GREATER CHARLOTTE HOME +LANDSCAPE SHOW

Exhibitor Kit

Cabarrus Arena – Concord, NC



January 22-24, 2027

Thank you for exhibiting with us!

This Exhibitor Kit has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Greater Charlotte Home & Landscape Show.

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

Please share this manual with those responsible for your participation in the show.

CharlotteHomeAndLandscapeShow.com

MARKETPLACE EVENTS
Largest Home Show Producer in North America

SHOW MANAGEMENT

The Greater Charlotte Home & Landscape Show is produced and managed by:
Marketplace Events
2000 Auburn Drive
One Chagrin Highlands
Suite 200
Beachwood, OH 44122

Bruce Evans, Show Manager
P: (612) 209-4593
BruceE@MPEShows.com

Dan DeJaeger, Show Manager
P: (651) 373-6884
DanD@MPEShows.com

Tasha Textor, Sr. Exhibit Sales Consultant
P: (515) 244-1459
TashaT@MPEShows.com

Autumn Pennington, Operations Manager
612-225-2334
AutumnP@MPEshows.com

www.marketplaceevents.com

SHOW FACILITY

The Greater Charlotte Home & Landscape Show is held at the:
Cabarrus Arena
4751 NC-49
Concord, NC 28025
www.cabarrusarena.com
Kailey Brookshire, Event Manager
ktbrookshire@cabarrusarena.com

UTILITIES

Electricity, Telephone, Internet, Water, etc. can be ordered through Marketplace Events. The order forms and pricing are available on the Exhibitor Kit section of our website. Discounts available for ordering early.

MOVE-IN | MOVE-OUT DAYS AND HOURS

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

All exhibitors may move in on Wednesday afternoon and Thursday. Wednesday morning move-in is for bulk exhibitors or by appointment with Show Management approval only.

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

Scheduled Move-In Dates/Time

Wednesday, January 20, 2027:	11am-2pm:	Bulk Space Exhibitors (20'x20' or larger)
Wednesday, January 20, 2027:	2pm-6:00pm:	All exhibitors may move in
Thursday, January 21, 2027:	8am-7:00pm:	All exhibitors may move in (roll up doors shut at 5pm, All vehicles off floor at 5pm on Thursday)
Friday, January 22, 2027:	8am-10am:	All exhibitors may move in (no vehicles on show floor)

YOU MUST BE COMPLETELY SET UP BY 12:00PM ON FRIDAY.

General Move-Out Dates/Time

Sunday	January 24, 2027	5:01pm - 9:00pm
Monday	January 25, 2026	8:00am - Noon

YOU MAY BEGIN BREAKING DOWN YOUR BOOTH IMMEDIATELY FOLLOWING THE CLOSE OF THE SHOW; HOWEVER, DRIVE-ON ACCESS WILL NOT BE PERMITTED UNTIL ALL CARPET HAS BEEN ROLLED UP.

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



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

SHOW HOURS

Friday	January 22, 2027	12:00pm - 7:00pm
Saturday	January 23, 2027	10:00am - 7:00pm
Sunday	January 24, 2027	11:00am - 5:00pm

Exhibitors may enter the show one hour before opening.

EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office (located before the concessions in main hall – look for signs). 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. Six (6) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 24 badges per company.

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

EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS FOR THE GENERAL PUBLIC.

SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office at Cabarrus Arena. The office is located at the front of the main hall in the 200 aisle (behind the box office). Look for the show office sign.

EXHIBITOR ENTRANCES DURING SHOW HOURS

During show hours, exhibitors may use the main entrances to the Cabarrus Arena. An exhibitor badge will be required to enter the show floor. The main entrance is for attendees and gets very crowded prior to opening each morning. You will not be allowed to bring in exhibit supplies through this entrance, including hand-carried items.

COMPLIMENTARY TICKETS

Each exhibitor will receive 20 complimentary tickets. These will be mailed out approximately three weeks prior to the show. Exhibitors with 400 sq. ft. or more will also be emailed 40 electronic tickets to distribute. Tickets will only be mailed out if your account has been settled in full. Please contact your show managers, Bruce Evans and Dan DeJaeger, for additional tickets: brucee@mpeshows.com, dand@mpeshows.com. You can also request a customized PROMO CODE valid for unique discount to distribute via email or on social media. Ex: Use promo code AAA Homes for $4 off!

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

MARKETING OPPORTUNITIES FOR YOU

Please contact Show Management to take advantage of our many affordable marketing opportunities that will maximize your investment in the show and drive traffic to your booth. Sponsorship Opportunities are also available; please reach out to our show managers Bruce Evans and Dan DeJaeger for more information: 612-209-4593, brucee@mpeshows.com, dand@mpeshows.com

HAVE A NEW/INNOVATIVE PRODUCT? BE PART OF THE NEW PRODUCT SPOTLIGHT!

