

SALT LAKE
**HOME
SHOW**

— PRESENTED BY —



EXHIBITOR MANUAL



Welcome to the Salt Lake Home 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.

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

We strongly encourage you share this manual with those responsible for setting up your booth space and those participating in the show.

SaltLakeHomeShow.com

MARKETPLACE | EVENTS
Largest Home Show Producer in North America

SHOW MANAGEMENT

The Salt Lake Home Show is produced and managed by:

Marketplace Events

6955 S. Union Park Center, Ste. 320

Cottonwood Heights, UT 84047

P: 801.456.7469

www.SaltLakeHomeShow.com

www.marketplaceevents.com

SHOW FACILITY

The Salt Lake Home Show is held at:

Mountain America Expo Center

9575 S. State St, Sandy, UT 84070

P: 385.468.2260

MOVE-IN DAYS AND HOURS

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

ALL ACCOUNTS MUST BE PAID IN FULL BY

Dock doors will close promptly at 7pm and will not be re-opening until the following day. The man doors will remain open from 7pm – 10pm for hand carry and dolly use only.

Vehicle access is very limited.

Move in times listed are drive in times for your section. If you require your vehicle for move in, come at the designated day and time according to your section. Three-hour time block is for active unloading only. Please immediately unload your vehicle and move it outside.

YOU MUST BE COMPLETELY SET UP AND SHOW READY BY NOON ON FRIDAY JANUARY 7, 2022

Move in DRIVE TIME varies based on booth location. Please refer to the colored move in schedule with map on the exhibitor kit page.

****NEW THIS YEAR** PLEASE REFER TO THE MOVE IN MAP ON THE WEBSITE**

FOR YOUR MOVE IN TIME

Refer to move in map for specific times.

Section 1 (**BLUE**) Start Time: Wednesday Jan 5th **11am - 2pm**

Section 2 (**YELLOW**) Start Time: Wednesday Jan 5th – **4pm - 7pm**

Section 3 (**GREEN**) Start Time: Thursday Jan 6th – **10am - 1pm**

Section 4 (**RED**) Start Time: Thursday Jan 6th – **4pm - 7pm**

**** NEW FOR 2022**** All Booths Larger than 400 sq ft need to follow the Move In MAP. If you are in the yellow section and have a booth over 400 sq ft, you can come in from 2-7pm on Wednesday January 5th.

All Booths located in the RED section in front of the dock doors cannot move in before 4:00pm on Thursday January 6th, 2022

MOVE-OUT DAYS AND HOURS

Sunday	January 9, 2022	6:05pm - Midnight
Monday	January 10, 2022	8:00am – Noon

All Booths located in the **RED** section in front of the dock doors **MUST Move Out** as quickly as possible on Sunday January 9, 2022 starting at 6:05p.m.

*****NEW*****

To help facilitate a smoother less stressful move out experience. Vehicles will not be allowed to drive into the building prior to 8pm on Sunday the 9th regardless of aisle carpet being raised

No move-out before 6:05pm on Sunday.

Early Move-Out is strictly prohibited. NO EXHIBITS can be removed during show hours. Any violations can result in a \$500 fine and your company being excluded from exhibiting in future shows.

Marketplace Events is not responsible for any materials or displays that are left at the building. Exhibits and items **MUST BE REMOVED** by Noon on Monday January 10th or are subject to be discarded and a removal fee will be assessed.

Vehicles are NOT allowed in the building until 8 pm.

You may hand carry your items out or use your own carts, hand trucks, dollies until your vehicle is allowed in



Your cooperation is appreciated.

SHOW HOURS

Friday	January 7, 2022	2:00pm - 9:00pm
Saturday	January 8, 2022	10:00am - 9:00pm
Sunday	January 9, 2022	11:00am - 6:00pm

SHOW OFFICE

During move-in, show hours, and move-out, Show Management will maintain a show office at the Expo Center. The office is located in meeting room 200A (near the south entrance). Look for the show office sign.

EXHIBITOR BADGES

Exhibitor badges are NOT mailed out prior to the show.

Badges can be picked up in the Show Office (room 200A) during move-in and at will call (located in the south lobby) starting at 1pm on Friday the 7th. 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.

Four (4) exhibitor badges are provided for the first 100 square feet of space purchased, One (1) additional badge will be given for any additional 100 square feet with a maximum allotment of 10 badges per company.

EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE HANDED TO OR LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES, FRIENDS, OR FAMILY.

EXHIBITOR ENTRANCES DURING SHOW HOURS

Exhibitors **MAY NOT** use the show office in room 200A to gain access to the show floor.

Exhibitors will show their badge and go through one of the two (2) main entrances.

Badges will be required to enter the show.

COMPLIMENTARY E-TICKETS

Each exhibitor will receive 40 complimentary E-tickets via a unique promo code. Promo codes will be emailed 2 weeks prior to the show.

COMPLIMENTARY E-TICKETS ARE NOT PERMITTED TO BE SOLD AT ANY TIME OR DISTRIBUTED AT THE ENTRANCES OF THE SHOW. You are welcome to use your e-tickets to invite potential customers, friends, and family ahead of time.

MARKETING OPPORTUNITIES

Please visit the Marketing Opportunities section of our website 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 manager, for more information.

WILL CALL

Will Call will be set up in the south entrance, which will be utilized by consumers to pick up the printed e-tickets that have been left for them. Please leave your printed e-tickets in INDIVIDUALLY marked envelopes with FIRST AND LAST NAME on the front of the envelope at Will Call for your guests.

Will Call will also be utilized by exhibitors for badge pick up and drop off during show hours.

EXHIBITOR BADGES ARE FOR EXHIBITORS ONLY, THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES, FAMILY, OR FRIENDS.

DECORATOR SERVICES

Modern Expo & Events is the show decorator and provides electrical, carpet, tables, chairs, etc. Please order these items directly through them. The forms are available on the Exhibitor Kit section of our website or you can call them directly at 801.983.8160

UTILITIES

Electric Service

Exhibit rates do not include electric service. If electric service is needed it must be ordered from Modern Expo & Events at exhibitor's expense. Modern Expo & Events can be reached at 801.983.8160

Phone & Internet

Exhibit rates do not include phone or Internet service. If phone and/or Internet service is needed it must be ordered from the facility at the exhibitor's expense. You can find the MAEC Services information page on the exhibitor kit section of our website or by calling Mountain America Expo Center directly at 385.468.2260.

Water

Exhibit rates do not include water fill and/or drain service. If water service is needed it must be ordered from Mountain America Expo Center at the exhibitor's expense by calling 385.468.2260.

Natural Gas

Exhibit rates do not include natural gas. If natural gas is needed it must be ordered from Mountain America Expo Center at exhibitors' expense by calling 385.468.2260

PARKING

Exhibitor parking, during move-in, is at Mountain America Expo Center. It can fit oversized vehicles and is an open-air lot. Friday, Saturday and Sunday **w**

Please note- Wrapped vehicles with company logos, names or banners are NOT allowed in the front parking lot of the Mountain America Expo Center and should be parked at the north side of the facility. Improperly parked vehicles will be subject to a fine.

FREE VALET

Valet services will be available Saturday for your guests at the south end of the parking lot. **Exhibitors may not park here.**

PERMITS & TAXES

UTAH STATE SALES TAX

Businesses that anticipate selling a tangible product at the show, must apply for a Temporary Utah State Sales Tax Number.

You may obtain a temporary sales tax number from:

State Tax Commission

Special Events Section

210 North 1950 West

Salt Lake City, UT 84134

Phone (801) 297-6303

Fax (801) 297-6358

*This only applies to exhibitors selling products at the show.

FOOD PERMITS

All exhibitors distributing food (or samples) must obtain a Temporary Event Permit. Each Vendor is responsible for obtaining a permit. You may obtain a Temporary Event Permit from:

Bureau of Food Protection

788 E. Wood Oak Lane (5400S.)

Murray, Utah 84107

Phone 385.468.3860



FOOD AND BEVERAGE SAMPLING POLICY & GUIDELINES

Centerplate retains the exclusive right to provide, control and retain all food and beverage services within the Calvin L. Rampton Salt Palace Convention Center and Mountain America Exposition Center. Concessions, the sale of alcoholic or non-alcoholic beverages, and the providing of snacks, treats or candies are included under this provision.

