

# BIRMINGHAM HOME SHOW

## EXHIBITOR MANUAL

February 21-23, 2025

Birmingham Jefferson Convention Complex  
North Hall



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.

**BirminghamHomeShow.com**

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

## SHOW MANAGEMENT

The Birmingham Home Show is produced and managed by:

### Marketplace Events

2000 Auburn Drive, Suite 200

Beachwood, OH 44122

[www.marketplaceevents.com](http://www.marketplaceevents.com)

**Mari Franco**

**Show Manager**

P: 786-564-4124

[MariF@MPEshows.com](mailto:MariF@MPEshows.com)

**Ashley McKenzie Sandwisch**

**Show Coordinator**

P: 704-969-6818

[AshleyM@MPEshows.com](mailto:AshleyM@MPEshows.com)

During move-in, show hours & move-out, Show Management will maintain an office by the bottom of the escalators in the North Hall. Look for the Show Office sign.

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## SHOW FACILITY

**Birmingham Jefferson Convention Complex — North Hall**

2100 Richard Arrington Jr., Blvd. North | Birmingham, AL 35203

P: 205-324-5000 | [www.bjcc.org](http://www.bjcc.org)

Cheryl Mitchner, Event Manager | [Cheryl.Mitchner@bjcc.org](mailto:Cheryl.Mitchner@bjcc.org)

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## SHOW DECORATOR & SERVICES

Veal Convention Services is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Please order these items directly from them. Veal ONLY accepts service orders through their online ordering portal [veal.boomerecommerce.com](http://veal.boomerecommerce.com). Each exhibitor will visit the site and will register their company and create a password to an ordering account. For questions call 1-800-844-8325 or email [Orders@Vealco.com](mailto:Orders@Vealco.com).

### Veal Convention Services

3016 Reverend Abraham Woods Jr Blvd. | Birmingham, AL 35203

P: 205-328-1010 | [Orders@vealco.com](mailto:Orders@vealco.com) | [veal.boomerecommerce.com](http://veal.boomerecommerce.com)

**Booth Furnishings: tables, chairs, carpeting, displays & labor; Forklift Service**

**ADVANCE ORDER DEADLINE: WEDNESDAY, FEBRUARY 12, 2025**

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# MOVE-IN | MOVE-OUT DAYS AND HOURS

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

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

### Move-In:

Please see the Move-In Map for your specified move in time (located on the Exhibitor Kit online).

<b>Tuesday*</b>	<b>February 18, 2025</b>	<b>NOON - 5:00pm</b>
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\*Tuesday move-in for designated 20x20 or larger spaces only.

<b>Wednesday</b>	<b>February 19, 2025</b>	<b>8:00am - 5:00pm</b>
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<b>Thursday</b>	<b>February 20, 2025</b>	<b>8:00am - 5:00pm</b>
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Exhibitor's vehicles must form a line in the **eastbound** center lane on 9th Avenue in order to turn left and enter the loading dock area. Westbound traffic on 9th Avenue will **not** be allowed to turn right and enter the loading dock area. All unloading will take place at DOCK 1. **You may use your own carts, hand trucks, dollies, etc., to transport your exhibit from the dock to your booth.**

We offer 20 minutes of complimentary forklift service from Dock 1 to your booth during move in. Any additional time need must be scheduled with the Veal Convention Services and will be billed to you at current rates. **PLEASE NOTE, any requests to drive on to the show floor must be approved by Veal Convention Services and is at the Decorators discretion depending upon conditions at that time.**

You will be allowed to work in the building on move in days after 5:00pm but you must arrive before 4:30pm and get prior approval from Show Management.

### Move-Out:

<b>Sunday</b>	<b>February 23, 2025</b>	<b>6:05pm - 10:00pm</b>
<b>Monday</b>	<b>February 24, 2025</b>	<b>8:00am - Noon</b>

**No dismantling or removal of exhibits or exhibit material will be permitted before 6:05pm on Sunday. Your display must be entirely removed by NOON, Monday, February 19, 2024.**

The dock doors will not be opened until all attendees and any children under the age of 16 have left the show floor. Aisle carpet will be removed between 6pm and 6:45pm. Please work only in your exhibit space and keep the aisles clear.

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## SHOW HOURS

Friday	February 21, 2025	11:00am - 8:00pm
Saturday	February 22, 2025	10:00am - 8:00pm
Sunday	February 23, 2025	11:00am - 6:00pm

Exhibitors may enter the show one hour before opening.

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## EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office during move-in and show hours. Show Office will be located at the front of the show floor. Exhibitor badges are not required during move in, but you must have it to enter the show during show hours.

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.

