

5 DAYS ONLY
MINNEAPOLIS
HOME
+GARDEN
SHOW

MINNEAPOLIS HOME + GARDEN SHOW

Wednesday, February 21 – Sunday, February 25, 2024

Minneapolis Convention Center

The 10 minutes you take now to review this information will save you time and money when setting up your display at the show.

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Show Exhibitors:

We would like to take this opportunity to thank you for participating in the Minneapolis Home + Garden Show.

As the exhibit contact you will be receiving all the information that we send out. Should another individual assume your responsibilities, be sure that we are promptly informed so we can keep our records current.

The Exhibitor Manual has been compiled to help exhibitors and their staff with complete details about all phases of the exhibition process at the show.

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

If you have questions or concerns, please contact show staff at the numbers below.

Sincerely,

Bruce Evans

Show Manager

612.209.4593

brucee@MPEshows.com

Dan DeJaeger

Show Manager

651.373.6884

dand@MPEshows.com

Autumn Pennington

Show Coordinator

612.225.2334

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DIRECTORY OF CONTRACTORS

Show Facility
Minneapolis Convention Center
1301 2nd Ave. S
Minneapolis, MN 55403
Main Phone: 612-335-6000
Fax: 612-335-6757

Show Management
Marketplace Events
2000 Auburn Dr., Ste 200
Beachwood, OH 44122
Phone: 952-933-3850
Toll Free: 800-466-7469
Fax: 440-201-6540

Official Show Decorator
Fern Expo:
Jessica Mulheron
jmulheron@fernexpo.com
Phone: 800.774.1251 x1

Electricity, Water and Cleaning
Minneapolis Convention Center-
Exhibitor Services
1301 2nd Ave. S
Phone: 612-335-6550
Fax: 612-335-6600

Internet Services
Smart City Networks
5795 W. Badura Ave. Suite 110
Las Vegas, NV 89118
Phone: 888-446-6911
Fax: 702-943-6001
orders.smartcitynetworks.com/ordering.aspx

Show Guide Advertising
MPLS.ST.PAUL Magazine
salesupport@mspmag.com

SHOW DETAILS:

- Show Office: The Show Office is located in Room 102F within Lobby D. The Show Office phone number is 612.330.3001. (This phone number will only be active during move-in, show hours, and move-out.)
- Exhibitor Badges: Exhibitor badges can be picked up in the Show Office during move in. Unless the staff working your booth will not be able to get badges from you prior to the show, please have all exhibitor badges picked up by Tuesday, Feb 20 before the show opens on Wednesday, Feb 21.
 - Please note, if you have not filled out an ST19/OCC form, one must be filled out at this time. Exhibitor badges will NOT be distributed until an ST19/OCC form has been submitted.
 - Additional details can be found under Exhibitor Badges in the Rules and Regulations section.
- Will Call: Will Call is located outside of the Show Office in Lobby D. Will Call is set up as a courtesy and not for mass distribution of Exhibitor Badges. Please make sure to distribute your exhibitor badges to staff prior to the Show.
- Exhibitor Entrance: Exhibitors can enter the Minneapolis Convention Center (MCC) at the public entrances by presenting their Exhibitor Badge. Persons under 16 are NOT admitted with these cards.
- Show Hours

Wednesday, Feb 21:	12:00 pm – 8:00 pm
Thursday, Feb 22:	12:00 pm – 8:00 pm
Friday, Feb 23:	10:00 am – 8:00 pm
Saturday, Feb 24:	10:00 am – 8:00 pm
Sunday, Feb 25	10:00 am – 6:00 pm

*Exhibitors are allowed to enter one hour before the show opens to the public

Hotel Accommodations: The Minneapolis Hilton (two blocks from the Convention Center) is offering special rates (starting at \$118 for single rate) for the Home & Garden Show. Call 1.888.933.5363 for reservations or book online: <https://book.passkey.com/event/50618910/owner/1185/rooms/list?sort=default>. Make sure to reference "Home & Garden Show" when making reservations. Our rate is available until **January 26, 2024**, or until the group block sells out.

DATES AND DEADLINES:

- Final Payment: Due **Thursday, February 1, 2024**. Penalties for non-payment include loss of space and monies paid in part for space.
- Show Program: MPLS.ST.PAUL Magazine prints over 60,000 copies of the show program. The program will also be included as a special feature section within the April issue.
 - Make sure your company is listed in the guide by booking before **Friday, December 15, 2023**.
 - Place your ad in the Show Program by **Wednesday, December 13, 2023**. Expect to be contacted by a MPLS.ST.PAUL Magazine sales rep regarding ad space in the show guide and March issue; or you can email salesupport@mspmag.com
- Operator Certificate of Compliance (OCC) form is due with your contract. See forms section at the end of kit.
- Floor covering ordered from Fern by **January 24, 2024** for discounted pricing. It must be ordered by **February 13, 2024** for standard pricing.
- Advanced shipping: To Fern: January 18 – February 13, 2024
To the venue: January 18 – February 20, 2024. Payment arrangements must be made prior to any deliveries – arranged through Fern Expo.

UTILITIES:

Internet: should be ordered **15 days prior** to the first day of show move-in. Click [HERE](#) for a direct link to Smart City ordering, or are on our Exhibitor Kit webpage [HERE](#)

Electricity, water/drainage, gas, and cleaning should be ordered no later than **15 days prior** to the first scheduled show day. Click [HERE](#) for direct link to MCC Exhibitor Services, or click [HERE](#) for our Exhibitor Kit webpage.

MOVE IN, MOVE OUT:

Move In:

- All Exhibitors MUST move in through the Convention Center's rear marshalling yard during approved times from East 16th Street.
- Exhibitors must have received an exception approval from Show Management to move in during a different day/time than assigned.
- Exhibitors must be prepared to remove their own material with hand trucks or dollies.
- Children under 16 are not permitted on the show floor during move in or more out.
- Vehicles are allowed on the show floor during move-in until Monday, February 19. Beginning Tuesday, February 20, there will be no driving on the show floor. Bring your own handcarts, dollies, etc. for hand-carry of items.
- **No parking is allowed at the dock or in the building. Vehicles must be removed as soon as they are unloaded. When dropping off supplies at booths, vehicles must be turned off to minimize gas fumes.**
- Dock doors close at 8:00pm on Tuesday, February 20. All exhibit material must be within your own exhibit space by 3:00pm so MCC personnel can clean the aisles and Fern can lay carpet.