- ❖ A company/organization may not bring any food, beverages and/or alcoholic beverages for use in the hospitality lounge, staff offices, or backstage areas.
- ❖ All food and beverage samples or traffic promoters brought into the Salt Palace Convention Center and Mountain America Exposition Center must have written approval prior to the event and adhere to the following guidelines:

Food & Non-Alcoholic Beverage Sampling

- ❖ A company/organization may only distribute samples of food and beverage products that the company/organization produces or sells in its normal day to day operations. Samples may only be distributed in such quantities that are reasonable for the purpose of promoting the merchandise.
 - Food samples are limited to a “bite size” sample.
 - Samples of non-alcoholic beverages are limited to a (4) four-ounce maximum.
- ❖ A written description must be submitted in advance that details the product and portion size to be sampled. Centerplate will provide approval of sampling arrangements to the sampling company/organization in writing only.
- ❖ Items dispensed are limited to products manufactured, processed or distributed by germane to the business of the exhibiting firm.
- ❖ General food and beverage items not manufactured, processed, or germane to the business of the exhibiting firm must be purchased from **CENTERPLATE** the exclusive Food Service Contractor.

Traffic Promoters

- ❖ “Traffic Promoters” (i.e. coffee, bottled water, candy, popcorn, etc.) that are of a type that competes with products vended by Centerplate, the sampling company/organization must contact a Centerplate to arrange an appropriate buy-out fee. Please contact your Catering Sales Representative for more information.

Food Production Services

- ❖ If an organization requires food preparation, heating or other kitchen services, arrangements must be made no later than 4 weeks in advance of the start of the event. Only Centerplate staff may perform all preparation/cooking within the facility’s production areas. Charges for these services will be based on the requirements of the arrangements. Please contact your Centerplate Catering Sales Representative for more information.

Food & Beverage Sampling - ICE

- ❖ Ice may also be ordered in advance for delivery to your booth during the show. The fee for ice is \$26.00 for each 40-pound bag.

Labor Fees

- ❖ Contact your Centerplate Catering Sales Representative for more information on labor fees and to make the necessary arrangements.

These policies will be strictly administered. Any violation of these will result in the removal of product from the show floor.

Food & Beverage Sampling Guidelines

Liability

The sampling company/organization will be fully responsible for any and all liabilities that may result from consumption of their products and shall waive any and all liability against Centerplate, Calvin L. Rampton Salt Palace Convention Center, Mountain America Exposition Center, SMG, the City of Sandy and the City of Salt Lake City.

Payment

- ❖ A 50% deposit and signed Food and Beverage contract is due 60 days prior to your event, or upon receipt of the preliminary invoice. The remaining balance will be due fourteen (14) business days prior to the start of your event. Any additional charges incurred during the Event, (the adjusted remaining balance) is required within 10 days following receipt of the Final Invoice. A completed Credit Card Authorization form must be provided by the Customer as a guarantee of payment for services rendered.
- ❖ A statement describing the charges made and services rendered must be signed by the responsible person (representative or agent of the Customer) attending the function on the day of the function. Final payment for event charges in addition to those estimated on this contract must be paid at the conclusion of the event. Final payment will be due no later than ten (10) business days from receipt of the final invoice. Final payment shall be made by a company, certified or cashiers check or will be assessed to the credit card used to authorize the event.

Please note, if you are planning your event in less than 30 days from the date of the event, the required deposit will be 100% of the estimated balance due upon signing of the contract.



Salt Palace Convention Center & Mountain America Exposition Center

OUTSIDE CATERING APPROVAL, CORKAGE & WAIVER FORM

This form must be completed and returned to CENTERPLATE for approval not less than (30) thirty days prior to event start date. CENTERPLATE will provide written approval of the food and/or beverage arrangements to the exhibiting company within 7-10 business days.

Without CENTERPLATE approval, outside sourced food and/or beverages will not be allowed on-site

Name of Show, Dates of Show, Exhibiting Firm, Booth #, Address, City, State, Zip code, Contact, Email, #

On site Contact and Telephone

Product to be Distributed, How prepared, Type of equipment to be used, Portion size to be dispensed, Qty./Portions Daily

A representative of CENTERPLATE will contact you.

APPROVED: DAILY CORKAGE, DAILY WAIVER, CENTERPLATE MGR., TOTAL CORKAGE, TOTAL WAIVER, DATE, COMMENTS

EXHIBITOR BOOTH CATERING RULES AND REGULATIONS

- ++ (current sales tax + 23% house service fee) applies to all orders, including corkage and labor costs.
• Exhibitor Booth Catering DOES NOT supply tables or electrical for your booth. Please order through your service contractor.
• All food & beverage orders require full payment in advance. We accept American Express, MasterCard, Visa or Company Check (checks payable to: Centerplate).
• A \$25.00++ "Trip Charge" will apply for each food & beverage delivery.
• ALL food & beverage items in the Exhibit Halls must be purchased through the Food and Beverage Department - THIS INCLUDES BOTTLED WATER.