**THE EXHIBITOR ENTRANCE WILL BE OPEN EACH SHOW DAY ONE HOUR BEFORE THE SHOW OPENS.  
EXHIBITOR BADGES MUST NOT BE USED AS ADMISSION TICKETS.**

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## COMPLIMENTARY TICKETS

Exhibitors paid in full will receive 25 complimentary tickets. These will be mailed out three weeks prior to the show. You should receive them approximately two weeks before the show. Tickets will only be mailed out if your account has been paid in full.

**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 & for friends/family.

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## WILL CALL

Will Call will be at the Box Office. Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME for your guests and drop them off at the Show Office during move-in or the Box Office on show days.

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## MARKETING OPPORTUNITIES FOR EXHIBITORS

Please contact your sales consultant to take advantage of our many affordable marketing opportunities that will maximize your investment in the show and drive traffic to your booth.

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## SOCIAL MEDIA

Follow & tag the Birmingham Home Show on social media before and during the show!

Include [#BirminghamHomeShow](#) and [#BHAMHomeShow](#) on your posts.

Tag us on Facebook [@BirminghamHomeShow](#) and on Instagram [@BirminghamHomeShow](#).

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## PARKING

Parking is available at various lots and garages around the convention complex. With the purchase of a Exhibitor Parking Pass from the Birmingham Home Show, vehicles can be parked during show days only (Friday-Sunday) at the Marshalling Yard (located at the top of the map provided on the last page of this manual.) Exhibitor Parking Passes are \$25 (valid for all three show days) and are first come, first serve.

**Please contact the show team to order your parking pass.**

## UTILITIES AND SERVICES

The Birmingham Jefferson Convention Complex provides utilities and services at prevailing rates. Current rate sheets for labor, equipment rental and services are available on request. For safety reasons, BJCC personnel must perform installation of all utility services involving electrical, air, water, water drainage and Internet/telephone connections.

<https://www.bjcc.org/for-exhibitors.php>

**Discounted rates are available if you order early.**

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## ELECTRIC & PLUMBING

**Electric & Plumbing – Edlen Electrical**

\*\*Register at the website below and then place your order.\*\*

<https://bjccordering.edlen.com/>

**Electric & Plumbing – Directly through the BJCC**

<https://app.bjcc.org//ExhibitorOrderForm?Facility=37>

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## BOOTH INFORMATION, RULES & REGULATIONS

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'. The drape color is black. Tables, chairs, electricity etc. **are not included** with the cost of your exhibit booth. **You must have your setup completely within your contracted booth space, and cannot extend that setup into the aisle at all per the Fire Marshall.**

- All exhibitors are expected to be in their booths during all published show hours. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours.
- Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are to do so within the confines of their rented exhibit space. **Working in the aisle is strictly prohibited.**
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**TENTS AND CANOPIES ARE NOT PERMITTED.**

### **Booth Guidelines**

Exhibitors are allowed to build their booth to the maximum height of 10 feet. This includes back wall and sidewalls. If your display includes a sign attached to the back wall, the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor's expense.

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## 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.

All edges of carpeting must be secured using double sided tape on the underside of the carpet. The Fire Marshall checks all flooring prior to opening the show. Duct tape is not permitted. **Please bring your own double sided CARPET tape, and caution tape if needed.**

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

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## 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.



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## Signage

All inline booths can use S-hooks to hang banners from the pipe and drape. All signage is to be one sided and not read into neighboring booths. Free-standing signs should be placed in the back half of the booth and not block neighbor's site lines.

Endcap and Islands booths are permitted to have signage higher than 8 ft. **IF they are permanently affixed** to the booth display. If signage reads into neighboring booth exhibitor will be responsible for draping the impeding side at their expense. Rigging services are available for exhibitors in 20'x20' booth spaces or larger. Sign needs to be approved by show management.

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## 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 & no more than 1/4 tank of gas
- 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.

## FOOD AND BEVERAGE SAMPLING

All food exhibitors must meet the operating codes of the Jefferson County Department of Health. Compliance with the Health Department must be completed prior to the opening of the show. All food must be provided in sample sizes 3.5 oz or less.

Please contact Centerplate at the BJCC for approval: [Joya.Dortch@centerplate.com](mailto:Joya.Dortch@centerplate.com).

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## AUDIO/SOUND/MUSIC

Use of audio equipment, microphones and musical instruments are permitted, however sound levels must be kept at a volume that Show Management deems reasonable. Violators will receive one warning. If there is a problem with volume, Show Management reserves the right to prohibit the exhibitor from using sound equipment for the remainder of the show. Music is **ONLY** allowed as part of a product demonstration. Unless ASCAP licensed, exhibitors are not to playmusic (including radio broadcast) on the show floor.

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## SECURITY

Security is provided by the Birmingham Jefferson Convention Complex & guards will be on duty 24 hours throughout the event. Every reasonable precaution will be taken to protect exhibitors' property. Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

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## 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.