Move In Schedule:

Exhibitors will be divided into six (6) move-in times over three (3) days. **Red and Pink Zone Exhibitors may NOT move in until Tuesday, February 20.**

Move-In Details:

Sunday, February 18: HALLS D and E ONLY
9:00 am – 8:00 pm

- YELLOW ZONE: 9:00 am
- BLUE ZONE: 1:00 pm

Monday, February 19:
7:00 am – 8:00 pm

HALLS D AND E:

- Yellow and Blue zones can continue to move in: 7:00am
- NO Orange Zone until 1:00pm

HALLS B AND C:

- GREEN ZONE: 7:00 am start
- ORANGE ZONE: 1:00 pm start

Tuesday, February 20:
7:00 am – 8:00 pm: ALL HALLS

- RED ZONE: 7:00 am start (Driving on the floor is not permitted for this zone)
- PINK ZONE: 1:00 pm start (Driving on the floor is not permitted for this zone)

EXHIBITORS WHO DO NOT MOVE-IN DURING THEIR DESIGNATED TIME ARE NOT GUARANTEED TO DRIVE ONTO THE FLOOR.

(a PDF is available of this SCHEDULE/MAP on the website - [HERE](#))

90th ANNIVERSARY
MINNEAPOLIS
HOME
+GARDEN
SHOW
FEB. 21-25, 2024
 Minneapolis Convention Center

MOVE-IN SCHEDULE

Sunday, February 18

Hall D:

- 9 a.m. - 1 p.m.
- 1 p.m. - 8 p.m.

Hall E:

- 9 a.m. - 1 p.m.
- 1 p.m. - 8 p.m.

Monday, February 19

Hall B:

- 7 a.m. - 1 p.m.
- 1 p.m. - 8 p.m.

Hall C:

- 7 a.m. - 1 p.m.
- 1 p.m. - 8 p.m.
- 4 p.m. - 8 p.m.

Hall D:

7 a.m. - 1 p.m. Move-in continues for Yellow & Blue zones

Hall E:

7 a.m. - 1 p.m. Move-in continues for Yellow & Blue Zones

No orange move-in at this time, orange begins at 1pm

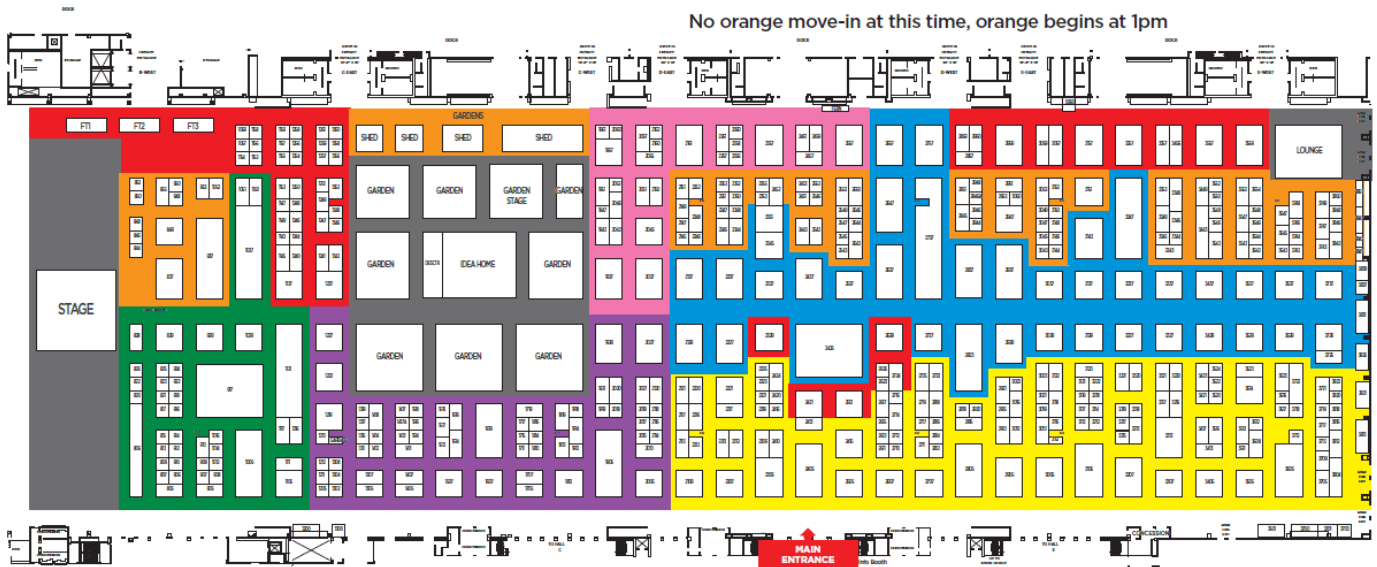
Tuesday, February 20

All Halls:

■ 7 a.m. - 1 p.m.
 (Driving on floor is unavailable for this zone)

■ 1 p.m. - 8 p.m.
 (Driving on floor is unavailable for this zone)

■ Assigned individually



HomeAndGardenShow.com

MARKETPLACE | EVENTS

MOVE OUT

- **All booths MUST remain up and fully staffed until show close on Sunday, February 25 at 6:00 p.m.**
- No vehicles are allowed in the halls until all carpet is removed by Fern.
- Exhibitors wanting to move out all night must make prior arrangements with Show Management.

General Move Out Schedule:

Sunday, Feb 25 6:01 p.m. – roughly 8:00 p.m. ALL RED ZONE ONLY

****Vehicles are NOT guaranteed to drive onto the floor until a path has been cleared. Please remember to bring any carts or dollies needed.**

****All other exhibitors are encouraged to start taking down during this time.**

Sunday, Feb 25 8:00 p.m. – 10:00 p.m. Open Move Out
 Monday, Feb 26 7:00 a.m. – 2:00 p.m. Open Move Out

*Monday, Feb 26 *2:00 p.m.

*All Exhibitors must be moved out by 2pm

In an effort to improve the speed of move out, the rear marshalling yard/loading dock area will be blocked off on Sunday, February 25th for RED ZONE exhibitors only. All vehicles parking in the loading dock MUST have their vehicles removed by the end of the show on Saturday, February 24th. Any vehicles left in the loading dock will be subject to towing.

