



February 28-March 2, 2025

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

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.

louisvillehomeshow.com

MARKETPLACE | **EVENTS**
Largest Home Show Producer | in North America

SHOW MANAGEMENT

The Louisville Home + Garden Show is produced and managed by:

Marketplace Events

2000 Auburn Drive Ste 200 | Beechwood, OH 44122

Tami Bailey, Show Manager

P: 800.395.1350 Ext. 155

tamiB@mpeshows.com

SHOW TEAM

Tami Bailey Show Manager | TamiB@mpeshows.com | 615.986.7265

Heather Newsom Operations Manager | Heathern@mpeshows.com | 317.810.7312

Patty Burman Exhibit Sales Consultant | PattyB@mpeshows.com | 615.986.7266

Breonna Anderson Show Coordinator | BreonnaA@mpeshows.com | 317.810.7316

SHOW FACILITY

The Louisville Home + Garden Show is held at:

Kentucky Exposition Center

937 Phillips Ln. | Louisville, KY 40209

P: 502.367.5000

The show is in **South Wing C**

SHOW DECORATOR

Booth Furnishings: rental of tables, chairs, booth carpeting, signs, material handling & labor

Excel Decorators

4855 Jennings Lane | Louisville, KY 40218

P: 502.459.6300

Jennifer Donoghue

ADVANCE ORDER DISCOUNT DEADLINE: Monday, February 17, 2025

UTILITIES

Electrical & Water

Kentucky Exposition Center

502.367.5321

www.kyexpo.org

Telephone & Wi-Fi

Kentucky Exposition Center

502.367.5275

[FORMS HERE](#)

ACCOUNT BALANCES

Final payment for exhibit space must be made by January 15, 2025. Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. **Badges, complimentary tickets, and parking passes will not be available until the account has been paid in full.**

MOVE-IN | MOVE-OUT DAYS AND HOURS

MOVE-IN DAYS AND HOURS

Tuesday	February 25, 2025	12pm - 7pm
Wednesday	February 26, 2025	8am - 7pm
Thursday <i>CARRY IN BY HAND OR CART ONLY!</i>	February 27, 2025	8am - 8pm

Exhibitors requiring forklift service should make arrangements with the Show Decorator prior to move in. Call Excel Decorators at 502.459.6300 for verification of the rates and availability.

Move-in must be completed by 8:00 pm on Thursday, February 27, 2025.

Make sure to clear all trash, boxes, crates, etc. from the aisles on Thursday, February 27 by 8pm.

Exhibitors must use Overhead Door 19 for exhibitor Move-in only.

THE BELOW LISTED BOOTHS NEED TO WAIT UNTIL THURSDAY TO SET UP. THESE ARE LAST IN/FIRST OUT BOOTHS. THESE BOOTHS ALSO NEED TO MAKE PLANS TO TEAR DOWN PROMPTLY AT SHOW CLOSE ON SUNDAY EVENING. **BOOTH #S: 145-165, 248-267, 344, 356-372**

If you need additional time, please make special arrangements with Show Management.

MOVE-OUT DAYS AND HOURS

Sunday	March 2, 2025	5:01pm - 9:00pm
Monday	March 3, 2025	8:00am – 2:00pm

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

Aisle carpet will be removed on Sunday night immediately after closing. After aisles are clear of carpet, vehicles may enter the building for loading of heavy items.

During Move-Out everything that your company brought to the Show must be removed or disposed of after the Show. If not, there will be a charge to your company for clean-up.

PARKING DURING MOVE-IN

Parking during **move-in is at no charge. You will be provided with a code to use at the fairgrounds gate showing that you are an exhibitor setting up for the Louisville Home + Garden Show. Those codes will be sent out via email 1-2 weeks prior to the start of move-in.**

SHOW DAYS AND HOURS

Friday	February 28, 2025	10:00am - 8:00pm
Saturday	March 1, 2025	10:00am - 8:00pm
Sunday	March 2, 2025	11:00am - 5:00pm

***You must man your booth each day from show open to show close. Leaving early is a violation of your signed contract.**

PARKING PASSES

Exhibitors can purchase a Run of Show parking pass at the gates at a discounted rate of \$15, payable by cash or card. The pass will be good for in and out privileges for all three days of the show + Monday move out.

