



**March 15-23, 2025**

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

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

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

**IndianaFlowerandPatioShow.com**

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

# SHOW MANAGEMENT

The Indiana Flower & Patio Show is produced and managed by:

## Marketplace Events

2000 Auburn Drive Ste 200 | Beachwood, OH 44122

Laura Groninger, Group Manager

P: 317.810.7314

[laurag@mpeshows.com](mailto:laurag@mpeshows.com)

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## SHOW TEAM

|                  |  |  |              |
|------------------|--|--|--------------|
| Laura Groninger  | <u>Group Show Manager</u>              | <a href="mailto:LauraG@mpeshows.com">LauraG@mpeshows.com</a>         | 317.810.7314 |
| Heather Newsom   | <u>Operations Manager</u>              | <a href="mailto:HeatherN@mpeshows.com">HeatherN@mpeshows.com</a>     | 317.810.7312 |
| Nicolette Swords | <u>Senior Exhibit Sales Consultant</u> | <a href="mailto:NicoletteS@mpeshows.com">NicoletteS@mpeshows.com</a> | 317.810.7318 |
| Alexis West      | <u>Exhibit Sales Consultant</u>        | <a href="mailto:AlexisW@mpeshows.com">AlexisW@mpeshows.com</a>       | 317.810.7311 |
| Breonna Anderson | <u>Show Coordinator</u>                | <a href="mailto:BreonnaA@mpeshows.com">BreonnaA@mpeshows.com</a>     | 317.810.7316 |

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## SHOW FACILITY

The Indiana Flower & Patio Show is held at:

Indiana State Fairgrounds-West Pavilion & Expo Hall

1202 East 38<sup>th</sup> Street | Indianapolis, IN 46205

P: 317.927.1469

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## SHOW DECORATOR

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

### Fern Expo & Services

1147 S White River Pkwy E Drive | Indianapolis, IN 46225

P: 317.635.9606

F: 317.634.0993

**ADVANCE ORDER DISCOUNT DEADLINE:** February 22, 2025

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## UTILITIES

### Electricity

ERMCO Electric Company

Regina Rosebrook

[rrosebrook@ermco.com](mailto:rrosebrook@ermco.com)

### Telephone, Internet

Indiana State Fairgrounds

P: 317.927-7530

[accounting@indianastatefair.com](mailto:accounting@indianastatefair.com)

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# MOVE-IN | MOVE-OUT DAYS AND HOURS

## MOVE-IN DAYS AND HOURS

|  |                |            |
|--|----------------|------------|
| Wednesday                                    | March 12, 2025 | 9am - 6pm  |
| Thursday <i>NO DRIVING IN AFTER 12 NOON!</i> | March 13, 2025 | 9am - 8pm  |
| Friday <i>CARRY IN BY HAND OR CART ONLY!</i> | March 14, 2025 | 9am - noon |

Exhibitors requiring forklift service should make arrangements with the Show Decorator prior to move in. Call Fern Services at 317.635.9606 for verification of the rates and availability.

Move-in must be completed by 12 noon on Friday, March 14, 2025.

Make sure to clear all trash, boxes, crates, etc. from the aisles on Thursday, March 13th by 8pm.

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

## MOVE-OUT DAYS AND HOURS

|        |                |                 |
|--------|----------------|-----------------|
| Sunday | March 23, 2025 | 5:01pm - 9:00pm |
| Monday | March 24, 2025 | 8:00am – 3:00pm |

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

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

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

## SHOW HOURS

|                  |                   |                  |
|------------------|-------------------|------------------|
| Saturday         | March 15, 2025    | 10:00am - 8:00pm |
| Sunday           | March 16, 2025    | 10:00am - 5:00pm |
| Monday-Wednesday | March 17-19, 2025 | 10:00am - 7:00pm |
| Thursday-Friday  | March 20-21, 2025 | 10:00am - 8:00pm |
| Saturday         | March 22, 2025    | 10:00am - 8:00pm |
| Sunday           | March 23, 2025    | 10:00am - 5:00pm |

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

## ACCOUNT BALANCES

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

## PARKING

All box trucks and trailers (not vans) are required to park in the following lots designated by Indiana State Fairgrounds: Infield or North side area north of the racetrack.