RED ZONE exhibitors will be given a parking pass by show staff on Saturday, Feb 24th to park in the marshalling yard on Sunday, Feb 25th. RED ZONE exhibitors will be verified by Show Mgmt. **One parking spot is allowed per exhibitor and is first come, first serve basis.**

Because multiple exhibitors are trying to move-out at one time, exhibitors ARE NOT guaranteed to be able to drive onto the show floor during the Red Zone move-out. We make every effort to make this possible, but it cannot be guaranteed. Please plan accordingly and bring carts or dollies for move-out.

*Exhibits not removed by 2:00 p.m. on Monday, February 26th are subject to removal and a cleaning fee. Marketplace Events is not responsible for any materials or displays that are left at the building.

Early move out is strictly prohibited and NO EXHIBITS can be removed during show hours.

(a PDF is available of this SCHEDULE/MAP on the website - [HERE](#))



MOVE-OUT SCHEDULE

Sunday, February 25

■ 6:01 p.m. - 8:00 p.m.

*Driving on the floor is NOT guaranteed until a path can be cleared. Exhibitors are encouraged to bring dollies and carts during this time. **Red Zone must move out during this time.**

*All other exhibitors are encouraged to start tearing down at this time.

OPEN MOVE-OUT: 8:00 p.m. - 10:00 p.m.

Monday, February 26

Open Move-out 7:00 a.m. - 2:00 p.m.

All exhibitors must be moved out by 2:00 p.m.



RULES, REGULATIONS AND BOOTH INFO

Our top priority is to produce a quality event. Two very important aspects to doing this are maintaining the visual integrity of the show and creating an atmosphere where all exhibitors can do business. The following Rules and Regulations help us to maintain these aspects:

1. Advance Shipments

If your exhibit will arrive between **Wednesday, January 31 – Tuesday, February 13, 2024** it should be shipped to the Show Decorator, Fern. Fern will store and deliver your exhibit material to the Convention Center for a charge. All shipments must be prepaid. Fern Expo will email exhibitors information to set up an account to view all ordering and pricing information.

Alcohol

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/convention center. 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.

2. Animals/Pets

Animals/pets are not permitted in the MCC without prior approval of Show Management and MCC management *including* move-in and move-out times. Exceptions are always made for seeing-eye dogs.

3. Booth design and construction

Drape and Height:

- Booth rental comes with 8' high back drape and (2) two 3' high side drape, one for each side of the booth (all draping is black).
- Nothing is to be pinned or stapled to drape – "S" hooks are available through Fern.
- Exhibit tables, stands, displays, etc. may extend forward all 10' from the rear drape at 8' in height (previously only to 5'). The outward facing sides of your exhibit must be finished and may not contain any marketing.
- There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their own side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.
- No part of your exhibit or product may extend into the exhibit next to you.

Signage:

- Booth rental comes with (1) one identification sign (7" x 44") that includes your company name and booth number.
- All additional signage must be professionally made. Hand-written signs are NOT allowed.
- Signage cannot be attached to any of the MCC walls, pillars, etc.
- Signage cannot be above 8' in height in a space less than 20' x 20'.
- Signs above 8' in height may include company name and logo; they may not be used to advertise products and services.
- If signage requires hanging, please contact Fern. Cost to hang signage is the responsibility of the Exhibitor.
- The use of tents is not allowed on show site.
- Overhead inflatable signs are not permitted.
- If you would like your sign to be read differently than what it listed on your space agreement, fill out the Sign Order Form in the forms section of the packet.

Flooring:

All booths in the show MUST have floor covering (carpet preferred). No exceptions will be made. Exhibitors may provide their own floor covering or it can be rented from Fern.

The use of high residue tape is prohibited on concrete and carpet. If taping is necessary, the MCC requires the use of quality gaffer's tape on carpet. Only professional low residue double-sided carpet tape may be used on exhibit hall floors. Duct tape, clear cellophane or packing tape is NOT allowed. Exhibitor is responsible for removal of any additional tape beyond Fern marking floors. Any tape or residue left on any surface will be removed by the MCC and will be billed to the Exhibitor. Approved tape is available for purchase in MCC Exhibitor Services offices. Tape can also be purchased: <https://nationaltradeshow.com/>

Misc:

Materials such as table draping, cut trees, wood chips and mulch used in the construction of displays must be fire resistant. All tables must be professionally skirted, i.e., skirting that is pleated or shirred and of floor length (no paper or sheets or tablecloths). The only exception is fine, designer furniture.

**Refer to the Forms section for a booth layout.

Cleaning

MCC personnel do not clean individual booths without individual requests and payment. For booth cleaning, complete the form in the Decorator Kit and return to the MCC 14 days prior to the first show date to receive advanced rates.

4. Credits

If an additional firm is assisting with your displays, signs, etc. and you would like to give them credit/recognition, you may display one (1) professionally made sign within your booth ONLY if they are an exhibitor at the show. Signage may not exceed 7"x11". If your assisting firm is NOT an exhibitor in the show, call Marketplace Events regarding how they can be identified. If they have NOT leased space from us for the show, they cannot distribute literature in any way inside the facility.

5. Demonstrations/Distribution

- Displays, demonstrations or distribution of materials are not permitted outside of Exhibitor's booth(s).
- The use of microphones is NOT permitted on the show floor unless approved by Show Management.
- Small sound amplification systems for captive-audience demos may be used, but the sound must be inoffensive to neighboring exhibitors.
- Advertisement, exhibit or promotion may include prices but cannot include price comparisons with competitive products.
- No stickers, pressure adhesive, etc. can be used or given away by exhibitors
- Helium-filled balloons are NOT allowed.
- No food (including popcorn) or beverages may be distributed by exhibitors inside the MCC unless approved by Marketplace Events.

6. Display Vehicles

Exhibitors who wish to have a vehicle in their exhibit space must inform Show Management of their intent and purpose prior to **January 24**. Safety precautions are needed, and sponsorship regulations may prohibit certain type of vehicles.

Operation of gasoline or diesel-powered vehicles is permitted during move in/out periods. Gasoline/Diesel vehicles on display in exhibit areas require prior approval and may not be operated during show hours. Gasoline/Diesel operated vehicles on display must have:

- Fuel tank caps locked or taped shut
- Battery cables disconnected
- Recommended fuel level in gas tanks not to be more than ¼ full or 5 gallons, whichever is less
- Protective covering under tires on terrazzo or carpeted surfaces
- Any vehicle that drips oil or other staining solutions may not be operated within the MCC without a drip pan or dry absorption powder. Permit fee and/or exhibitors will be charged for all cleaning and/or replacement costs for stain removal.

