

NORTHWEST
FLOWER & GARDEN
FESTIVAL®



FEBRUARY 14-18, 2024

SEATTLE CONVENTION CENTER

EXHIBITOR KIT

The Seattle Times



Marenakos
ROCK CENTER



GARDENSHOW.COM

SHOW MANAGEMENT

Marketplace Events, LLC (MPE)

marketplaceevents.com

gardenshow.com

206.231.0140

SHOW TEAM

Show Manager: Jeff Swenson, jeffs@mpeshows.com
Show Coordinator: Michelle Derbes, michelled@mpeshows.com
Exhibit Sales Consultant: Greenane Davison, greenaned@mpeshows.com
Garden Coordinator: Lloyd Glasscock, lloydg@mpeshows.com
Seminars: LaManda Joy, NWFGFseminars@mpeshows.com
Production Director: Matt McClane, mcmclane@gmail.com
Customer Service Stations: Brian Faker, brianfaker@hotmail.com

Show Management will maintain an on-site office from February 9 – 20, located in room 401, Hall 4C. If any emergencies arise you can contact the Show Office at 206.620.0938 or Jeff Swenson directly at 206.817.5841.

SHOW FACILITY

Seattle Convention Center (SCC)

705 Pike St, Seattle WA 98101

206.694.5000, seattleconventioncenter.com

EXHIBITOR SERVICES

Discount Ordering Deadline: January 19, 2024

Show Decorator

Furniture and carpet rental, forklift service, advance warehouse & show site freight shipments, exhibit cleaning, and labor/material handling, installation & dismantling.

Fern Expo Services

fernexpo.com/exhibitor-services

exhibitorservices@fernexpo.com

800.774.1251

Utilities

Electricity, air/water, internet, WI-FI, phone service, and catering must all be ordered in-house through SCC.

SCC Exhibitor Services

seattleconventioncenter.com/exhibitor-services

exhibitor.services@seattleconventioncenter.com

206.694.5015

Both Fern and SCC maintain a Service Desk during move-in and move-out located in the South Hall by the Show Office. Ordering on-site will be subject to additional charges.

IMPORTANT DATES

FINAL BOOTH PAYMENT DUE:

Monday, January 15, 2024

EXHIBITOR SERVICES ORDER DISCOUNT DEADLINE:

Friday, January 19, 2024

MOVE-IN*:

Sunday, February 11 8:00 am – 10:00 pm

Monday, February 12 8:00 am – 10:00 pm

Tuesday, February 13 8:00 am – 10:00 pm

*Please note you will be assigned a specific move-in day and timeframe. This will be the first time you can start setting up your booth and the only time might have access to the Loading Dock during the day, if needed. Building is locked down and Loading Dock closes at 8 pm, so there is no entry after 8 pm.

SHOW DATES:

February 14 – 18, 2024

SHOW HOURS:

Wednesday - Saturday 9:00 am – 8:00 pm

Sunday: 9:00 am – 6:00 pm

MOVE-OUT:

Sunday, February 18 6:00 pm – 11:00 pm

EXHIBITOR CHECK LIST

✓ **Have you enhanced your Online Exhibitor Listing?**

You received a basic exhibitor listing when you booked your space. If you did not receive an email with a link to enhance your listing, email michelled@mpeshows.com.

✓ **Do you need to order booth decorating and/or setup needs?**

Furniture, carpet, table skirting, forklift service, advance warehouse & show site freight shipments, booth cleaning services – see page 8. Floor covering is required, and all tables must be professionally skirted (no plastic).

Fern Expo will send you an email with ordering information. If you have not received an email from Fern, let us know. **Discount deadline is Tuesday, January 19, 2024.**

✓ **Do you have floor covering for your booth?**

Floor covering is required. (This does not apply to the exhibitors in the Plant Market or on the carpeted Garden Artisan area in the South Hall, booths 1000-1400). See Page 7.

✓ **Have you ordered phone & internet, electrical & lighting needs?**

Electricity is not included in your booth cost, and additional booth lighting is strongly recommended. Order electrical and lighting through SCC Exhibitor Services. See page 8.

Place your order directly at seattleconventioncenter.com/exhibitor-services.

Discount deadline is Friday, January 19, 2024.

✓ **Do you need to flameproof any of your booth decorating items?**

You must provide a valid Certificate of Flame Resistance if you hang/suspend drape/fabric within your booth as part of your display. See page 9.

✓ **Do you need on-site storage for your product?**

Limited number of spaces available. See page 14.

✓ **Do you need Oversized Parking for your vehicle and/or trailer?**

Limited number of spaces available, \$150 per vehicle. See page 16.

✓ **Have you made your hotel reservations?**

See page 19 for exclusive hotel deals.

✓ **Do you have show insurance?**

Email proof of insurance to michelled@mpeshows.com. See page 22.

✓ **Please visit our website at gardeshow.com/exhibitor-kit to download:**

- Official “I’m exhibiting at...” image or Show logo
- Driving Maps to SCC Loading Dock, Hand-Carried Freight Elevators, & Parking

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Section 1 – Creating Your Exhibit

SEATTLE CONVENTION CENTER IS AIR CONDITIONED, SO DRESS ACCORDINGLY

BOOTH GUIDELINES

- MPE provides each inline exhibitor an 8' high black pipe and drape sidewalls and backwall, as well as a one-line exhibitor identification sign on the back drape of your exhibit space (see page 10) with your company name and booth number.
 - A corner booth has only back drape and side wall with adjoining exhibitor, open on the corner.
 - An island booth, open on all sides, does not have any pipe and drape or ID sign.
- Exhibitors are responsible for all other aspects of their exhibit space, including floor coverings, electricity, lighting, and decoration.
- Exhibits should reflect the ambiance of the overall Show— garden-related, fun, and festive!
- **We request that all non-garden exhibitors decorate their booth with extra plant or floral material.**
- Allow 4" leeway when installing hard wall displays.
- All merchandise and materials must be contained within the exhibit space throughout all Show days.
- Maximum height, including signage, for the back and side drape is 8 feet in height.
 - Signs exceeding booth height requirements must be approved by Show Management or exhibitor may be asked to remove the sign.
- Freeform and tall wall exhibits have no height limitations. *Displays exceeding 8' limit must be finished on reverse side unless matched height of your neighbor.
 - All unfinished portions of displays must be draped or finished to be pleasant to the public view. Show Management may require exhibitors to purchase drape if display is not finished adequately.
 - Use of a tent canopy must be approved by Show Management.
 - Structures cannot be over 299 sq ft, and any structure with walls must have a fire extinguisher (Class C) and smoke detector.