EXHIBITOR - SHOW ENTRY

Exhibitors may use the main show entrance, or alternatively, may come in the pedestrian doors located next to the Overhead Door E-19.

You will not be allowed entry without your exhibitor badge.

REMINDER – this is a ticketed event. If you don't have your exhibitor badge, you will be asked to use the main entrance and pay for an admission ticket.

EXHIBITOR BADGES

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

Five (5) exhibitor badges are provided for 300 square feet of space or less.

Ten (10) exhibitor badges are provided for 301 square feet of space or more.

You are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges. You may buy additional badges for \$5.00 each. **EXHIBITOR BADGES ARE FOR EXHIBITORS ONLY. THEY ARE NOT TICKETS TO THE SHOW. THEY MAY ONLY BE LEFT AT WILL CALL FOR PEOPLE WORKING YOUR BOOTH.**

Exhibitor badges, complimentary tickets, and parking passes will all be in your exhibitor packet. Please pick up exhibitor packet in the SHOW OFFICE ONSITE during move-in hours.

COMPLIMENTARY TICKETS

All exhibitors will receive **20 complimentary e-tickets via email only**. No admission tickets will be handed out during move-in. If you need additional tickets, these can be purchased at half price for \$5.00 each at the show office any time during the show.

Use your tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

Exhibitor badges, complimentary tickets, and parking passes will all be in your exhibitor packet. Please pick up exhibitor packet in the SHOW OFFICE ONSITE during move-in hours.

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW.

SHOW OFFICE

Our show office will open on Tuesday, February 25. When you arrive to move-in, please check in and pick up your exhibitor packet. The Show Office will remain open through the end of the Show, on Sunday, March 2. The Show office is located in South Wing C Lobby, Room C112.

WILL CALL

Will Call is in the Show Office.

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests.

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. THEY MAY ONLY BE LEFT FOR PEOPLE WORKING YOUR BOOTH.

DECORATOR SERVICES

Excel Decorators is the show decorator and provides carpet, tables, chairs, cleaning, signage, material handling etc. Please order directly with them. These forms are available on our website.

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, paint, nail glue or affix venue flooring to the flooring. Any damage to the venue 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.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.

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 have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle in accordance with the Kentucky State Fire Marshal.
- 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.

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 3'.

Drapes color **black**, aisle carpet is **green**.

8' high x 10' wide x 3' front to back sides



Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. One 7" x 44" identification sign will be issued to each exhibitor. Your sign will read exactly as your booth was contracted.

PLEASE NOTE: TENTS ARE **NOT** ALLOWED OF ANY KIND AS A PART OF YOUR DISPLAY

Signs

Sign height may not exceed 8' (top of sign). Exhibitors wishing to hang signs over the 8' height limit are subject to a \$500 sponsorship fee which will include the hanging of the sign. If sign needs be hung, exhibitor is required to have signs onsite and ready first thing Tuesday morning, as that is when rigging is scheduled. Your sign will be lowered and returned to you on Monday of move out. **Kentucky Expo Center will not schedule any rigging that hasn't been approved by show management.** If you plan to have a sign or banner within your booth space and it will go above the 8' pipe and drape, you are still required to pay the \$500 sponsorship fee. And sign may be ONE sided only. Signs with writing or logos on both sides are NOT permitted. Feather flag signs of any kind must stay within booth space and cannot go above the 8' pipe and drape.

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.

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.

ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT

Microphone, Audio Equipment & Music

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

Music, Photographs & Other Copyrighted Materials

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in 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, suits, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's agent or employees of any patent, copyright or trade secret rights or privileges.