7. Drawings and Giveaways

All drawings must have prior approval from Show Management and be held before show closing. Drawing Registration Form must be filled out (see forms section) by the start of the show. Per state regulations, exhibitors are required to turn the name of each winner in to the Show Office. Show Management reserves the right to terminate any contest by removing ballots from the booth if it does not comply with Show Management regulations.

8. Exhibitor Badges & Admission Passes

Exhibitor Badges:

Exhibitor badges can be picked up in the show office during move in.

Booth attendants must have and wear Exhibitor Badges at all times for admission to the show. No badge – no admission.

Exhibitors receive ten (10) Exhibitor badges. Lost badges are not the responsibility of Show Management. Additional badges can be purchased in the Show Office for \$20.00. Badges that need to be shared among staff can be left at Will Call located outside the Show Office (Lobby D, Room 103A).

Admission Passes (aka Exhibitor Complimentary Tickets)

Complimentary tickets are generally distributed electronically. However, upon request, paper tickets can be given instead, or placed at Will Call in an envelope marked with Company Name.

Each Exhibitor will be provided a link for twenty (20) digital tickets, which are for you to distribute to friends, clients, and family.

9. Fire Regulations

Show Management Regulations:

Material used in exhibits must be fire resistant and are subject to inspection by the Minneapolis Fire Department. If you have any questions on this, call the Minneapolis Fire Prevention Bureau (612) 673-2546.

Precautions must be taken to prevent the general public from coming in contact with anything that may cause burn or injury. Any product hot to the touch must be placed at the back of your booth, away from the aisle. For those with bulk 20'x20' peninsulas, islands or larger, these products must be positioned in the middle/center area of your space, again, as far away from the aisle(s) as possible. Warning signs must be placed prominently on all such surfaces, horizontal and perpendicular.

MCC Regulations:

Written authorization by MCC management and the M.F.D. Fire Prevention Bureau shall be required for the following:

- Operation of any electrical, mechanical or chemical devices which may be deemed hazardous by the M.F.D. Fire Prevention Bureau.
- Operation of any heater, barbecue, heat producing or open flame devices, candles, lanterns, torches, welding equipment, smoke emitting devices or materials, etc.
- Use or storage of flammable liquids, compressed gases, or dangerous chemicals.
- Use of any fireworks/pyrotechnics.

Open Flame Permits:

- A "Special Event Permit" for an open flame may be obtained from the M.F.D. Fire Prevention Bureau.
- Application forms are available HERE: <https://www2.minneapolismn.gov/business-services/licenses-permits-inspections/fire-permits/fire-operational/fire-special-event/>
 - There is a charge for each permit.
 - The exhibitor booth number and a copy of the entire floor map must be included when submitting the permit.
- Permit must be submitted no later than TWO weeks prior to event move in day.
- Exhibitors will need to provide the following with their permit application:
 - Booth number
 - Full sketch of their booth
 - Complete overhead show map, so the Fire Inspector can see the full scope of the event.
- A copy of the approved permit must be kept in the exhibitor's booth at all times.

Cooking:

- Grilling (charcoal or propane) inside of the MCC is prohibited. Exceptions:
 - Exhibitor or Show Manager consults with MCC to approve and designate a grilling area in the MCC's marshaling yard.
- Grease-laden vapors (Deep Frying): Exhibitors may request to use gas or electric cooking devices in a manner that produce grease laden vapors. Where use of such devices is approved by the MCC, the following requirements will apply:
 - Must be constantly attended by a qualified, responsible adult (18+ year old);
 - K Class portable extinguisher must be readily available and stored with the cooking space;
 - Submit storage and transport plan for cooking oil;
 - Submit make and model of cooking device. Product must have a substantive base and containment for oil; and
 - Cooking areas must be separated from each other by 10-feet.
- Any tabletop cooking will be allowed as long as our fire alarms are not going off. As usual, if the Exhibit Hall gets too smoky, then those vendors will be asked to stop until we can properly ventilate that area.
- If a smoke beam is tripped within the Exhibit Hall, the exhibitor will be required to shut their booth down for the run of the show.

Food Truck:

- Upon approval and authorization by our catering provider, any food truck occupying space inside of the MCC that is cooking and serving food must adhere to these standards:
- Kitchen hood fire suppression system;
- K Class and 20 BC portable extinguisher.
- 5lb maximum propane cylinder tank. All additional tanks, both empty and full, are to be stored outside of the building; and

- In addition, all food licensing requirements must be followed.

Sternos

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- One fire extinguisher 2-A: 10-BC or greater must be present for each open flame device

Butanes

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- One fire extinguisher 2-A: 10-BC or greater must be present for each open flame device
- 20 lb. maximum tank
- A minimum of 10' must separate each open flame device and any combustible materials
- Butane tanks may not be stored in the exhibit area or in the building. Tanks must be stored 50' from the building.

Candles

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- The candle must be housed in glass
- The tip of the flame in any state of use may not extend at all above the top of the glass housing
- Any open flame must be securely supported on substantial noncombustible base and open flame is protected.

Natural Gas

Access to natural gas sources in the MCC is limited. In addition to any other applicable regulations governing the use of natural gas, a natural gas pipeline may not be extended across any aisle or walkway.

Liquid Petroleum (LP) Gas

Use of LP gas by show management and/or exhibitors is prohibited unless the following conditions are met:

- An Open Flame permit (Special Events / Operational Permit) must be obtained and kept in the exhibit booth at all times
- One fire extinguisher 2-A: 10-BC or greater must be present for each open flame device
- Five-pound maximum tank
- A minimum of 10' must separate each open flame device and any combustible materials
- LP tanks may not be stored in the exhibit area, on the dock or in the building. Tanks must be stored 50' from the building
- If an LP tank is permanently installed in a vehicle that will be displayed in the MCC, the tank must be completely empty (purged). Detachable LP tanks are to be removed from the building

Propane Cylinders:

Exhibitors may have propane cylinders that are used for displayed purposes. Any pound capacity can be used and must have the following:

- Valve off;
- Drilled hole at the top of the cylinder;
- Cutaway;
- Brand new – never been used.