Exhibitors may purchase event insurance through Risk Strategies Domestic Exhibitor Insurance.

Applications can be filled out online at <https://domex.undtec.com/?domex=yes>.

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## ALABAMA SALES TAX

A 4% Alabama sales tax, a 2% Jefferson County tax and a 4% city tax applies to all exhibitors who are selling a "retail" product during the show. This would mean that attendees would leave the show with the actual product. **Applicable forms and envelopes will be available at the SHOW OFFICE. Please complete all forms and leave the envelopes in the show office by end of show Sunday.** Marketplace Events is required by law to provide the Department of Revenue with a complete list of exhibitors.

Feel free to contact each department directly. Collectors will be on site on **Sunday, February 23, 2025** to collect tax envelopes before show close.

### Contact:

City of Birmingham Tax - 4%

Jefferson County Tax - 2%

Alabama State Tax - 4%

Titania Brown, 205-254-2198, [Titania.Brown@BirminghamAL.gov](mailto:Titania.Brown@BirminghamAL.gov)

Contact: Tracye Gaston, 205-731-2945, [gastont@jccal.org](mailto:gastont@jccal.org)

Contact: Sheneka Hall, 205-733-2745

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## SHIPPING INFORMATION

**ADVANCE WAREHOUSE SHIPPING** - All shipments must be pre-paid. Collect shipments will not be accepted. Must arrive between Wednesday, January 22, 2025 and Wednesday, February 12, 2025. May be accepted until Friday, February 14th with late fees. Advance Warehouse receiving hours are Monday - Friday 9am to 3pm.

TO: (Name of Exhibitor & Booth Number)

C/O Veal Convention Services, Inc. [for Birmingham Home Show 2024](#)

3016 Reverend Abraham Woods Jr Blvd.

Birmingham, AL 35203

### DIRECT SHIPMENTS:

Must arrive no earlier than Tuesday, February 19, 2025. Show site receiving hours: 9am - 3pm.

TO: (Name of Exhibitor & Booth Number)

C/O Veal Convention Services, Inc. [for Birmingham Home Show 2024](#)

BJCC: 2100 Richard Arrington Blvd, Birmingham, AL. 35203

For more information shipping to/from the show, contact Veal Convention Services at 1-800-844- 8325.

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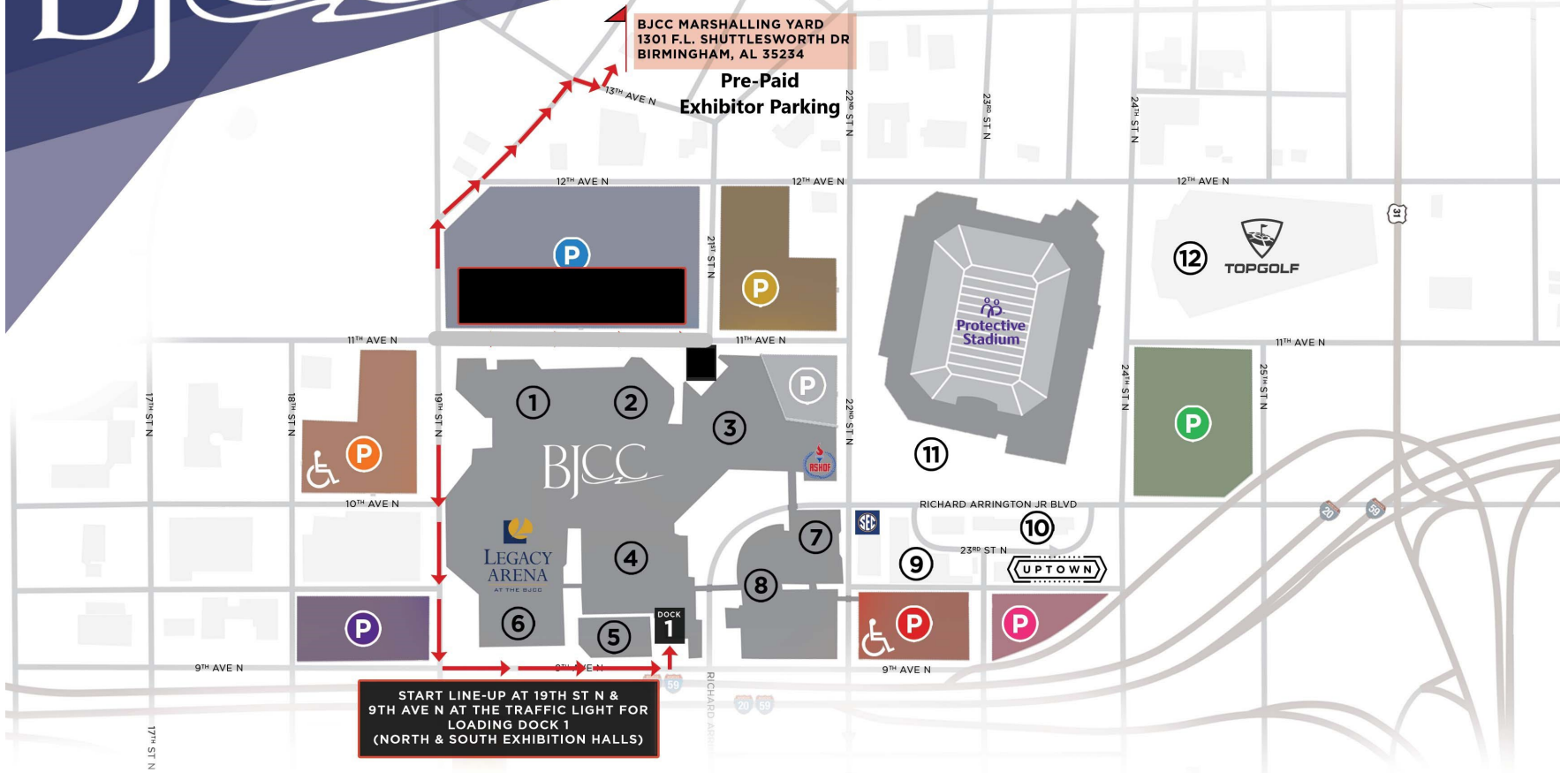
## BJCC RULES AND REGULATIONS