SECURITY

Nothing will ruin a successful exposition experience more than the loss or theft of expensive equipment or products. Here are some basic steps you can take to prevent theft.

1. Show management, the building operator, the general contractor, and the security company provides a measure of protection, such as providing perimeter security. But only you and your staff are responsible for your valuables.
2. Don't identify the product or manufacturer on the outside of freight cartons. Mark cartons numerically to indicate the total being shipped (1 of 6). Include your company's name and booth number in your cartons. Furnish your freight forwarder with an accurate and complete bill of lading.
3. Escort your merchandise and/or goods to your booth if at all possible. The greatest risk of theft occurs during set up and tear down. Be especially alert during these times.
4. Treat valuable goods such as prototypes as irreplaceable. If they are one-of-a-kind, hire your own security. Under no circumstances should such goods ever be left unattended. Televisions, computers and other electronic devices are particularly vulnerable to theft.
5. At the close of business each day, cover all display tables. This establishes a barrier to curiosity-seekers and other would-be thieves from selecting items to steal at a later time. Store excess supplies and merchandise with the material handling contractor or in a facility outside the hall. Never store your excess merchandise or supplies under tables or displays. That's the first place a thief will look!
6. During tear down, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled.

7. Obtain proper insurance coverage for your goods, including transit to and from the show site. Show Management will not allow any exhibitors or their workers in the Exposition Hall after close of the Show each day. During Move-in all exhibitors and workers will be made to leave the building at 10 p.m. each night. Exhibitors and workers will not be allowed into the Exposition Hall until 1 hour prior to opening on Show days at the time of open on move-in/move-out days.

To help us secure the building to the best of our ability we ask that you cooperate with these rules regarding people in the building. THANK YOU.

ADVANCED WAREHOUSE

Shipping begins Tuesday, February 18, 2025

To Advance Warehouse: **Must Arrive by: 4:00 pm, Thursday, February 13, 2025.**

2025 Louisville Home & Garden Show

c/o Excel Decorators

Booth # and Company Name

4855 Jennings Lane

Louisville, KY 40218

SHIPPING INFORMATION

Address shipments for the show as follows:

Kentucky Exposition Center – South Wing Hall C

937 Phillips Lane

Louisville, KY 40209

Attention: Louisville Home + Garden Show c/o Excel Decorators, South Wing Hall C

Booth# & YOUR Company Name and Onsite Contact

Shipping Direct to Show Site Start Date is Tuesday, February 25, 2025 at 9:00am

****Items will not be delivered without this information****

All shipments must be prepaid and should be clearly marked with your company name, booth number and Building Name. Special arrangements may be made with Excel Decorators on items that need special care.

Show Management is not responsible for your packages; please do not send packages before your arrival as you MUST be present to sign for them.

Please make arrangements to dispose of or store shipping crates with the show decorator.

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 exhibitors' properties, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

Ensure you are adequately insured.

BUILDING REGULATIONS

Smoking Regulations

No smoking is permitted inside any building at the venue.

Alcohol/Drugs Regulations

No alcohol may be consumed on show site other than during designated times and locations as specified in this Exhibitor Service Manual and/or on posted signage by the show facility. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

Sale of Merchandise at the Show

All Exhibitors are reminded that to sell products "cash and carry" during the show, you must comply with all rules and regulations of Marketplace Events. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by the show may be sold. No food or drinks may be sold without the approval of show management and venue.

Local Kentucky Sales tax is 6%

Service Dog Policy

We welcome service dogs that are trained to assist individuals with disabilities. In accordance with the Americans with Disabilities Act (ADA), only service dogs are permitted.

Fire Regulations

The following are the State Fire Marshal's minimum fire safety requirements and shall be applied at all shows-trade, commercial or otherwise, and shall apply whether the exhibit space is open or closed to the public.