10. Forklift Services

Exhibitors requiring forklift services should make arrangements with Fern prior to move in. Details:

- Forklift and operators are available to assist you with setup, spotting of machinery and un-skidding once it has been delivered to your booth. Do not order forklifts to unload your freight carrier. Please see the material handling forms included in this kit.
- If a crane or special lift is needed, please call Fern customer service for availability and quote
- A one-hour charge will be applied to all orders cancelled without 48-hour notification
- Payment is due and payable when services are rendered
- The exhibitor is responsible to check-in with the Fern service desk when the forklift is needed
- **Check in at the Fern service desk on show site when you are ready for your Forklift. All Forklift orders are assigned on a first come first serve basis.**

11. Insurance

Marketplace Events, the Minneapolis Home + Garden Show or the Minneapolis Convention Center will NOT be responsible for injury to persons nor the loss or damage of products, exhibits, equipment or decorations by fire, accident, theft or any other cause while in the show building or its environs. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the MCC against, any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage. Exhibitors are responsible for damage they cause to the MCC including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the MCC.

12. Materials subject to license or restriction

The playing, performing or other use of any copyrighted music in television or radio transmission, videotape, audio-visual material, or any other work, whether live or recorded, by exhibitor or its agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the MCC and Marketplace Events (and their respective officers, directors, owners, employees, insurers, agents, representatives and assigns) against any and all claims and costs of defense, or fees paid by Marketplace Events to ASCAP or BMI, arising from any unauthorized use of any work by exhibitor or any of its agents, representatives or employees.

Marketplace Events (MPE) does not permit political candidates, political parties, or other groups promoting issues or ballot initiatives to participate as exhibitors or sponsors. In addition, the display or sale of any products or services, including the dissemination of informational material, that is political/partisan in nature or that can be interpreted to promote, incite, or glorify hatred, violence, racial, sexual, or religious intolerance, are prohibited. MPE maintains these policies to ensure a welcoming environment for all attendees and exhibitors.

13. Medical Emergency

For medical emergencies, report the emergency to the MCC's Guest & Security Services Dept. This is done by calling #2013 from any beige House Phone (there is also a placard above each phone with the number on it). The building covers a very large footprint and only the MCC staff will know where the "best entrance" for the responders to enter.

A first aid kit is available in the Show Management Office (103A) for non-emergencies.

14. Merchandise and Food & Beverage Sales

All exhibitors selling retail MUST have a Minnesota Sales Tax Identification Number. All exhibitors with taxable sales MUST also have a Minneapolis permit.

Some food items are subject to a 7.775% sales tax, not the customary 6.875% (this is subject to change.)

Contact the Minnesota Department of Revenue (651) 296-6181/800.657.3777 if you have questions.

Food exhibitors: any product that may potentially be opened and consumed on site (i.e. pretzels, candies, cookies, and popcorn) must be prepackaged and have a minimum price of \$21 per smallest saleable unit.

Exhibitors that will distribute food and/or beverage samples during the show and have obtained prior approval from show management must complete a Short-Term Food Application and will be charged a \$47.50 fee that will be for the City of Minneapolis. Per the City, Exhibitors must also comply with the Self Inspection, guidelines for dispensing foods at events and Green to Go policies.

Examples of the Short-Term Food Application and additional requirements are included in the forms section at the end of this Exhibitor Manual. Link to information is also below:

<https://www2.minneapolismn.gov/business-services/licenses-permits-inspections/special-events-temp-permits/special-events/food/short-term-food-permit/>

Detailed information and forms are also linked on our Exhibitor Kit page [HERE](#)

15. Operator Certificate of Compliance (OCC) Form

ALL exhibitors (regardless of if they are selling at the show or not) are required to complete an OCC form for the MN Dept. of Revenue that includes a (7) seven digit number. OCC forms are due to Show Management before the show. Companies without an OCC form on file will be subject to fines up to \$500 per show day.

- Complete the form online at the State of MN Department of Revenue [CLICK HERE](#)
- Email to Autumn Pennington at autumnp@mpeshows.com, or return by fax to 440-201-6540

16. Outside Contractors

Any independent contractor/display house which contracts to assemble and/or dismantle an exhibit at the Show must notify Fern of the exhibiting company's name and booth number, in writing, at least 30 days prior to the first day of move-in. The display house must also provide a certificate of insurance to Fern, and also to Show Management, at the time the letter is sent.

17. Parking

- There is NO reserved parking at the MCC. A limited number of weekly parking passes for the Marshalling Yard are available for sale by the Convention Center on their Exhibitor Services online ordering portal.
- **IMPORTANT** – The link to purchase the passes will go live on the Convention Center's portal. **Link will be available Monday, February 5th at 8:00am.** We will post a link to this portal on our Exhibitor Kit page on the website.
- Parking passes are valid during move-in and show days Wed-Sat, **AND ARE NOT VALID Sunday, February 25.**
- **IMPORTANT: Parking will NOT be available on Sunday, February 25. The parking lot will be reserved for the RED ZONE move out only. All Exhibitors with parking passes MUST remove their vehicles by the end of the show on Saturday, February 24th.**
- For additional parking options, [CLICK THIS MAP](#) of parking ramps and skyways near the MCC:

18. Security

Exhibitors are responsible for their own booth security. Security guards will be on duty 24-hours a day throughout move-in, show days and move-out. They are there to safeguard your interests. Please extend them your fullest cooperation and courtesy in the performance of their duties.

19. Show Decorator

The official show decorator is Fern. Please refer to the Directory of Contractors for contact information. They are responsible for:

- Furniture rental (tables, chairs, etc.)
- Sign/Banner orders
- Carpet rentals
- Draping
- Display set-up assistance

Fern Expo will contact each exhibitor by email with a link to create an account and to view pricing and ordering details. To avoid delay, have your order placed before you move in. All orders with full payment must be received by January 24, 2024, to receive discount price. Advance freight receiving dates are January 19 – February 13, 2024.

20. Sprinklers

- **All exhibitors incorporating ceilings in their exhibits (regardless of size) must contact Show Management for approval. Floor plans for oversized exhibits must have MCC and Fire Department approval.**
- The following must be protected by sprinklers:
 - Single-level exhibit booths greater than 300 sq. ft. and covered with a ceiling; throughout each level of multilevel exhibit booths, including the uppermost level
 - a single exhibit or group of exhibits with ceilings that do not require sprinklers must be separated by a minimum of 10 ft. where the aggregate ceiling exceeds 300 sq. ft.

21. Smoking

Smoking in any form is not allowed in the MCC. Anyone caught smoking in the MCC by the Fire Inspector will be tagged and removed from the facility for the day.

