RICHMOND HOME +GARDEN SHOW
PRESENTED BY WOODFIN YOUR HOME TEAM

Exhibitor Kit

Richmond Raceway Complex






March 5-7, 2027

Welcome to the Richmond Home & Garden Show
Thank you for exhibiting with us!

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

SHOW MANAGEMENT

The Richmond Home & Garden Show is produced and managed by:
Marketplace Events
2000 Auburn Drive, Suite 200
Beachwood, OH 44122

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

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

Autumn Pennington, Operations Manager
P: (612) 225-2334
autumnp@mpeshows.com

Julie Ridge, Exhibit Sales Consultant
P: (615) 512-2597
JulieR@mpeshows.com

www.marketplaceevents.com

SHOW FACILITY

The Richmond Home & Garden Show is held at the:

Richmond Raceway Complex
600 E Laburnum Ave
Richmond, VA 23222
www.richmondracewaycomplex.com
Tonie R. Stevens, Director of Events
trstevens@richmondraceway.com

UTILITIES

Electricity & Water are ordered through Marketplace Events and will be set up by the Richmond Raceway Complex. The order forms and pricing are available on the Exhibitor Kit section of our website. WiFi is provided free of charge by Richmond Raceway Complex.

For Electric: & Utilities: autumnp@mpeshows.com
Internet Assistance: 804-228-7512

MOVE-IN | MOVE-OUT DAYS AND HOURS

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

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

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

Scheduled Move-In Dates/Time

Tuesday, March 2, 2027	12pm-5pm:	Scheduled exhibitors ONLY
Wednesday, March 3, 2027	8am-7pm:	All exhibitors may move in
Thursday, March 4, 2027	8am-8pm:	All exhibitors may move in
		Vehicles must be off show floor by 5pm on Thursday.

YOU MUST BE COMPLETELY SET UP BY 8:00PM ON THURSDAY. NO SETUP IS PERMITTED ON FRIDAY.

General Move-Out Dates/Time

Sunday	March 7, 2027	5:01pm - 10:00pm
Monday	March 8, 2027	8:00am - Noon

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

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



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

SHOW HOURS

Friday	March 5, 2027	10:00am - 7:00pm
Saturday	March 6, 2027	10:00am - 7:00pm
Sunday	March 7, 2027	10:00am - 5:00pm

Exhibitors may enter the show one hour before opening.

EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show. Badges can be picked up in the Show Office (in the Restaurant area of the Main Hall (Bldg. 1), during move-in and during show hours. Plastic badge holders are provided.

Exhibitor badges are required to identify you as an authorized exhibitor. Exhibitors will not be allowed access to the show floor during show days without a badge.

Six (6) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 24 badges per company.

If you have different staff members working your booth on different days, you are encouraged to drop off your badge each night in the Show Office (in the Restaurant area of the Main Hall (Bldg. 1), so that your company does not run out of badges during the show.

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

SHOW OFFICE

During move-in, show hours and move-out, Show Management will maintain a show office at Richmond Raceway Complex. The office is located in the Restaurant area of the Main Hall (Bldg. 1). Look for the show office sign.

EXHIBITOR ENTRANCES DURING SHOW HOURS

During show hours, exhibitors may use the main entrances to the Richmond Raceway Complex. An exhibitor badge will be required to enter the show floor.

The main entrance is for attendees and gets very crowded prior to opening each morning. You will not be allowed to bring in exhibit supplies through this entrance, including hand-carried items.

COMPLIMENTARY TICKETS

Each exhibitor will receive 10 complimentary tickets for each 100 square feet of space purchased with a maximum allotment of 40 tickets. These will be mailed out three weeks prior to the show. Tickets will only be mailed out if your account has been settled in full. Please contact your show managers, Bruce Evans and Dan DeJaeger to purchase additional tickets at a discounted rate: brucee@mpeshows.com , dand@mpeshows.com.

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

MARKETING OPPORTUNITIES FOR YOU

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

SHOW GUIDE

We are excited to have Richmond Magazine once again produce the show guide. The show guide will be inserted into the March issue of the publication. This is a great way for added exposure for your company. You will be contacted by Richmond Magazine directly for advertising opportunities, but if interested now please contact Show Manager, Bruce Evans for more information: brucee@mpeshows.com.

HAVE A NEW/INNOVATIVE PRODUCT, BE PART OF OUR NEW PRODUCT SPOTLIGHT

Please contact the show team if you are introducing a new product at the show. Your product will be highlighted on the show website, with a small sign at the show, possibly in the Show Guide and pitched to the media. This is a great way for added exposure for your business. Please complete the New Product Spotlight form found on the Exhibitor Kit section of our website.

SHARE YOUR EXPERTISE ON OUR MAIN STAGE

Are you comfortable presenting in front of groups and have valuable information you can share with homeowners? There are opportunities for stage presentations on the Fresh Ideas Stage throughout the show. If interested, contact Show Manager, Bruce Evans for more information: brucee@mpeshows.com

WILL CALL

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

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.

DECORATOR SERVICES

Hollins Exposition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage, etc. Please order these items directly from them. The forms are available on the Exhibitor Kit section of our website. Hollins Exposition Services phone: 540-362-3940; email: service@hollins-expo.com

PARKING

Exhibitor parking is free at the Richmond Raceway Complex. It can fit oversize vehicles and is an open-air lot – Lot B. **There is no cost to park**. During move-in, you may park your large commercial trucks and trailers in the parking lot but we ask that you do not park these vehicles where attendees need to park on Friday, Saturday and Sunday during show hours.