1. The display and operation of any cooking or heat producing appliances, pyrotechnics, use or storage of flammable liquids, compressed gases or any other process deemed hazardous by the State Fire Marshal must have advance approval by the KSFM Representative before it is brought to Kentucky Exposition Center.
2. Any motor vehicles, gasoline powered equipment, tools, etc., on display shall have their batteries disconnected. All fuel tanks that are not equipped with locking gas caps shall have the gas caps sealed with tape. All such fuel tanks shall be less than one-fourth full. Absolutely no storage of any fuel in any building.
3. No parking of any vehicles, unless approved, is allowed in the building or loading docks. Cars and trucks shall be removed immediately after loading or unloading.
4. Decorations and displays shall not block or impede access to fire protection equipment (smoke detectors, sprinklers, fire extinguishers, exit markings, exit doors or emergency lighting equipment.).

5. All decorations shall be fire retardant. The decoration companies/exhibitors shall be prepared to provide certificates of flame spread on all decoration items. Items that are not properly fire retardant shall be removed.
 6. All exhibits, signage and displays must be "Open Top" and not interfere with the facility fire detection and suppression system.
 7. "Closed Top" displays include canopies, horizontal signs, displays with roofs and multilevel displays. · Closed top displays must have prior written approval from the KSFM Representative · Approval requests for multilevel displays must be submitted 90 days in advance of show and include stamped engineer drawings of the structural components. · Enclosed displays must have a working smoke detector, which is audible outside the enclosure.
 8. During occupancy hours, aisles and exit doors shall be maintained free of all obstructions and unlocked for immediate use in the event of an emergency.
 9. Signs designating exits and the direction of travel to exits approved by the KSFM Representative shall be provided by the Lessee and in place prior to the show's opening.
 10. Additional fire extinguishers may be required at the discretion of the KSFM Representative.
 11. All electrical devices and installations shall be in accordance with the applicable provisions of the National Electrical Code. All electrical devices must be listed by an approved listing agency, (Underwriters Laboratories, Factory Mutual or Underwriters Laboratories Canada). All electrical extension cords used shall be of the heavy-duty type (at least 14-gauge wire). Lightweight cords of the lamp cord variety are prohibited: any cords and or devices that present a hazard will be subject to confiscation.
 12. All Lessees, exhibitors and show personnel shall adhere to all other fire safety laws, regulations and codes that have been duly adopted
 13. Kentucky Exposition Center shall require security where occupants are allowed to reside overnight inside of any state-owned structure on the grounds. Security personnel shall be familiar with emergency response in the event of fire or other emergency and perform regular surveillance of the areas where lodging occurs.
 14. Lessee shall provide a list showing the number and location of persons boarding/dwelling overnight within the general vicinity of their exhibits.
 15. It shall be the responsibility of the Lessee/show manager to see that the above regulations are followed.
 16. Lessee will be responsible for making key personnel, including security, aware of and familiar with the facility's emergency procedures, which would include but not be limited to fire, bomb threats, inclement weather, etc.
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ORDER FORM FOR EXHIBITOR BADGES, AND ADMISSION TICKETS ON NEXT PAGE.

LOUISVILLE HOME + GARDEN SHOW
February 28-March 2, 2025

ORDER FORM FOR ADDITIONAL SHOW BADGES & TICKETS

EXHIBITOR BADGES DO NOT NEED SPECIFIC NAMES OF EMPLOYEES WORKING THE EXHIBIT. BADGES ARE FOR DAILY SHOW ADMITTANCE.

Number of Badges requested: _____ X **\$5.00**= \$ _____

Number of Tickets requested: _____ X **\$5.00** = \$ _____

TOTAL AMOUNT DUE: \$ _____

Company Name _____ Booth # _____

Name on card _____

Charge My Credit Card: **VISA | MC | AMEX | DISCOVER**

Card Number _____ Exp. Date _____

Signature: _____ Print Name: _____

Phone Number: _____

Billing Zip Code: _____

Payment by check:

Name on check: _____ Check number: _____

Phone Number: _____

Email: breonnaA@MPeshows.com