AISLE RESTRICTIONS

- ALL business activity must take place only within the leased space and AT NO TIME be conducted in the aisles.
- Vendors must also refrain from calling out into the crowd to draw attention away from other businesses. Please represent your company in a professional manner.
- All merchandise must be displayed inside your booth. Marketplace Events reserves the right to remove any merchandise exhibited in the aisles.
- It is against show policy for exhibitors to hand out literature, samples or obtain leads, etc., in the aisles, bathrooms, or in other exhibitor's booths. These activities must be done inside your own exhibit space(s).

FLOORING

Floor covering is **required** in booth spaces. Your exhibit must have floor covering completely covering the exact dimensions of your designated space so that no concrete is exposed. No partial floor coverings are permitted. This does not apply to the exhibitors in the Plant Market or on the carpeted Garden Artisan area in the South Hall (booth rows 1000-1400).

- You can provide your own flooring or rent carpet from Fern Expo Services.
- If you provide your own carpet, please use some type of clean, professional-looking covering, like carpet, AstroTurf, hardwood, tile, vinyl flooring, etc.
- The floor of the Convention Center is sealed painted concrete. Do **NOT** use Duct Tape on the floor, as it does not remove easily, and you will be charged to have it cleaned off the convention floor.
- You must secure the front edge of your carpet to the concrete floor using a double back tape to avoid any tripping hazard. If you do not bring your own tape, you can purchase it from the decorator at show rates.

Note for Exhibitors on the Carpet Area in the South Hall: Exhibitors on the carpeted Garden Artisan area (booth rows 1000-1400) are responsible for any damage to the carpet in their exhibit area. Should a square(s) need to be replaced in your space, the cost of each carpet square plus labor will be billed directly to the exhibitor. If your exhibit contains material that could soil or spot the carpet, place non-permeable protective sheeting under the item to protect the carpet.

LIGHTING

We strongly recommend that all exhibitors add additional lighting to their display. The 8ft black drape high side walls tend to make booths a little in the shadows, especially if you have a 10' x 10' inline.

- In the South Hall, please note that the lights are dimmed over all the booths in the Garden Artisan carpeted area (booth rows 1000-1400).
- Show lighting over the Garden Displays is significantly more reduced than the rest of the show, and exhibits bordering the gardens will be darker than other sections.
- The overhead show lights will not be adjusted during show days, and do not assume that the SCC lighting will provide enough illumination for your display.
- Electricity is not included with your booth cost and must be ordered through SCC Exhibitor Services. (If you renewed for the 2024 show during the 2023 show, then you received free power + Wi-Fi for the 2024 show. Please contact SCC Exhibitor Services for details).

TABLE COVERINGS

- It is mandatory that all tables are properly skirted.
- Skirting must go from the edge of the table to the floor on all VISIBLE sides.
- All skirting must be pressed and clean.
- Use of plastic tablecloths, sheets, shower curtains or any type of “makeshift” tablecloth is not permitted.
- Management will skirt all incorrectly skirted tables at the exhibitor’s expense.
- You can order table skirting from Fern Expo Services.

ORDERING EXHIBIT SERVICES: CARPET, LIGHTING, ELECTRICITY, INTERNET, ETC.

Order from Fern Expo Services and SCC Exhibitor Services by January 19, 2024, for discounted pricing.

You must order all services directly through Fern Expo Services at fernexpo.com/exhibitor-services/ and SCC Exhibitor Services at seattleconventioncenter.com/exhibitor-services.

Order from Fern Expo Services:

- Furniture
- Carpet
- Forklift Service
- Exhibit Space Cleaning
- Advance Warehouse & Show Site Freight Shipments
- Labor/Material Handling; Installation & Dismantling

During move-in and move-out, Fern Expo Services will maintain a Service desk located in the South Hall directly across from Show Office. Items not ordered in advance will be subject to additional charges.

Order directly from Fern Expo. You will receive an email from Fern with instructions on creating an account in OneView. Once created, you will be able to order services online using OneView. Please e-mail Fern Exhibitor Services at exhibitorservices@fernexpo.com should you have any questions or if you need to have the introduction e-mail resent. For discounted pricing, order online by Friday, January 19, 2024.

[CLICK HERE](#) for a video tutorial of Fern's OneView.

Order from SCC Exhibitor Services:

SmartCity:

- Phone & Internet Service – If you require the use of internet to do business at the Show, whether it be to process payments or access to the web, **do not rely on your phone provider service.** Order Wi-Fi or a hard-wired connection through the SCC provider SmartCity.

Edlen Electrical:

- Electrical Service – **Electricity is not included in your booth cost.** If you need power, you must order from Edlen. (If you renewed on-site at the 2023 show, you received free power + Wi-Fi for the 2024 show. Please contact SCC Exhibitor Services for details). **Portable power devices are not allowed on the show floor.** The only battery powered portable chargers allowed are those intended to power a small electronic device, such as a tablet or cell phone. It must be UL listed and self-contained; it cannot accept a pronged plug.

Please note that Edlen will drop your electrical box in the back of your inline or island booth. You may request to have it in a different location; however, they will charge for labor/materials. We recommend you bring your own extension cords and surge protector – label all your own equipment.

- Air/Water/Fill & Drain – You must use Convention Center Services for any of these services.
- Lighting – We encourage all exhibitors to add lighting to their exhibit. You can bring your own or order supplemental lighting from SCC Exhibitor Services.
 - **South Hall Garden Floor:** Due to the theatrical lighting focused on the Show Garden Displays, exhibits bordering the Garden Displays will be darker than most sections of the Marketplace. You are advised to order additional lighting for your display.
 - **South Hall Garden Artisans carpeted area** (booth rows 1000-1400): We encourage you to use extra lighting as the overhead lights will be dimmed in this area for the duration of the show.