Please contact the show team if you are introducing a new product at the show. Your product will be highlighted on the show website, with a small sign at the show, and pitched to the media. This is a great way for added exposure for your business. Complete the submission form available in the Exhibitor Kit section of our website or contact show management with questions.

WILL CALL

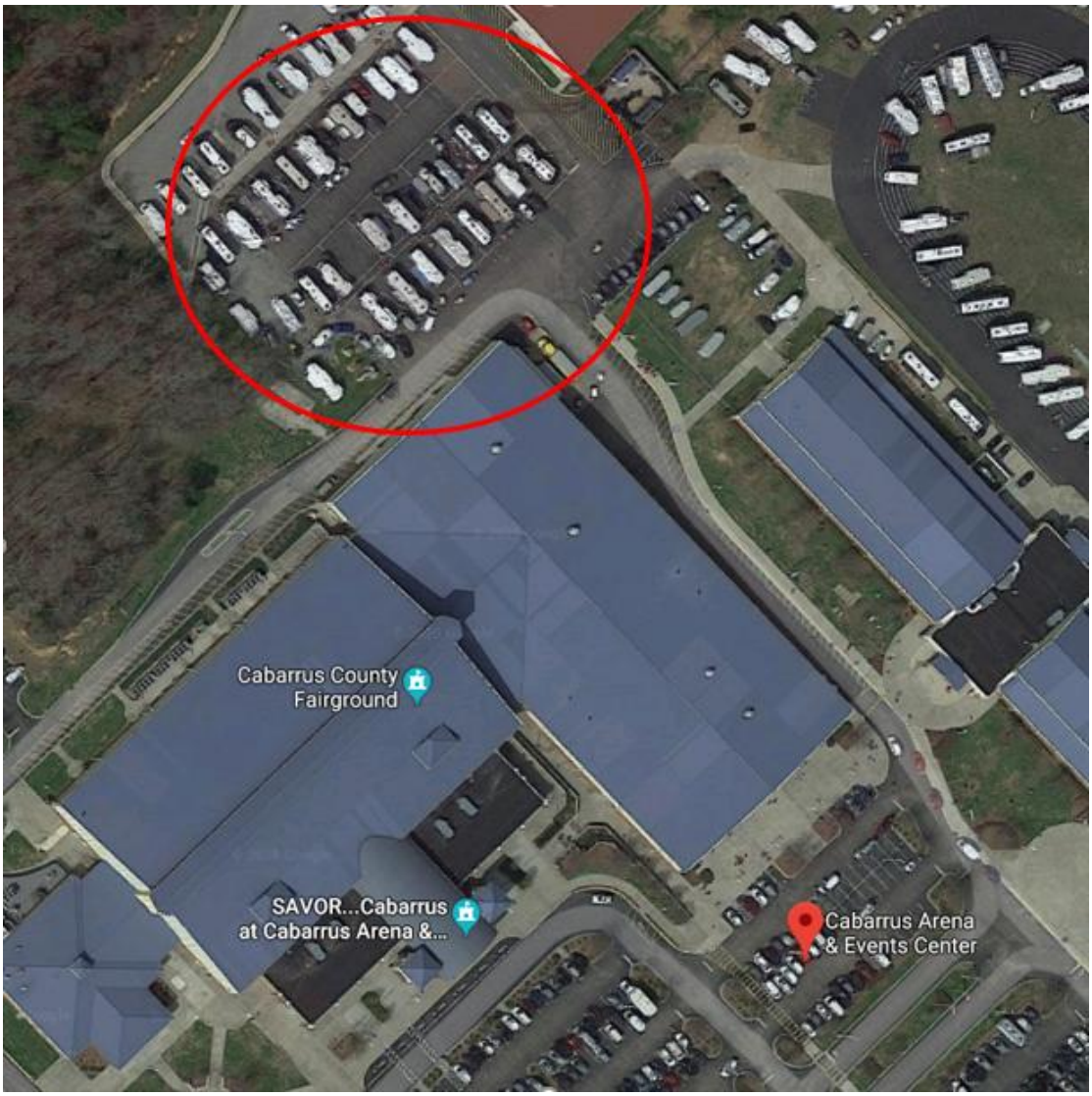
Will Call will be set up in the box office at the entrance of the show, which will be utilized by consumers to pick up the tickets that have been reserved for them. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME on the front of the envelope at Will Call for your guests.