UTILITIES AND SERVICES POLICY

The Richmond Home & Garden Show is happy to provide utilities and services at prevailing rates. Current rate sheets for labor, equipment rental and services are available on request. For safety reasons, Richmond Raceway Complex personnel must perform installation of all utility services.

Please submit all service order forms to autumnp@mpeshows.com Richmond Raceway Complex will not provide service until payment is received. To receive the lower advance rate, your forms must be received 10 days prior to your first scheduled move-in day.

Utilities Forms can be found under the Exhibitor Kit section of our website, which is located at the bottom of the Home Page. For more information on utilities and services, please contact Operations Manager, Autumn Pennington, at autumnp@mpeshows.com

FOOD AND BEVERAGE SAMPLING

All food sampling must be approved by the Virginia Health Department if you will be cooking on-site. Please be sure to download the appropriate form on the Exhibitor Kit section of our website. For more information on Food & Beverage Sampling, please contact Show Manager, Dan DeJaeger at DanD@MPEShows.com.

VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- Visqueen must be put down on the floor before the vehicle is driven into place.
- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

FLOORING

Flooring is not included in the cost of your exhibit booth. Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring to the RRC flooring. Any damage to the RRC 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 tablecloths, 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.



BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 32". The drape color is black. **Tables, chairs, electricity etc. <u>are not included</u> with the cost of your exhibit booth.**

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

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.

Working in the aisles or distributing brochures, etc. from any other area other than your booth is prohibited. All activity must take place inside your contracted space.

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

Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires, frames, wood can be exposed for the public or your neighbor to see. Signage is not allowed above the 8' limit.

Demonstrations and Handouts

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

Microphones, Audio Equipment & Music

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

MUSIC, PHOTOGRAPHS AND OTHER COPYRIGHTED MATERIAL

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in exhibitor's booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to Marketplace Events proof that the exhibitor has, or does not need, a license to use such music or copyrighted material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses. The exhibitor shall remain liable for all claims, causes of action, suites, damages, liability, expenses and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by exhibitor, exhibitor's age or employees of any patent, copyright or trade secret rights or privileges.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. Please refer to items #4 and #5 on your exhibitor contract/application or contact Show Management if you have questions.

SHIPPING INFORMATION

HOLLINS Expo Services charges a drayage fee for handling any materials delivered to the Richmond Raceway Complex. Deliveries without company name and booth number will be declined. Contact HOLLINS Exposition

Services if you are sending shipments ahead of your arrival. Marketplace Events and the Richmond Raceway Complex are not authorized to accept your shipment. Delivery address:

Company Name and Booth Number
c/o Hollins Exposition Services
600 E Laburnum Ave
Richmond, VA 23222

***ALL DELIVERIES COMING TO THE RICHMOND RACEWAY COMPLEX FOR YOUR COMPANY MUST BE PICKED UP THE SAME DAY AS DELIVERED!**

Shipping in advance of show move-in can be sent to the warehouse listed below:
Company name and booth number
c/o Hollins Exposition Services
UPS Freight
5401 Midlothian Turnpike
Richmond, VA 23225
**shipments accepted beginning Saturday, February 14, 2026.

HOTEL INFORMATION

Clarion Hotel
Reservations: 804-359-9441
3207 N Boulevard | Richmond, VA 23230 | https://www.choicehotels.com/virginia/richmond/clarionhotels/va418

Richmond Marriot Short Pump
Reservations: 804-965-9500
4240 Dominion Blvd. | Glenn Allen, Virginia 23060 | http://www.marriott.com/hotels/travel/ricmw-richmondmarriott-short-pump/

RICHMOND HOME +GARDEN SHOW
PRESENTED BY WOODFIN YOUR HOME TEAM

EXHIBITOR RULES AND REGULATIONS CHECK LIST

- ☐ No signs above 8'. All signs must be professional. "Homemade" or handwritten signs are not allowed.
- ☐ If the height of your display exceeds 8' you need to notify management for approval. **Electric, tables, chairs, carpeting, water, telephone, etc. are not included with the price of your exhibit space.** These items can be ordered through Hollins Exposition Services and the Richmond Raceway Complex.
- ☐ No tents allowed.
- ☐ Tables are to be professionally skirted with floor-length skirting. Absolutely no paper or plastic table skirts! Fine furniture is acceptable without skirting.
- ☐ Exterior of display or structure facing adjacent exhibitor or aisle must be finished or suitably decorated. You can order masking drape from Hollins Exposition Services.
- ☐ Improve exhibit with live flowers and plants.
- ☐ Stickers, pressure adhesive and helium balloons are not permitted in the booth.
- ☐ No food or beverages may be distributed by exhibitors unless approval has been obtained from Marketplace Events and the Richmond Raceway Complex and you have completed the necessary applications with the Virginia Health Department.
- ☐ All exhibitors are expected to be in their booths during all published show hours. If Show Management sees that you are in violation of this rule, your company may not be permitted to exhibit in future shows.
- ☐ All exhibiting companies must have an executed space agreement with Marketplace Events. Exhibitors are not permitted to assign, sublet or share booth space.
- ☐ Admission with an exhibitor badge is required.
- ☐ Exhibitors are allowed on the show floor one hour before the show opens to the public and are encouraged to arrive early and be prepared for the crowds.
- ☐ What you bring in, take out. Leave the Richmond Raceway Complex floor in broom-clean condition.

THANK YOU for your participation in the Richmond Home + Garden Show produced by Marketplace Events!