SCC Show Special – “SCC Pay Wi-Fi” Package (5 amp outlet + 1 Wi-Fi): For \$189.99 plus tax (discount pricing before Jan. 19), provides 5 amps of power (at the back drape line for an inline booth - labor charges apply for distribution/island booths), and 1 Wi-Fi connection code intended for mobile point of sale transaction devices only; available for the duration of the event. Additional login credentials available for a separate cost. Wi-Fi codes are not transferrable between devices. SCC is not responsible for configuring or troubleshooting your hardware or device issues. Wi-Fi credentials will be sent via email prior to move in. Please note price will be \$ \$262.99 after January 19.

Place your order directly at seattleconventioncenter.com/exhibitor-services. For discounted pricing, order online by Friday, January 19, 2024.

FIRE SAFETY REGULATIONS

The Northwest Flower & Garden Festival must pass a fire safety inspection by the Seattle Fire Marshal to open its doors to the public.

IMPORTANT: You MUST provide a Certificate of Flame Resistance indicating the following items are flame retardant or they must be removed:

- All decorations, drapes, curtains, fabric material, hangings, items such as carpeting, turf used in the vertical hanging/suspending position within your booth or from the ceiling, whether there is a source of ignition (electricity) or not.
- Painted back-drops/signage using oil based or water-based paints with backing materials.
- Materials used for outdoor ground coverings, such as beauty bark, shredded tires.
- The use of oilcloth, tarpaper, sisal paper, nylon, Orlon, and certain other synthetic materials that cannot be made flame resistant is strictly prohibited.

Items that require treatment with a flame-retardant product may be subject to a flame test prior to Show hours. This does not include products that are for sale in your booth.

If you plan to build a roof system between 100 and 300 square feet you must install a smoke detector on the ceiling and have a fire extinguisher in your booth. Building a consecutive roof system over 300 square feet is prohibited without a sprinkler system installed.

To facilitate verification that an item described above is flame retardant; the following options may be used:

- During Move-In, a copy of the Certificate of Flame Resistance for the item may be left in the booth when the vendor does not occupy it. The Certificate of Flame Resistance must indicate the item meets the requirements of either National Fire Protection Association 701 (NFPA 701) and/or the State of California Fire Marshal approved standard for flame proofing (Note: Certificates of Flame Resistance are valid for one (1) year after which time they must be renewed. Unless the certificate shows an expiration date stating otherwise or indicates the treatment cannot be removed when laundered).
- A tag or label affixed to the item indicating it meets either the NFPA 701 and/or The State of California Fire Marshal approved standard for flame proofing or is noncombustible.
- Only certificates from a third-party certifier or manufacturer of the product(s) are acceptable. Treating the item(s) yourself is not acceptable. You must have this Certificate on-site at the Show, visible in your booth. Your cooperation is necessary and appreciated.

Items which are not accompanied by a valid Certificate of Flame Resistance shall be removed. If the item(s) is unable to be removed from the show floor prior to the show opening, the show doors may be held and/or the exhibitor’s booth may be closed. Visit <https://www.seattle.gov/fire/business-services/special-events/tents-and-flameproofing> for further clarification.

FLAME PROOFING

To prepare your decorating items to pass Seattle Fire Marshal requirements, we recommend the following fire-retardant company:

American Flamecoat of the Pacific Northwest
1143 NW 52nd St, Seattle, WA 98107
206.789-9404; northwestfirecoat@gmail.com

For a list of other flame proofing and flame-retardant companies, please visit:

www.seattle.gov/Documents/Departments/Fire/Business/FlameRetardantSources.pdf.

This list is for informational purposes only and is not an endorsement of their products or services. Please check out the vendors to determine which will best meet your needs for flame retardant products or materials. Keep in mind that this is a 3 to 5-day process, so order early.

COMBUSTIBLE STORAGE

Combustible storage, repacking material, etc., is prohibited throughout the public assembly area. This includes areas in and behind individual booth spaces. **NOTE:** Small amounts of brochures and other literature for distribution may be stored out of sight under tables fronting the booth space when approved by a representative of the Fire Marshal's Office.

For more information about flame-proofing and combustible storage, contact the Seattle Fire Dept – Fire Prevention Division at 206.386.1450.

SIGNAGE

Fern Expo Services will provide a white, cardboard ID sign with your company name, and booth number that will hang on the pipe and drape back wall of your exhibit.

As this is meant to be a place holder and locator for your booth during move-in; we recommend you also display your own company signage. Professional printed signs only; hand-written signs are NOT permitted in your booth. Please display your booth number for the benefit of attendees looking for a specific booth if you are using your own banners. Locating your booth number is one of our biggest complaints from attendees.

Your personal sign of your company name or product listing should only be seen facing toward the inside of your booth space. Signs exceeding booth height requirements must be approved by Show Management, finished back with NO verbiage facing your neighbor to the back or side.

HEADSETS AND MICROPHONES

Headsets and hand-held microphones are NOT permitted in any exhibit area. Please contact your sales rep or Show Management if you have an issue or need more clarification.

CITY OF SEATTLE PLASTIC BAG BAN

Single-use plastic bags are banned in the City of Seattle. For more information, visit:

www.seattle.gov/utilities/protecting-our-environment/sustainability-tips/waste-prevention/at-work/bag-requirements.

Section 2 – Move-In Day and Exhibit Set-up

MOVE-IN SCHEDULE

Exhibitors move-in times are on Sunday, Monday, and Tuesday, February 11 - 13, and are scheduled based on your location in the North or South Hall. Please refer to the [Move-in Map](#) for your specific move-in day and timeframe. These are the times you can first start setting up, as well as the only time you can use the Loading Dock, if available. There is no guarantee that you will be able to drive onto the show floor or use the Loading Dock. **Please note, only vehicles over 6’5” and/or trailers will be given Loading Dock priority.** Be prepared to unload from the Hand Carried Freight Elevator if you have a personal vehicle.