Vehicles may unload their product, equipment, etc. at the building, but quickly move to these designated areas after unloading. Throughout the scheduled event, if trucks need to restock, opportunities for unloading will be accommodated.

**No parking will be allowed adjacent to occupied buildings.** Painted striping along the asphalt and other measures will assist in designating no parking areas.

**No parking** between West Pavilion and Expo Hall near the tent once show begins on March 9, 2019, all parking between buildings becomes **HANDICAPPED PARKING**, if you park in between buildings, you will be towed at your expense.

**For any questions concerning parking, call Parking & Security at (317) 927-7681.**

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## EXHIBITOR BADGES

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

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

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

You are encouraged to drop off your badge each night in the Show Office, so that your company does not run out of badges.

You may buy additional badges for \$10.00 each.

**EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS.**

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## COMPLIMENTARY TICKETS

Each exhibitor will receive 5 complimentary tickets for 300 square feet or less. Or 10 complimentary tickets for 301 square feet or more.

If you need additional tickets, these can be purchased at half price for \$7.50 each at the show office any time during the show.

**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 and for friends and family.

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## SHOW OFFICE

Our show office will open on Wednesday, March 6 at 9:00am. When you arrive to move-in, please check in and pick up your exhibitor packet. The Show Office will remain open through the end of the Show, on Sunday, March 17th. The show office is located at the northeast corner of the West Pavilion

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## WILL CALL

Will Call is in the Show Office located at the northeast corner of West Pavilion.

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

**EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES. THEY MAY ONLY BE LEFT FOR PEOPLE WORKING YOUR BOOTH.**

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## DECORATOR SERVICES

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

<https://indianaflowerandpatioshow.com/Exhibitor-Kit>

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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.

Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, paint, nail glue or affix flooring to the Fairgrounds flooring. Any damage to the Fairgrounds 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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## VEHICLES IN EXHIBITS

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

- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle in accordance with the Indiana State Fire Marshal.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

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## BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 3'.

Drapes & aisle carpet for West Pavilion & Expo Hall are, drape color **black**, aisle carpet is **green**.

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

### Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

## **Demonstrations and handouts**

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

**ALL FOOD SAMPLING MUST BE APPROVED BY SHOW MANAGEMENT**

## **Booth Guidelines**

Exhibitors are allowed to build their booth to the maximum height of 8 feet. Any exhibitor that would like to build over 8' must have prior approval by show management. This includes back wall and sidewalls. One identification sign will be issued to each exhibitor to identify your booth location. Your sign will read exactly as your booth was contracted.

**SIGNS:** Sign height may not exceed 8' (top of sign). **Exhibitors wishing to hang signs over the 8' height limit are subject to a \$500 minimum sponsorship fee; this does not include the hanging of the sign.** No signs over 4'X10' are permitted to be hung without preauthorization from show management. Contact show management **BEFORE** hanging any sign over 8' as the official decorator (the George Fern Co.) will be responsible for labor and hanging of signs and banners. Signs may be **ONE** sided only if they are being hung above exhibit space with the back facing another exhibitor. Signs with writing or logos on all sides, are circular in nature **MUST** be approved by show management prior to hanging and a fee will be assessed. **Flags under 8 ft tall are permitted in booth but MUST not be placed in the aisle. Flags over 8 ft tall are NOT permitted without show management approval and are subject to a \$500 minimum sponsorship fee.**



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

### **Electricity**

Each booth will be supplied with one 500-watt electrical outlet. Spotlights are not provided in the exhibit spaces but can be ordered through the show electrician. Order forms can be found on our website under "Exhibitor Kit". Ample general illumination is provided in the hall; however, spotlights add special distinction to your booth.