22. Stone Cutting

Dry sawing of rock, brick, concrete, etc. is NOT allowed inside. It is only permissible outside the building. Wet sawing is permissible inside at your site, but CANNOT be up to the drain into the MCC drains. Exhibitors may empty pans of slurry into the snowbanks outside.

23. Subletting of Exhibit Space

Exhibitors are NOT permitted to sublet their space to another company or product without prior written permission from Show Management. Violators will be removed from the show.

24. Tools

Hand and power operated hand tools may need to be utilized on the show floor. Please review the following requirements for the use of tools:

- Ensure all staff operating tools are competent and knowledgeable on the proper and safe operation of such tools. Pre-show training, regarding the operation of power operated hand tools is recommended as required.
- Ensure all move in and move out staff are properly equipped with the appropriate tools for completing tasks. All power tools must be in safe working condition with the appropriate safety mechanisms.
- All staff operating tools are required to wear appropriate personal safety equipment. Safety gloves and glasses are essential when risk of hand and eye injuries is high.

25. Union Regulations

An exhibiting firm's employees may set up and take down their exhibit and carry their own exhibit materials to and from the loading docks. If extensive work is required on the exhibit that involves the hiring of outside labor, or if help is needed in moving heavy objects, arrangements for such work must be made through Fern. Fern maintains a service desk during set-up and tear-down times.

26. Utilities

Electrical:

- All electrical equipment must be U.L. approved, properly wired and tagged as to type of current, voltage, phase, cycle and horsepower. **Use of open clip sockets, latex or lamp cord wire, unapproved duplex or triplex attachment plugs and Romex cable is prohibited.**
- All 120 volt extension cords must be a 3-wire grounded type.
- The MCC reserves the right to refuse connection to any exhibitor whose equipment is deemed unsafe by MCC electrical supervisors.
- Utility panels and mechanical equipment rooms may not be blocked.
- Only MCC staff are authorized to access electrical floor boxes and make electrical disconnections and/or connections.
- Exhibitors will be financially responsible for damages to electrical equipment.
- For booth electricity, follow directions as provided by Fern Expo and complete your order to the MCC 14 days prior to the first show date to receive advanced rates. Make sure to note if you need 24-hour service.

Internet and Telephone Services:

- Internet and telephone services are provided by Smart City. For service, please complete your order to the MCC 14 days prior to the first move-in date of the show to receive advanced rates. Links to Smart City ordering available [HERE](#)

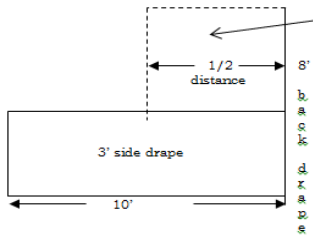
Water/Drain:

- Please note only one in three of the floor boxes include a drain. All others are electrical.
- For booth water/drain, see information provided by Fern Expo and complete any orders to the MCC 14 days prior to the first show date to receive advanced rates.

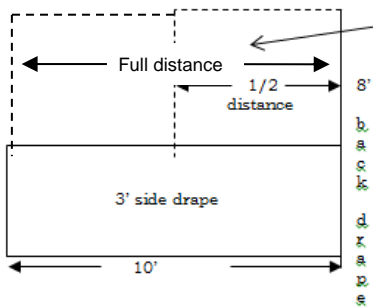
Booth Layout

For standard 10'x10' booths, Marketplace Events provides 8' back drape and 3' side drapes. Exhibit tables, displays, etc. may extend forward all 10' from the rear drape at 8' in height (previously only to 5'). The outward facing sides of your exhibit not covered by drape must be finished and may not contain any marketing.

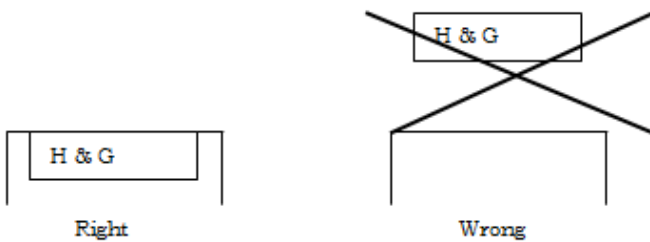
Exceptions can be made with Marketplace Events' approval in cases where your space constitutes a 4-booth (or more) "island." Please call Marketplace Events to confirm your idea(s).



Exhibitors were previously only allowed to extend displays 5' forward from the back of the booth.



Exhibitors can now extend displays all 10' forward from the back of the booth at 8' in height. The outward facing sides of your exhibit not covered by drape must be finished and may not contain any marketing.



Signage may not be displayed above the 8' drape height.

Additional Notes

- Floor covering, preferably carpet – this will improve the image of your booth and your company. No part of your floor covering may extend beyond your booth or stick out into the aisle.
- Professionally skirted tables with floor-length skirting that is pleated or gathered. No paper or plastic (fire regulations). Fine furniture is acceptable without skirting. Card tables and old metal folding chairs detract from your booth and from the Show. Nice furnishings improve your business image and your exhibit.
- Professionally made signs only. No magic marker, grease pencil or "homemade" signs.

FORMS

Food and Beverage vendors at the Minneapolis Home + Garden Show MUST:

Review the venue rules at the Minneapolis Convention Center in the documents below.

[Food and Beverage Sales](#)

[Food and Beverage Sampling](#)

Select one of the short-term food permit processes below:

1) If you already have a Seasonal or Mobile Food Permit or are a registered Cottage Food vendor– please send a copy of that document to Autumn Pennington (AutumnP@MPEShows.com) no later than Friday, January 31, 2024. Note that Food Trucks MUST be DBE-Approved by the Minneapolis Convention Center to participate.

OR

2) All other vendors will need to obtain a **Short-Term Permit** (review procedures below) **Permit Fee:** The payment of \$47.50 will be billed through Marketplace Events' payment portal only. (fees were increased in November 2023, this is not reflected on the PDF application that is linked below)

MPLS SHORT TERM FOOD PERMIT PROCEDURES

Beginning December 2023, the Minneapolis Environmental Health Department is now using an Online Form via *Smartsheet*. Each food and beverage vendor who is booked into the Minneapolis Home + Garden Show will be emailed a link to the Smartsheet form. This form will work on any device, and when submitted, will automatically be delivered directly to the health department agents reviewing the permits. The online forms are due directly to the health department no later than February 7, 2024 to avoid additional fees.