Due to severe congestion on the Loading Dock, we ask that only vehicles larger than 6’6” use the Loading Dock. If you are able to move in with a handcart, we ask that you use the Hand Carried Freight Elevators and NOT the Loading Dock. If you have a personal vehicle, you may be turned away from the Loading Dock and sent to the Hand Carried Freight Elevator. See Hand-Carried Freight elevator schedule on page 13.

After your assigned timeframe, you can continue to set up your booth and use the Hand-Carried Freight elevators, if you need to bring in more product or supplies. The building will be locked down by 8 pm each night; however, you can continue to work in your space until 10 pm. If you leave the building after 8 pm, you will not be able to re-enter.

For all vendors moving in on Tuesday, there will be no vehicles allowed on the show floor. Be prepared to unload from Loading Dock or use the Hand Carried Freight Elevators. Please note there are **no pets and no children under age 16 permitted on-site during move-in (including infants).** This will be strictly enforced by the Convention Center staff, and you will be asked to take your children off the show floor. This is a safety issue due to the number of vehicles driving on the show floor, including heavy equipment on the garden floor.

VEHICLE MOVE-IN PASS

Your VEHICLE MOVE-IN PASS will be mailed to you in January, which will contain your move-in timeframe. You can also refer to the [Move-in Map](#) to see your scheduled time. These are the times you can first start setting up, as well as the only time you can use the Loading Dock during the day, if available.

Due to extreme congestion on Loading Dock and show floor, only vehicles 6’6” and taller will have priority to use the Loading Dock from 8 am – 5 pm. If your vehicle is under 6’6”, please use the Hand-Carried Freight Elevators as you may be turned away from the Loading Dock. (You can use the Loading Dock from 6 – 8 pm, as it is free of traffic during those times. If you need to make multiple trips or must use the Loading Dock with a smaller vehicle, please arrive during these times. See Hand-Carried Freight elevator schedule on page 13.

Please add the driver’s cell phone number on the pass, and keep pass on dashboard while on Loading Dock, show floor, or Freight Elevator parking garages. While on the Loading Dock or in Exhibit Halls, **you must leave keys in vehicle and DO NOT lock your doors.** If your vehicle is blocking and the driver can’t be located, one of our staff will move it. We have never experienced a vehicle theft on the show floor.

You may be turned away from the Loading Dock if you arrive prior to your appointed Move-In time. Help us make the Move-In process as smooth as possible – please adhere to your scheduled Move-In time. We have over 400 exhibitors and 30 Display Gardens to move-in in three short days. Your patience and cooperation are needed and appreciated, and we will try to accommodate you as best as possible. If you are unsure of your booth number or move-in time, please email greenaned@mpeshows.com.

LOADING DOCK

If your vehicle is over 6'5", you must use the Loading Dock or North Hand-Carried Freight Elevator, as your vehicle will not fit in the main garage, where South Hand-Carried Freight Elevator is located. The Loading Dock is for unloading ONLY, and you will only have access during your assigned timeframe on your MOVE-IN PASS. Exception - Loading Dock may be used anytime between 6 – 8 pm without a reservation.

You will be required to leave your keys in your vehicle while off-loading and have your MOVE-IN PASS clearly displayed on the dashboard of your vehicle. There will be staff enforcing these rules. As soon as you have off-loaded, you must move your vehicle from the show floor and Loading Dock area. **Do not** set up your display with your vehicle still parked on the show floor or Loading Dock. Driving direction map to the Loading Dock is located on our website at gardenshow.com/exhibitor-kit. Address for the Loading Dock is 1315 Hubbell Place.

HAND-CARRIED FREIGHT ELEVATORS

Move-in via Hand-Carried Freight elevators is always faster than the Loading Dock, due to traffic congestion.

South Hand-Carried Freight Elevator

(Accessing all South Halls: 4A, B, and C – booth rows 100-1400)

Located at 1380 8th Avenue in the Convention Center's main parking garage at the 8th Avenue entrance off Pike Street. Follow the signs to the Blue Aisles F & G.

Elevator Dimensions: 12' wide x 24' deep x 14' high

Maximum Vehicle Height: 6'5" (No full-size vans or trailers)

North Hand-Carried Freight Elevator

(Accessing North Halls: 4E and F – booth rows 2100-2900)

Located at 1509 9th Avenue, on the west side of 9th Avenue, just north of Pike Street. Limited spots available, please remove your vehicle as soon as unloaded.

Elevator Dimensions: 11' wide x 20' deep x 14' high

Maximum Vehicle Height: 9'8" (No full-size vans or trailers)

There are limited flatbed hand-carts available for your use during move-in; therefore, we encourage you to bring a hand truck or dolly. Please label all your personal belongings clearly.

Driving direction maps to the Hand-Carried Freight elevators are located on our website at gardenshow.com/exhibitor-kit.

During Move-In and Move-Out when the Hand-Carried Freight elevator is operating, exhibitors can park for up to one hour free.

- Have your parking ticket validated at the freight elevator entrance, garage level.
- There is no discount for vehicles exiting after one hour. If your vehicle is parked longer than one hour, the regular parking rates apply.
- If there is a Garage Full sign during move-in, inform the guard that you are with the NWFG show and going to Hand-Carried Freight.

Hand-Carried Freight Elevator Schedule – North and South

| Move-In* | From | To |
|--------------------------------------|---------------|-----------|
| Sunday, February 11 (South only) | 8:00 am | 6:00 pm |
| Monday, February 12 (N & S) | 8:00 am | 6:00 pm |
| Tuesday, February 13 (N & S) | 8:00 am | 6:00 pm |
| Move-Out | From | To |
| Sunday, February 18 (N & S) | 6:01 pm | 10:30 pm |
| Monday, February 19 | | |
| South Hall | 8:00 am | Noon |
| North Hall | NOT OPERATING | |
| Show Days – Wednesday-Sunday* | From | To |
| South Hall | 8:00 am | 9:00 am |
| North Hall | NOT OPERATING | |

*Please note the Hand Carried Freight Elevators close at 6 pm during move-in. From 6 – 8 pm, you can use the Loading Dock as it is free of traffic during those times.

*No Convention Center flatbed handcarts will be available on Show Days.