Additional Electricity can be ordered directly from ERMCO Electric Dillion Rainey [drainey@ermco.com](mailto:drainey@ermco.com)

There will be an electrician on site during show hours. All wiring must be installed by ERMCO Electric Co. as they are the electric contractor and hold the contract for the Indiana State Fairgrounds.

### **Telephone, Internet**

Indiana State Fairgrounds 317.927.7500 email, or complete form:

[https://marketplaceevents.azureedge.net/sitefinity/docs/librariesprovider56/pdfs/2021-it-events-order-form.pdf?sfvrsn=3e6e483e\\_2](https://marketplaceevents.azureedge.net/sitefinity/docs/librariesprovider56/pdfs/2021-it-events-order-form.pdf?sfvrsn=3e6e483e_2)

### **Microphone, Audio Equipment & Music**

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

### **Music, Photographs & Other Copyrighted Materials**

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

### **Gas Hook-up**

Please contact Michelle Leavell from the Indiana State Fairgrounds at [Mleavell@IndianaStateFair.com](mailto:Mleavell@IndianaStateFair.com) to order gas, prices and availability vary depending on booth location. Gas is in West Pavilion and Expo Hall.



## SECURITY

Show Management provides 24-hour security for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the Indiana State Fairgrounds is responsible for lost, damaged or stolen articles. We encourage you to take all valuables with you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear out.

**Report anything of a suspicious nature to Show Management and/or Security.** Leads can be followed up to avoid incidents of theft.

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

**Ensure you are adequately insured.**

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## SHIPPING INFORMATION

Address shipments for the show as follows:

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|---|
| <p><b>Indiana State Fairgrounds</b><br/><b>West Pavilion/Exposition Hall</b><br/><b>1202 East 38th Street</b><br/><b>Indianapolis, Indiana 46205</b><br/><b>Attention: Indianapolis Home Show</b><br/><b>Booth# &amp; YOUR Company Name and Onsite Contact</b><br/>**Items will not be delivered without this information**</p> |
|---|

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

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

## BUILDING REGULATIONS

### Smoking Regulations

No smoking is permitted inside any building at the fairgrounds.

### Alcohol/Drugs Regulations

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

### Sale of Merchandise at the Show

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

**Local Indiana Sales tax is 7%**

### Animals/Pets

ONLY Service animals are allowed inside the building during event hours of the event. **Personal pets are not allowed unless preauthorized by show management.**

### Helium/Roof Access

No exhibitor will be permitted on the roof of the building for the purpose of installing aerials or for any other reason.

**NO HELIUM, PROPANE OR GAS CONTAINERS ARE ALLOWED BY ORDER OF THE INDIANA STATE FAIR BOARD. HELIUM FILLED BALLOONS ARE NOT ALLOWED OR TO BE GIVEN OUT TO VISITORS.**

### Fire Regulations

All material used in the construction and decoration of an exhibit must be flame retardant. This includes scenery, backdrops, drapes, table and dust covers.

No hazardous material will be permitted in an exhibit.

No vehicles or other apparatus, which has a fuel tank, will be permitted as a display without written permission from show management.

No Fire displays of any kind in South Pavilion, the building does not carry a permit.

**THE FIRE MARSHALL OF THE STATE OF INDIANA RESERVES THE RIGHT TO MAKE ANY FINAL DECISION REGARDING THE ABOVE REQUIREMENTS.**

**INDIANA FLOWER & PATIO SHOW**  
**March 15-23, 2025**

**ORDER FORM FOR ADDITIONAL SHOW BADGES & TICKETS**

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

Number of Badges requested: \_\_\_\_\_ X **\$10.00**= \$ \_\_\_\_\_

Number of Tickets Requested: \_\_\_\_\_ X **\$7.50** = \$ \_\_\_\_\_

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

Company Name \_\_\_\_\_ Booth # \_\_\_\_\_

Name on card \_\_\_\_\_

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

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_

**Payment by check:**

Name on check: \_\_\_\_\_ Check number: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: [breonnaA@MPeshows.com](mailto:breonnaA@MPeshows.com)