If you do not wish to use the online form, you can submit the PDF application noted below:

Direct Link to **Permit Application:** [MPLS SHORT TERM FOOD PERMIT APPLICATION](#)

If you have further questions about your seasonal permits, licenses, or other practices and requirements for the City of Minneapolis, please reach out to them directly:

Minneapolis Environmental Health

(612) 673-2301 EnvironmentalHealthPermit@minneapolismn.gov



Drawing Registration

If you plan to use a drawing for prizes during the Minneapolis Home + Garden Show, you must register your drawing before the Show opens. Show Management must approve any and all drawings or contests conducted by an exhibitor. Such drawings or contests are subject to all laws and municipal restrictions. Prizes offered by exhibitors must be awarded by Show closing, and Show Management must be informed of the name, address, and phone number of all winners at that time.

If contest entries will be used to generate contact lists, or if entrants will be contacted or solicited in any way by either mail or telephone, the entry blank must bear the disclaimer that contest or drawing participants will be contacted by mail and/or telephone to receive product or service information.

Any individual, organization or company not complying with the preceding rules may be subject to contract termination or losing any future invitations to the Minneapolis Home + Garden Show.

COMPANY NAME: _____ BOOTH #: _____

ATTN.: _____

ADDRESS: _____

CITY, STATE, ZIP: _____

WHAT WILL DRAWING BE FOR AND HOW MANY:

DOLLAR VALUE OF EACH PRIZE:\$ _____

DATE OF DRAWING: _____

Email completed form to: Autumn Pennington; autumnp@mpeshows.com

If necessary, form can be faxed to 440.201.6540

Operator Certificate of Compliance

Read the information on the back before completing this certificate. **Person selling at event:** Complete this certificate and give it to the operator/organizer of the event. **Operator/organizer of event:** Keep this certificate for your records.

Do not send this form to the Department of Revenue.

Print or Type	Name of Business Selling or Exhibiting at Event		Minnesota Tax ID Number	
	Seller's Complete Address		City	State ZIP Code
	Name of Person or Group Organizing Event			
	Name and Location of Event			
	Date(s) of Event			

Merchandise Sold	Describe the type of merchandise you plan to sell.

Sales Tax Exemption Information	Complete this section if you are not required to have a Minnesota tax ID number.
	<input type="checkbox"/> I am selling only nontaxable items.
	<input type="checkbox"/> I am not making any sales at the event.
	<input type="checkbox"/> I participate in a direct selling plan, selling for _____ (name of company), and the home office or top distributor has a Minnesota tax ID number and remits the sales tax on my behalf. This is
	<input type="checkbox"/> a nonprofit organization that meets the exemption requirements described below:
	<input type="checkbox"/> Candy sold for fundraising purposes by a nonprofit organization that provides educational and social activities for young people primarily aged 18 and under (MS 297A.70, subd. 13[a][4]). <input type="checkbox"/> Youth or senior citizen group with fundraising receipts up to \$20,000 per year (\$10,000 or less before January 1, 2015)(MS 297A.70, subd. 13[b][1]). <input type="checkbox"/> A nonprofit organization that meets all the criteria set forth in MS 297A.70, subd. 14.

Sign Here	<i>I declare that the information on this certificate is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.</i>	
	Signature of Seller	Print Name Here
	Date	Daytime Phone

PENALTY — Operators who do not have Form ST19 or a similar written document from sellers can be fined a penalty of \$100 for each seller that is not in compliance for each day of the selling event.

Selling Event Exhibitors and Operators

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Fact Sheet

Sales tax registration

Any business, individual, promoter, operator, or fair board making taxable sales at a flea market, collectors' show, craft show, antique show, county fair, trade show, or similar event must be registered to collect the Minnesota general sales tax and any applicable local taxes before the event begins. You may register for a Minnesota ID number online at: www.taxes.state.mn.us or by calling 651-282-5225 or toll-free 1-800-657-3605. The Application for Business Registration, Form ABR, is available on our web site or by writing: Minnesota Tax Forms, Mail Station 1421, St. Paul, MN 55146-1421.

Certain individual sellers at a flea market or similar event are not required to register to collect sales tax if they qualify for the isolated and occasional sales exemption. To qualify, all the following conditions must be met:

- The seller participates in only one event per calendar year that lasts no more than three days;
- The seller makes sales of \$500 or less during the calendar year; and
- The seller provides a written statement to that effect, and includes the seller's name, address and telephone number.

This isolated and occasional sales provision applies to individuals only, it does not apply to businesses.

Operators of selling events

Minnesota law requires that before an operator of a craft show, art fair, flea market, or similar selling event can rent space to a seller at the event, the operator must have either proof that the seller is registered to collect Minnesota sales tax, a written statement from the seller that no taxable items are being sold, or a written statement from the seller indicating that they qualify for the isolated and occasional sales exemption mentioned above. *Sellers are required to give the operator a completed Operator Certificate of Compliance, Form ST19, or other similar written statement for this purpose.* Form ST19 is available on our web site, or you may call our office to request one.

Operators should keep the forms for at least three and one half years. Operators who do not have Form ST19 or a similar written statement from sellers, can be fined a penalty of \$100 for each seller that is not in compliance for each day of the selling event.

Sales

Sales of arts, crafts, antiques, collector items, and equipment are generally subject to the general state sales tax and any applicable local taxes. Sellers should separately state the sales tax whenever possible. If the tax is included in the selling price, the item must be marked "tax included," or a sign posted indicating that tax is included in all prices.

Below are guidelines for items commonly sold at fairs and other selling events.

Admissions

Entertainment events. Admission tickets to county fairs and other *entertainment or sporting events* such as grandstand shows, horse shows, and auto races are taxable.

Selling events. Admission tickets to flea markets, antique shows, and similar *selling events* are not taxable.

Entry fees to participate in a competitive event are not taxable unless they are for a normally taxable admission or use of an amusement device. For example, entry fees to enter a quilt in a sewing competition are not taxable because no admission or amusement is involved. However, entry fees to play in a dart tournament are taxable because the normal fee for playing darts is taxable.

Amusements. Charges for rides, sideshows, or exhibitions are taxable. This includes all carnival rides and games, as well as bungee jumping, video games, games of chance or skill, mechanical handwriting analysis, virtual reality games and other entertainment.

Clothing. Clothing meant to be worn on the human body for general use is not taxable, but some accessories are taxable. Baby clothing (including receiving blankets used as clothing) is not taxable. See Fact Sheet 105, Clothing, for more information.