UNLOADING AND TRANSPORTING MATERIALS TO EXHIBIT SPACE

Freight can enter and leave the building only by way of the Hand-Carried Freight Elevators and Loading Docks. Security personnel will not permit freight transport through the Convention Center Lobby. There will be an attendant stationed in the 4th floor Lobby beginning at 7:00 am during Move-in days and on show days.

EXHIBIT SET-UP DEADLINE

All exhibits must be staffed and ready for the public by Wednesday morning, February 14, at 9:00 am. Please contact Show Management if you have a last-minute emergency. Any space not claimed and occupied or for which no special arrangements have been made by 8:00 pm on Tuesday may be resold or reassigned by Show Management without any obligation on the part of the Northwest Flower & Garden Festival or Marketplace Events, LLC.

WORK PASS STICKERS

Must be worn during Move-In and Move-Out while in the Exhibit halls. Anyone without a Work Pass Sticker will be turned away. These stickers will be included in Exhibitor Move-In Packet (mailed early January) or sent with your wristbands once your exhibit booth fees are paid in full.

FREIGHT HANDLING AND FORKLIFT SERVICES

Fern Expo Services, the Show's official decorator, will be providing all freight handling and forklift services, including pallet-jacks. If you need forklift service for move-out, remember to schedule prior to the show. **Order directly from Fern at www.fernexpo.com/exhibitor-services/. Fern's discounted rates expire Friday, January 19, 2024.**

RESTOCKING

Your inventory may be restocked Wednesday through Sunday mornings prior to Show opening, between 8 am and 9 am by using the Loading Dock or South Hand-Carried Freight elevator. The freight elevator will be closed at all other times.

The Convention Center will not have flatbed handcarts available for restocking on show days, so please bring your own. Hand trucks and dollies are not permitted on the Show floor during Show hours to avoid the risk of injuring attendees. Restocking during public Show hours from storage areas is only permitted by hand-carrying the product.

STORAGE

- Storage areas will be accessible to you during the Show and restocking hours.
- Reserved storage spaces are guaranteed, labeled, and taped off for each exhibitor who pre-purchased storage space.
- Storage is at your own risk. The Show is not responsible for lost, stolen or broken items.
- Exhibitors cannot store items outside their assigned space. Only store your belongings in the designated area. Do not assume an unlabeled space is available. These can still be sold and assigned during move-in and show days.
- The cost for reserved storage space is \$3.49 per square foot, in sizes of 4' x 4' (16 sq ft), 4' x 6' (24 sq. ft.), 4' x 12' (48 sq ft), and 6' x 12' (72 sq ft) spaces. Contact greenaned@mpeshows.com for availability. Multiple spaces may be ordered.
- If you had storage space in the 2023 show, please check with greenaned@mpeshows.com to see if it is assigned to you for the 2024 show. It is not always automatically carried over from the previous show.
- Spaces are located on the floor either on the North or South Loading Dock and in the North and South Service Corridors, except the 4' x 4' spaces, which are counter height. All storage areas are covered but are exposed to the outside temperature.

If you have already ordered and paid for storage space, your storage assignment will appear in the Exhibitor Move-In Packet (mailed early January).

PARKING

Parking your vehicle during the Show can be expensive and difficult to find, especially if you arrive after the Show is open. **Be prepared to arrive prior to 8 am to obtain a parking space.** Please remember this is a public parking garage and we do not have any control over who uses it, nor can we reserve sections for the show.

Parking Discount: On Wednesday, Thursday, and Friday only during show days, the Convention Center is offering a special price of \$18.00 per day to exhibitors who arrive before 9:00 am and stay for 8+ hours. **Pick up your discount parking voucher (one per vehicle per day) at the Exhibitor Help Desk during move-in or at the Show Office during show days (Wed-Fri).**

1. Before returning to your vehicle, take your parking ticket and the discount voucher to the ticket Kiosks located on level 3 and follow payment process.
2. Insert parking ticket. It will tell you how much you owe.
3. Insert discount voucher; it will lower cost to \$18.00.

This is ONLY for vendors parking at the Convention Center Parking Garage or Freeway Parking Garage on Wednesday, Thursday, and Friday. This rate does not include in/out privileges and does not guarantee a parking spot. **Weekend prices will be their regular posted prices – for current parking rates, please visit seattleconventioncenter.com/parking-garage-information.**

The Convention Center has three parking garages; the show uses the Arch and Freeway Park parking. The Arch Garage is located under the Convention Center and is accessed by the 3rd Floor. The Freeway Park Garage is adjacent to the Convention Center with a walk through from the 3rd Floor. Please note the show is located in the Arch and is not connected to the new Summit Building, which has the 3rd parking garage.

SCC Arch Parking Garage (Entrance on 1380 8th Ave, between Pike & Seneca):

- Open from 5:30 am to midnight seven days a week. No in-out privileges.
- Clearance is **6'5"**.
- Evenings after 5 pm are \$9; and a lost ticket is \$37.00. For current parking rates, please visit seattleconventioncenter.com/parking-garage-information.
- During move-in and move-out while the Hand-Carried Freight Elevator is operating, you can park up to one hour for free. You must get your parking ticket validated at the freight elevator entrance, garage level. There is no discount for vehicles exiting after one hour; the regular rates will apply.
- **Keep your parking ticket with you after you leave your vehicle.** Pay before returning to your vehicle and don't lose your ticket! You will be charged a flat fee of \$37.00 if you lose your ticket.
- Upon returning to your vehicle to exit the garage, payment can be made at the pay kiosks or central cashier located on the 3rd floor of Convention Center parking entrance. Take your validated ticket with you to exit the garage.

Freeway Parking Garage (Entrance on 1267 Hubbell Place, between Pike & Seneca):

- Open from 5:30 am to 8:00 pm Monday through Saturday, **closed Sunday.** Attendant leaves around 7:00 pm, but the gate will open for pre-paid vehicles to exit.
- Clearance is **6'9"**.
- No evening rates; lost tickets are \$36.00.

Prices at Freeway Parking are \$1 less per hour than the main SCC Arch Garage. We urge you to use this garage to allow more parking spaces for attendees to use the SCC Arch Garage.