DECORATOR SERVICES

Decorator Information to Come

PARKING

Exhibitor parking is free at the Cabarrus Arena. Exhibitors should park in the lot between the Event Center and warehouse (see picture below). It can fit oversize vehicles and is an open-air lot behind and to the side of the exhibit buildings. **There is no cost to park**. During move-in, you may park your large commercial trucks and trailers in the front parking lot, but **we ask that you do not park these vehicles where attendees need to park on Friday, Saturday and Sunday during show hours.**



UTILITIES AND SERVICES POLICY

The Greater Charlotte Home & Landscape Show is happy to provide utilities and services at prevailing rates. Current rate sheets for utilities and services are located under the Exhibitor Kit section of our website. If there is a service needed that is not listed on website, please contact Show Manager. To receive the lower advance rate for electricity, your forms must be received 5 days prior to your first scheduled move-in day.
WiFi is available at the venue and must be obtained through show management. Username and password will be available in show office and exhibitors will be able connect to the WiFi directly on devices. There is no fee for WiFi.

FOOD AND BEVERAGE SAMPLING

Any vendors sampling food & beverage items must also apply for the appropriate licenses/permits from the Cabarrus County Health Alliance. Exhibitors should contact the CHA at 704-920-1000 or www.cabarrushealth.org no later than 30 days before the event to apply. Please visit the Exhibitor Kit section of show website for the food and beverage sample requirements guide and application for sampling.

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.

- Visqueen must be put down on the floor before the vehicle is driven into place.
- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/8 tank of gas in the vehicle.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

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

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 neat. **Use of plastic table cloths, sheets, shower curtains or any type of "makeshift" table cloths is not permitted**. We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.







BOOTH INFORMATION, RULES & REGULATIONS

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. <u>are not included</u> with the cost of your exhibit booth.** All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.

<u>Staffing Your Booth</u>

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. 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.

*****TENTS AND CANOPIES ARE NOT ALLOWED*****

<u>Booth Guidelines</u>

Exhibitors are allowed to build booths to the maximum height of 8 feet. This includes back wall and sidewalls. Side walls must completely finished on BOTH sides. No exposed wires, frames or wood can be exposed for the public or your neighbor to see. Signage is not allowed above the 8' height limit.

Demonstrations and Handouts

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

Microphones, Audio Equipment & Music

Use of microphones, audio equipment and musical instruments is permitted, however, sound levels must be kept at a volume that Show Management deems reasonable. If there are more problems with volume, Show Management reserves the right to prohibit exhibitor from using sound equipment for the remainder of the show.

MUSIC, PHOTOGRAPHS AND 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 or have performed 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 any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for all claims, causes of action, suites, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's age or employees of any patent, copyright or trade secret rights or privileges.

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. Please refer to items #4 and #5 on your exhibitor contract/application or contact Show Management if you have questions.

SHIPPING INFORMATION

All Shipping Information TBD – more to come

***ALL DELIVERIES COMING TO THE CABARRUS ARENA FOR YOUR COMPANY MUST BE PICKED UP THE SAME DAY AS DELIVERED!**

Shipments arriving at show site before the designated move-in date will be refused, rerouted, or held by the facility. Exhibitors are responsible for all related charges incurred. Shipping prior to move in could delay your shipment to your booth. Please follow the outlined shipping guidelines.

LOCAL HOTEL INFORMATION

Below are hotel options in the area of the show venue.

Hampton Inn & Suites Concord Charlotte
9850 Weddington Road Ext. Concord, NC 28027
Hotel: 704-979-5600 | Website | Facebook

Comfort Inn & Suites Kannapolis - Concord
3033 Cloverleaf Parkway
Kannapolis, NC, 28083
(980) 680-6613
Website

Holiday Inn Express & Suites Charlotte-Concord-I-85
7772 Gateway Lane NW
Concord, NC 28027
844-209-0788
Website

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EXHIBITOR RULES AND REGULATIONS CHECK LIST

- ☐ All booths must have floor covering in entire booth area.
- ☐ No signs above 8'. All signs must be professional. "Homemade" or handwritten signs are not allowed.
- ☐ If the height of your display exceeds 8' you need to notify management for approval. **Electric, tables, chairs, carpeting, water, telephone, etc. are not included with the price of your exhibit space.** These items can be ordered through GEMS and the Cabarrus Arena.
- ☐ No tents allowed.
- ☐ Tables are to be professionally skirted with floor-length skirting. Absolutely no paper or plastic table skirts! Fine furniture is acceptable without skirting.
- ☐ Exterior of display or structure facing adjacent exhibitor or aisle must be finished or suitably decorated. You can order masking drape from the Decorator.
- ☐ Improve exhibit with live flowers and plants.
- ☐ Stickers, pressure adhesive and helium balloons are not permitted in the booth.
- ☐ No food or beverages may be distributed by exhibitors unless approval has been obtained from Marketplace Events and the Cabarrus Arena and you have completed the necessary applications with the North Carolina health department.
- ☐ 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 Cabarrus Arena floor in broom-clean condition.

THANK YOU for your support and participation in the Greater Charlotte Home & Landscape Show!