Collectors. Sales of collector items such as model trains, guns, coins, comic books, stamps, and sports memorabilia are subject to sales tax when sold at a collectors' show, flea market, or any similar gathering of sellers.

Lodging. Charges for lodging accommodations, including camp sites, mobile homes or other lodging facilities are taxable.

Parking. Charges for parking vehicles are taxable (except at parking meters).

Rentals of equipment such as display booths, coolers, and generators are taxable. Rentals of booth space are not taxable.

Utilities. Charges for electricity, gas, water, or other utilities to operators of shows or concessions are taxable.

Food and drinks

Prepared food, as well as candy and soft drinks, are subject to Minnesota sales tax. Food and drinks, including bakery goods, are taxable when sold with eating utensils provided by the seller. Eating utensils include plates, knives, forks, spoons, glasses, cups, napkins, or straws.

See Fact Sheets 102A Food and Food Ingredients, 102B Candy, 102C Soft Drinks and Other Beverages, 102D Prepared Food, and 102E Dietary Supplements for more information.

Alcoholic beverages

Sales of intoxicating liquor are subject to the state general sales tax and a 2.5 percent liquor gross receipts tax. Non-alcoholic beer, such as O'Doul's and Sharp's, is subject to the state general sales tax. See Fact Sheet 137, Restaurants and Bars, for more information.

Examples of food sales at a fair or other event:

Example 1. A baker makes and sells cinnamon rolls served on a plate. Since the plate is considered an eating utensil, sales of the cinnamon rolls are taxable.

Example 2. A booth at a fair makes and sells jars of spaghetti sauce. The sauce is not taxable because the customer generally heats it after the sale.

Example 3. A shop at a flea market makes and sells jam. The jam is taxable because the seller prepared the jam by combining two or more food ingredients, and the customer does not usually cook or heat it after the sale.

Example 4. A booth at a carnival sells whole fresh fruit. No eating utensils are provided. The fruit is not taxable.

Example 5. A vendor at a fair prepares and sells flavored nuts. The nuts are taxable because they are prepared by the seller and the customer does not usually cook or heat them after the sale.

Example 6. A vendor at a trade show sells spices made by someone else to use in cooking. The vendor uses the spices in demonstrations and passes out free samples of spiced food. Eating utensils are used to pass out the samples. The spices are not taxable because they not prepared by the seller. The eating utensils used during the demonstration do not cause the spices to be taxable.

However, if the vendor *prepares* the spices (i.e., mixes his/her own spice blends), they are taxable even if the vendor does not provide eating utensils.

Example 7. A concessionaire sells pickles. The concessionaire uses a wooden skewer to retrieve the pickle from the container and hands the pickle to the customer on the skewer, which the customer keeps. The skewer is considered to be an eating utensil, so the pickle is taxable.

Advertising

Sales of advertising products such as programs, brochures and signs, and rentals of portable signs are taxable. Leases or rentals of billboard advertising are not taxable. Advertising services (including concept and design) are not taxable.

Prizes

Prizes awarded in games of skill or chance conducted at events such as carnivals, festivals, and fairs *lasting less than six days* are exempt from sales or use tax. Give the seller a fully completed Certificate of Exemption, Form ST3, to claim exemption.

Purchases of prizes are taxable for use at amusement parks, arcades, the State Fair, or other events that last six days or more. Also, items are taxable if they are awarded as prizes in connection with lawful gambling or the state lottery.

Use tax

Use tax applies to items or services *you use* that you purchased without paying sales tax. Use tax is similar to the sales tax and the rates are identical. Use tax is based on your cost of taxable purchases. Common examples of when use tax is due:

- You buy items for resale for your business, then remove some of the items from inventory for business or personal use.
- You buy a computer for use in your business from a mail order company or over the Internet and the seller does not charge sales tax.

Report state and local use tax electronically at the same time you report your sales tax. See Fact Sheet 146, Use Tax for Businesses, for more information.

Out-of-state vendors

Out-of-state businesses must collect Minnesota tax on all taxable sales made while in Minnesota. If you make sales to Minnesota residents after you leave the state of Minnesota, or take orders for future direct mailings, these sales may be subject to Minnesota tax. See Revenue Notice 00-10, Nexus Standards, for guidelines.

If you come into Minnesota for a selling event you are subject to income tax if you meet the minimum filing requirements; call 651-296-3781 or 1-800-652-9094 for more information.

Any wages paid to employees are subject to Minnesota withholding tax requirements; call 651-282-9999 or 1-800-657-3594 for more information.

Minnesota local taxes

Minnesota Revenue administers and collects local taxes on behalf of several local governments. Local taxes are listed and explained in detail in Fact Sheet 164, Local Sales and Use Taxes.

Special local taxes on food, liquor, admissions, entertainment, and lodging. In addition to the general local sales and use tax, some cities impose additional sales and use taxes on sales of food, liquor, lodging and entertainment, which the Department of Revenue administers. See Fact Sheet 164S, Special Local Taxes, for more information.

References:

M. S. 297A.87, Flea markets, shows, and other selling events
Revenue Notice 95-04, Penalty for Operators of Flea Markets and Similar Events
Revenue Notice 99-05, Responsibility for Collection and Remittance of Sales Tax on Tickets Sold at Selling Events
Revenue Notice 00-10, Nexus Standards

Fact sheets that may be of interest:

Food and Food Ingredients, #102A
Candy, #102B
Soft Drinks and Other Beverages, #102C
Prepared Food, #102D
Dietary Supplements, #102E
Local Sales and Use Taxes, #164
Fact Sheet 154, Arts and Crafts (describes how tax applies to craft sales and how to buy items used to make the crafts exempt for resale)



SIGN ORDER FORM

Fill out and return this form only if you want your sign to read differently than what is listed in your space agreement.

This is a uniform 7" x 44" sign with 2" high letters made by the show decorator and hung by them on the back of your booth(s), along with your booth number(s). It is for identification and is placed on your space before you move in.

The sign should list the company name as:

COMPANY NAME (on SPACE AGREEMENT): _____

BOOTH #: _____

CONTACT NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP CODE: _____

PHONE #: _____ FAX #: _____

Email completed form to <mailto:autumnp@mpeshows.com>

If necessary, form can be faxed to 440.201.6540

P: 800.466.7469 (toll free)

P: 612.225.2334 (direct)

www.homeandgardenshow.com