Disabled Parking: There are 16 disabled parking spaces in both garages, with no elevator access inside the SCC Main Garage. In the Freeway Park Garage, there are 4 spaces on each of the 4 levels, near the elevators.

Electric Vehicle Parking: Four EV charging stations are available in the SCC Main Garage (Aisle A). These stations can charge all new generation electric and plug-in hybrid vehicles. Charging is free for the first two hours, and \$2 per each additional hour. **Regular parking rates apply.**

Bicycle Parking: The SCC Main Garage offers parking for 10-15 bikes on the Blue Level, just next to the Electric Vehicle Parking. We also have various locking bike stands on Convention Place, 7th and Pike, and on Pike Street in front of the Center. Bike storage is not available at SCC.

Other Parking: There are other parking garages and lots near the Convention Center. During peak Show hours and on weekdays when downtown workers use parking facilities, parking is difficult to find. You are encouraged to use other garages and lots, or alternate methods of transportation.

For vehicles over 6'9", here are three options within walking distance to the Convention Center.

Summit Garage: Garage for SCC's new building, located at 1009 Olive Way between 9th and Boren. Entry level is 8'4", other levels are 6'10". Any exceptions are clearly marked. Open 5:30 am - 12 am seven days a week.

One Convention Place garage: Located at 701 Pike and is attached to the Convention Center – please note this is not a SCC garage. The garage height restriction is 6'10". They are open 7 days a week, 6 am – 12 am.

LAZ 6th Avenue Parking garage: Located at 1301 6th Ave, near the Hilton. The garage height restriction is 7'0", and they are open 24/7

OVERSIZED/LONG TERM PARKING LOT

\$150.00 per vehicle (trailer included)

If you have an oversized vehicle that will not fit in any parking lots near the Convention Center, or if you want to leave your vehicle for the week without paying daily rates, the Show has rented a secure outdoor lot 10 miles from the Convention Center at [9645 Martin Luther King Jr Way S](#). The lot is fenced and locked, with an alarm. The lot will be staffed for specific hours – this will be strictly enforced. When the guard leaves, the gate is locked, and the alarm is set. You will not have access to your vehicle outside of these hours:

Move-In:

- Sunday - Tuesday, February 11-13: 8 am – 10 pm

Show Days:

- Wednesday - Saturday, February 14-18: 7 am – 11 am and 7 pm – 11 pm (for restocking purposes)

Move-Out:

- Sunday, February 18: 7 am – 11 pm
- Monday, February 19: The lot will be unlocked at 7 am for any remaining vehicles to be picked up.

All vehicles must be removed by 8 am on Monday, February 19th, or they will be towed.

Cost for parking is \$150.00 per vehicle (trailer included). If you have already purchased oversized parking, you can pick up your parking pass at the Exhibitor Help Desk during move-in. To pay for oversized parking, please email michelled@mpeshows.com. Spaces are limited so please submit early! If space is still available, you can purchase a parking pass at the Exhibitor Help Desk during move-in.

Section 3 – Show Time!

STAFFING AND SHOW HOURS

Wednesday - Saturday: 9 am to 8 pm

Sunday: 9 am to 6 pm

We recommend exhibits be staffed all Show hours, with booths open and staffed by 8:50 am each morning. Please let the Show Office know if you need to leave your booth, so we are aware that you are gone and may help secure your area.

WRISTBANDS

Wristbands are required and must be worn on your wrist for all exhibitor admission to the Convention Center during all hours of the Show. There are no exceptions to this policy. You cannot show an unattached wristband for entry; it must be securely attached to your wrist, or you WILL NOT be admitted into the Show. You may wear personal badges to identify your company, but these will not gain you entry to the Show. Please note that each day's wristband is a different color and has the day of the week printed on it.

WRISTBAND COLORS BY DAY

- Wednesday Red/White hearts
- Thursday Yellow giraffe
- Friday Orange flowers
- Saturday Blue sun
- Sunday Green leaves

Wristband distribution to your staff is your responsibility. Please inform your employees that they will not be allowed in the Show without a wristband. If lost, replacement wristbands are \$10 at the Ticket booth – NO EXCEPTIONS and NO REFUNDS! Wristbands are for exhibitor staffing ONLY and are not transferable. Wristbands are a security liability as they allow entry onto the Show floor (7 am) prior to show opening (9 am).

Friends and family who are not working the booth must use the provided complimentary e-tickets or purchase a ticket to enter the Show. Any exhibitor violating the Show's wristband policy will have your allotted wristbands confiscated and you will need to purchase tickets for entry for the remaining show days.

Exhibitors will be emailed 6 Complimentary e-tickets with your Exhibitor Move-In Packet. You will receive emailed instructions on how to distribute the e-tickets. Use e-tickets for friends and family, or for anyone who was instrumental in making your presence possible at the Show. Exhibitors can also purchase additional tickets for a discounted rate of \$10 at the Box Office during show days. Ask for the Exhibitor Rate; you must be wearing a wristband to receive this rate.

Wristbands are allocated based on the size of your exhibit space and will be mailed to you in the Exhibitor Move-In Packet (mailed January) once your exhibit booth fees are paid in full. If you have a past due balance at the time of the mailing of the Exhibitor Move-In Packet, we will hold your wristbands at the Show Office; you can pick them up when you pay your exhibit booth fees in full.

| | |
|------------------------|-----------------------|
| 50 – 99 square foot | 3 wristbands per day |
| 100-300 square foot | 5 wristbands per day |
| 400+ square foot | 10 wristbands per day |
| Educational/Non-Profit | 10 wristbands per day |

SECURITY

There will be enhanced security onsite at the show. Wearing a Work Pass during move-in and move-out and wearing a wristband during show days are mandatory – there will be no exceptions. If you have any questions, please contact our office at 206.231.0140.

EXHIBITOR AWARDS

Merit awards will be judged on the morning of opening day and presented to exhibitors with Outstanding Exhibit Displays prior to the end of the show.