The Birmingham Fire and Rescue Departments require the following regulations be observed at all times throughout the Complex:

- **All sheds, barns, sunrooms, or fully enclosed displays must have a visible fire extinguisher as per Fire Marshall.**
- The use of untreated hay, straw, or cotton bales is prohibited.
- Flammable decorations or flammable decorative materials are prohibited.
- All draperies, drops, curtains, and table coverings used are to be noncombustible, inherently flame resistant, or treated and maintained fire resistant.
- The Fire Marshall may require proof that the materials used are fire resistant or have been treated to be fire resistant.
- Open flame, candles, torches, etc. are prohibited.
- No covered structures, such as tents, roofs, or overhead coverings, are allowed on any display in a building equipped with fire sprinklers without prior approval of the Fire Marshall.
- All utility panels, fire hose cabinets, standpipes, fire extinguishers and fire alarms must remain visible and accessible at all times.
- Drapes, decorations, buntings and other decorative materials must be fire retardant and/or properly treated to meet the requirements of flame proofing.
- Cotton batting (whether natural, artificial or manufactured) straw, dry vines, leaves, hay, pine needles and sawdust are prohibited unless treated to be fire retardant. The use of cut trees, such as Christmas trees, must have prior approval of the Fire Marshal
- Flammable liquids of any sort are prohibited in public buildings.
- Five-pound bottles of L.P. gas may be used for demonstration purposes only if approved by the Fire Marshall.
- **Cooking Displays:** Displays involving cooking with a pan or deep-frying must have a 2A-10BC rated fire extinguisher in the booth. No L.P. gas cooking is allowed.



# BJCC



**P RED GARAGE**  
917 22<sup>ND</sup> ST N  
1400 SPACES

**P GREEN LOT**  
2478 11<sup>TH</sup> AVE N  
180 SPACES

**P PINK LOT**  
973 23<sup>RD</sup> ST N  
90 SPACES  
TESLA CHARGING

① THEATRE

⑦ FORUM BUILDING

**P ORANGE LOT**  
1000 19<sup>TH</sup> ST N  
PREMIER PARKING  
380 SPACES

**P BLUE GARAGE**  
2000 11<sup>TH</sup> AVE N  
180 SPACES

**P SILVER GARAGE**  
1080 22<sup>ND</sup> ST N  
330 SPACES

② CONCERT HALL

⑧ SHERATON HOTEL  
& BIRMINGHAM BALLROOM

**P BOUTWELL GARAGE**  
801 19<sup>TH</sup> ST N  
1400 SPACES

**P PURPLE LOT**  
930 19<sup>TH</sup> ST N  
180 SPACES

**P GOLD LOT**  
2130 11<sup>TH</sup> AVE N  
120 SPACES

③ EAST EXHIBITION HALL\*

⑨ THE WESTIN BIRMINGHAM

④ NORTH EXHIBITION HALL\*

⑩ UPTOWN BIRMINGHAM

⑤ SOUTH EXHIBITION HALL\*

⑪ PROTECTIVE STADIUM

⑥ LEGACY ARENA  
& CENTRAL TICKET OFFICE

⑫ TOPGOLF

\*MEETING HALLS LOCATED HERE