717.412.4326</p>
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Overnight Camper Hook Up Information (arranged through the venue)

130-30 AMP Camper Electric Services

270-20 AMP Camper Electric Services

See Parking Lot Security Personnel prior to hooking up any camper – contact (717) 231-6565

BASIC FEE: \$40 plus \$55 per electric (includes 4 parking spaces) = \$95 1st day, \$40 each additional day.

If camper requires more than four parking spaces, additional parking spaces can be purchased for \$15 per space per day.

NO WATER, NO DUMPING FACILITIES

Electrical Conditions and Regulations:

1. All equipment, regardless of source of power, must comply with all national, state, and local safety codes.
2. All electrical cords must be rated to operate the equipment you are using. The cords should be at least 12/3 wire grounded type for 20 amp services and 10/3 grounded type for 30 amp services.
3. Reverse 15 amp (female) to 30 amp (male) plug adapters are NOT permitted. These adapters will be confiscated if they are found being used in our equipment.
4. Multiple circuits feeding a single unit are NOT permitted.
5. Unless specially authorized by the Complex' Electrical Department, no one other than the Farm Show Staff shall make electrical connections.
6. All equipment must be properly tagged and wired with complete information as to type of current, wattage, voltage, phase cycle, horsepower, etc.
7. All exposed non-current carrying metal parts of fixed equipment, which are liable to be energized, shall be grounded./=[=
8. Farm Show staff will inspect electrical connections and if proper cords are not utilized, cords will be confiscated.
9. Charges will be assessed for any damage to the Complex property or equipment.

EXHIBITOR RULES AND REGULATIONS CHECKLIST











- ❖ All booths must have floor covering in entire booth area.
- ❖ No signs above 8'. All signs must be professional and one-sided. "Homemade" or handwritten signs are not allowed.
- ❖ If the height of your display exceeds 8' you need to notify management ahead of time for approval.
- ❖ Electric, tables, chairs, carpeting, water, telephone, etc. are not included with the price of your exhibit space.
- ❖ Tables are to be professionally skirted with floor-length skirting. Absolutely no paper or plastic table skirts! Fine furniture is acceptable without skirting.
- ❖ Stickers, pressure adhesive, and helium balloons are not permitted in the booth.
- ❖ No food or beverages may be distributed by exhibitors unless express approval has been obtained from Marketplace Events and the PA Farm Show Complex & Expo Center.
- ❖ All exhibitors are expected to be in their booths during all published show hours. If Show Management sees that you are in violation of this rule, your company may not be permitted to exhibit in future shows.
- ❖ All exhibiting companies must have an executed space agreement with Marketplace Events. Exhibitors are not permitted to assign, sublet, or share booth space.
- ❖ Admission with an exhibitor badge is required.
- ❖ Exhibitors are allowed on the show floor one hour before the show opens to the public and are encouraged to arrive early and be prepared for the crowds.
- ❖ What you bring in, take out. Leave the PA Farm Show Complex & Expo Center floor in broom-clean condition.

Our sincere thanks for your support and participation in the Pennsylvania Home & Garden Show produced by Marketplace Events.

PA HOME + GARDEN SHOW

Marketing Tips to Maximize Your Show Participation...

-  **Direct Mail / Email Campaigns:** We can work with you to develop postcards, newsletters, coupons, e- newsletter or advertisements promoting your participation in the show and encouraging people to visit your booth. This is a great way to start building buzz if you are launching a new product, offering exclusive savings or just want to increase traffic to your booth.
-  **In-Store Flyer Distribution:** Promote your participation in the show and offer your customer an online discount to attend the show. We can send you a PDF flyer for print.
-  **Stickers:** Print up stickers with your booth number and the show name, date and facility name. In the months before the event, affix the stickers to all communications – invoices, letters, packages etc. Provide each salesperson with a batch of stickers, too.
-  **Website Link:** Be sure your website is linked to <https://www.pahomeshow.com/> and you let people know you're at the show this year. Create an area on your company website that describes your participation in the show and invited them to visit you there.
-  **Prizes:** Offer a time – limited incentive to create a sense of urgency. “The first 30 people to visit our booth will get a special prize!” Or, send your hot prospect list a coupon for a gift that they can pick up at your booth.
-  **Personal Call:** Have your sales reps personally deliver show invitations and / or complimentary tickets to customers and hot prospects.
-  **Invitation:** Send a letter of invitation or a Facebook event invite to your network, and a map of the exhibit hall with your booth location highlighted. Stretch the benefit.
-  **Ticket Giveaway:** Use your four complimentary tickets for a giveaway on social media! It increases your social media engagement AND gets people excited to see you at the show.

For More Information on Show Marketing Opportunities Please Contact:

Jenna Naffin; Show Manager (494) 854-9084 or email JennaN@mpeshows.com with questions

Already thinking about next year?

Renew your booth onsite at the show to get the best rate and lock in the best spot for 2023! You'll receive a link in your email leading up to the show. You can click that link to sign your contract and pick your payment plan for next year.

Payment plan options include:

Low Monthly Payments

50 / 50 even split of booth fee

Payment in Full

PLEASE NOTE: RENEWAL RULES

You will have first right of refusal on your booth space until close of show Sunday, March 5th. If you are not renewed at that time, your booth is open to other exhibitors.

If you'd like to move locations, you'll have the option to put in your contract that you'd like to move spots. Your sales consultant will contact you the week after the show to let you know what is available and you can choose a new space. This option lets you get the best rate and first chance at open booth spaces.