The award categories are the following:

- Outstanding Small Space (100 sq ft or smaller)
- Outstanding Medium Space (101 - 200 sq ft)
- Outstanding Large Space (201+ sq ft)
- Outstanding Plant Market
- Exhibitor Best in Show

FOOD SERVICE

During show days, the Convention Center maintains several food concessions on the show floor. Show participants wearing a current day wristband receive 10% off any food or beverage within the Show, excluding alcohol. Show your wristband to cashier. Please note café hours are based on attendance and Aramark daily will adjust closing times. There will be no food and beverage service offered in the Exhibit Halls during Move-In and Move-Out, but a variety of food vendors can be found in the building's retail levels. However, food from outside vendors is not allowed on the show floor. There are several tables for eating on the 4th, 2nd and 1st floor of the Convention Center. You may bring food prepared from home in non-descript bag or container.

SMALL PACKAGE CHECK

We have a free package check station that can be used by attendees to store packages during Show hours on the same day of purchase. Package Check is located on the Skybridge. Customers must pick up their packages from Package Check before show closing. There will be NO overnight storage at Package Check.

LARGE ITEM LOAD OUT (LILO)

Appointment required. This FREE service gives assistance transporting heavy or unwieldy items into your customer's car on the Loading Dock of the Convention Center. Due to security issues, vendors cannot make their own arrangements to meet customers on the Loading Dock.

Hours of Operation for LILO:

| | |
|-----------------------|--------------------|
| Wednesday – Saturday: | 11:00 pm – 7:30 pm |
| Sunday: | 11:00 am – 4:30 pm |

NEW: Exhibitors will be able to call a festival representative to the booth to meet with the customer and arrange for LILO. For details about this new service, talk to the representative at the Exhibitor Help Desk during move-in or the Show Office during show days.

Northwest Flower & Garden Festival assumes no responsibility for damage or loss once the item leaves a vendor's booth. The Festival has the right to refuse moving any item it deems too large or heavy to safely move. If you have any questions or concerns, please call our office at 206.620.0938.

HOTEL RESERVATIONS

Show participants receive a **negotiated hotel rate of \$149 per night** at the downtown **Sheraton Grand Seattle**; available online only. To reserve, [click on this link](#). There is limited availability; once the block of rooms is booked this rate will no longer be available.

You can only receive this rate by booking through this link. You will not get this rate anywhere else or by calling the hotel directly. If you have questions, please call Group Travel Associates at (805) 496-1251.

There are also several downtown hotels that offer discounts for anyone attending the Northwest Flower & Garden Festival. To see what hotels are participating and to make a reservation, go to gardenshow.com and click on the **PLAN YOUR VISIT – HOTEL DEALS** tabs. For most of the hotels **you must make your reservation through the website**. You may not receive the discounted rate by calling the hotel directly.

You will not get these rates anywhere else. Please note that the hotels set aside a specified number of rooms at the discounted rate, and once they are all reserved the rate is no longer available.

ANIMALS

Animals that are approved by Show Management are permitted in the show if part of an exhibit, activity or performance that legitimately requires the use of animals. Trained service animals or service animals in training will be allowed into the show. All other animals, including pets and comfort animals, are prohibited. Permitted animals must be on a leash, within a pen, or under similar controls at all times. The owner takes full responsibility for his/her own animal.

Section 4 - Move-Out

TRASH – ATTENTION

The Show adheres to a “pack it in, pack it out” philosophy. We have cardboard dumpsters, as well as a clean green dumpster for soil and plant material, on both the North & South Loading Docks. Please don’t leave your garbage in your neighbor’s space or storage area, take it with you.

MOVE-OUT INSTRUCTIONS

DO NOT dismantle or remove exhibit materials before 6 pm on Sunday when the Show closes - This policy will be strictly enforced. Any exhibitor violating this rule is violating their contract and will lose seniority for booth placement the following year. Absolutely no freight (except small, hand-carried boxes) will be allowed to exit through the front lobby doors into the Galleria. All exhibit materials must be removed via the Loading Dock or Hand-Carried Freight elevators to the parking garage. Convention Center flatbed handcarts will be available after the Show closes at 6 pm. Please be courteous by only taking no more than one flatbed handcart per exhibit space, as there is limited availability.

Booth Move-Out Hours:

Sunday, February 18

From

6:00 pm*

To

10:30 pm

***Convention Center carts will not be released until 6:00 pm!**

Move-Out Procedures

- Dismantle and pack up your exhibit completely.
- Dispose of your garbage (we have cardboard dumpsters on Loading Dock) or TAKE IT WITH YOU!
- **MOVE-OUT PASS REQUIRED** for using Loading Dock or North Hand-Carried Freight elevator.
 The South Hand-Carried Freight Elevator DOES NOT require a pass. As soon as you are ready to go, you can take use the South Hand-Carried Freight Elevator to move-out. Make sure your car is parked near the South Hand-Carried Freight Elevator in the main parking garage. Signs will direct you to this area.
- **TO OBTAIN A MOVE-OUT PASS:** You cannot obtain a pass until your booth is completely packed up and you are ready to get your vehicle.
 - Once you are ready, find Show Staff who be stationed in each hall (our staff will be wearing high visibility reflective vests).
 - Show Staff will give you a MOVE-OUT PASS after they have visually verified that your booth and its contents are dismantled and ready to be loaded into your vehicle. You can also check in at the Show Office and they will radio Staff to meet you at your booth.
- Take your MOVE-OUT PASS with you to retrieve your vehicle and proceed to either the Loading Dock or the North Hand-Carried Freight Elevator area (No pass needed for the South Hand-Carried Elevator).
- If possible, have a co-worker stay at your booth while you retrieve your vehicle. Communicate with your co-worker when you are about to enter the Loading Dock area, at which time they can begin to transport your materials to the Loading Dock.

- If moving out alone, park your vehicle on the Loading Dock or Hand-Carried Freight elevator parking garage, quickly retrieve your materials, load your vehicle, and depart.
- Exhibitors will not be allowed to park cars on the Loading Dock or on Hubbell Street near the bottom of the ramp prior to 6:00 pm when move-out begins.
- Because of the limited space available in the Loading Dock, vehicles cannot be parked while move-out is in progress. Only Exhibitors who are ready to load your vehicle will be allowed up the Loading Dock.
- IF YOUR DRIVER IS OFF-SITE:
If your driver is off-site, text a picture of the pass to them so they can get in line at the bottom of the ramp. When they arrive, they can show a picture of the pass.

No Forklift Service on Sunday Evening Unless Previously Scheduled

Arrangements for forklift service must be made with **Fern Expo** at their on-site desk during move-in.

MONDAY MOVE-OUT RESERVATION

There is limited availability for Monday morning move-outs. **Vendors must completely pack up on Sunday night and use their time slot on Monday to pick up their display.** Only Vendors with large and heavy displays, or only have access to a vehicle on Monday to pick up, will have priority to move-out Monday morning, and a **reservation for a time slot is required.** Please make a Monday reservation on-site at the Exhibitor Help Desk during Move-In or at the Show Office during show days. Time slots are limited and fill up fast.

Section 5 – For Your Information

CANADIAN PLANT INSPECTION

We offer FREE Washington State Department of Agriculture Phytosanitary Inspection Certification for Canadian customers who purchase any plants and/or bulbs. They must present completed inspection forms at the border. Direct customers to the WSDA booth 2710 in the back of the North Hall. Please note they need to visit the booth prior to 4 pm each day, as they close earlier than the show.

DISPLAY GARDEN JUDGING

For exhibitors setting up in the South Hall on Tuesday afternoon, February 13th, the garden floor will be closed from 1 – 9 pm for judging and a private function. We ask that you do not cross the garden floor when the black curtains are up. Also, the Atrium Lobby will be closed from 6 pm – 9 pm for the garden award ceremony.

South Hall 4A (booths 100 – 921): You will not be allowed to cross the garden floor (South Hall 4B) after 1 pm, and you will not have access to the Atrium Lobby after 6 pm. To exit the building after 6 pm, you can go through the Exhibitor Storage Hallway to the Skybridge Lobby or the South Loading Dock.

South Hall 4C (booths 1000 – 1418): Please do not cross the garden floor (South Hall 4B) after 1 pm.

Thank you for your cooperation and we apologize for the inconvenience.

EXHIBITOR INSURANCE

Exhibitors must obtain at your own expense a Commercial General Liability insurance, and are required to send us proof of insurance prior to move-in. The policy must provide coverage of One Million Dollars (\$1,000,000.00) each occurrence and Two Million Dollars (\$2,000,000.00) Annual Aggregate. Please forward your Certificate of Insurance to michelled@mpeshows.com.

Any Exhibitor responsible for damage to any part of the Convention Center will be liable for the cost of repair. The Show and the Convention Center will make every effort to protect the property of Show participants, but disclaim any liability for loss, theft, or damage of such property sustained while the Show is in progress or during move-in or move-out. Exhibitors should insure valuables used in their display.

This insurance must be in force during the entire lease dates of the event, February 11 – 18, 2024, and it is required that Marketplace Events is listed as Additional Insured:

**Marketplace Events LLC
2000 Auburn Dr Ste 200
Beachwood, OH 44122**

Don't have an insurance provider? Buttine Insurance can offer coverage for show specific dates for \$80. [Click here](#) to apply online.

LIVE MUSIC

Live instrumental music will play throughout the day in the Atrium Lobby.

REQUIRED BUSINESS LICENSES

All retail sales at the Show must include State sales tax, which each exhibitor must remit to the State of Washington. The State of Washington is a self-reporting tax state; therefore, each exhibitor is responsible for remitting the sales tax to the State.

Sales Tax Chart: For current sales tax rate, please visit webgis.dor.wa.gov/taxratelookup/SalesTax.aspx. Input Seattle Convention Center address – 705 Pike St, Seattle, 98101.

UBI (WA State Tax ID License)

The Washington State Dept. of Revenue requires every exhibitor who participates at the show to provide a UBI number (WA State Tax ID) to conduct business in the state of Washington, or they will not be allowed to exhibit.

The show must submit all UBI numbers to the state. If you are a new exhibitor to the Northwest Flower & Garden Festival, please email your UBI number to michelled@mpeshows.com. If you have exhibited in the past, we should have your UBI # on file.

If you are an out of state/country exhibitor and need a temporary number, register online at dor.wa.gov/contact/temporary-registration-certificate. For questions, please call 253-382-2000 for assistance. A "temporary business" is a business that has no more than two events per year in Washington, with each event lasting no longer than one month. Each temporary registration certificate is valid for one event only. You are not charged for obtaining a temporary registration certificate.

Persons who make sales into Washington outside of the two events may be responsible for additional tax liability and may be required to get a "tax registration endorsement" instead of a temporary registration certificate. Visit dor.wa.gov/education/industry-guides/out-state-businesses-reporting-thresholds-and-nexus for more information on registration and tax reporting requirements.

Once a number has been assigned to you, please email the number to michelled@mpeshows.com. Please note that you need to report all revenue from the show to the state 10 days after the close of the show.

Seattle Business License (SBI)

If you are already conducting business in Seattle, then you are required to have a Seattle Business License. **This license must be renewed annually by December 31st, 2023, so please make sure it is current for 2024.**

If you do not have a Seattle Business License, then you must purchase a temporary one at the cost of \$50, which will be included on your Exhibit Space Contract. The Show will directly pay the Department of Revenue for all the temporary licenses.

SAMPLE FOOD AND/OR BEVERAGE DISTRIBUTION

ARAMARK has the exclusive food and beverage rights within the Seattle Convention Center. Exhibitors requesting to serve, offer, or sample F&B items must have prior approval from Show Management and Exhibitor Services.

Subject to Show Management approval, those exhibitors who manufacture, process, or distribute food as their normal course of business and wish to distribute food samples may be allowed. This is provided food samples are no larger than bite size and beverage sizes no more than three ounces. Any food sampling requires a valid Washington State Food Handlers Permit. Exhibitors are required to order booth porter service for cleaning. Please contact Show Management and Exhibitor Services for prior approval of food distribution. No selling of food or beverage to be consumed on-site is permitted by exhibitors. All food must be prepackaged.

Please [click here](#) for the Aramark Sample Food and/or Beverage Distribution Authorization Request form.