If you have any questions, please contact your Centerplate sales manager. --Please Retain a Copy for Your Records--



FOOD AND / OR BEVERAGE SAMPLING APPROVAL FORM

To provide a safe and comfortable tradeshow environment, and to comply with fire safety codes, Salt Palace Convention Center's and Mountain America Exposition Center's exclusive Food Service Contractor, CENTERPLATE, requires specific information for all on-site Food and Beverage preparation, dispensing, and sampling.

This form must be completed and returned to CENTERPLATE for approval no less than (30) thirty days prior to event start date. CENTERPLATE will provide approval of sampling arrangements to the sampling company in writing within 7-10 business days.

Without CENTERPLATE approval, sampling of food and/or beverages will not be allowed on-site.

GENERAL CONDITIONS:

1. If applicable, the exhibitor must obtain a Temporary Food Permit from The Salt Lake Valley Health Department. SLVHD is located at 788 E. Wood Oak Lane Murray, Utah 385.468.3845
The health department's main concern with sampling is bare hand contact by workers and customers. If you are portioning your samples on site, gloves may not be enough. You may be required to have a hand washing station. Please contact SLVHD with any questions.
2. The product to be distributed must be the primary business of the exhibitor
3. All items to be given away are limited to sample sizes:
 - a. **Food Samples** – "bite size" sample size
 - b. **Non-Alcoholic Beverage Samples** – 4 oz. maximum sample size
4. **Alcoholic Beverage Samples** – Alcoholic sampling is not permitted
5. Food and beverage items used to promote booth traffic **MUST** be purchased through Centerplate
6. Food and/or Beverage may not be sold within either facility except by the exclusive Food Service Contractor, CENTERPLATE.

Name of Convention _____	Dates of Convention _____
Exhibiting Firm _____	Booth # _____
Address _____	City _____ State _____ Zip code _____
Contact Name _____	Email _____ Phone # _____
On-Site Contact Name _____	Email _____ Phone # _____

Product to be Sampled _____
Quantity of Samples _____ Sample Size _____
Sampling Date _____ Start Time _____ End Time _____
Method of Dispensing Samples _____
List all Catering Supplies Required (ex. ice, cups, napkins, etc.) _____
Is Storage Needed? If Yes, please list details (availability based on needs) _____

A representative of CENTERPLATE will contact you within 7-10 business days upon receipt of completed form.

APPROVED: _____	DATE _____	COMMENT _____
CENTERPLATE		

RETURN TO: **Salt Palace Convention Center/Mountain America Exposition Center**
ATTN: Centerplate Catering Department

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 be in a 10 X 30 space or larger.**
- **If you plan on including a vehicle in your display, please contact show management for approval and special move-in instructions.**
- ALL vehicles batteries must be disconnected, and cables taped.
- NO vehicles in exhibits may block exit doors, or fire extinguishers in pillars or on walls.
- Keys to all vehicles displayed in show must always stay on show site.
- ALL vehicles must have locking gas caps or gas caps sealed with tape and no more than a 1/4 tank of gas in the vehicle.

BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booth space will have an 8' draped backing. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 3'. The drape color is black.

Tables, chairs, electricity etc. are not included with the cost of your exhibit booth.

If you are using side walls as part of your display they must be completely finished on BOTH sides.

No exposed wires, frames, or wood for the public or your neighbor to see.

Booths may not protrude into the aisle or beyond the depth limits of the booth dividers.



*****TENTS & CANOPIES ARE PROHIBITED*****

Flooring

Flooring is not included in the cost of your exhibit booth. **It is mandatory** all booths have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.

Table Skirting

It is mandatory all tables are properly skirted. Skirting must go from the edge of the table to the floor on all four 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.

Signs

Signs **MAY NOT** exceed 8 Feet. This is the height of the back drape provided to you in your booth space (unless your booth space is 400sq ft. or larger or are along a perimeter wall)

Rotating, flashing, strobe or projection lights are not permitted.

No flag poles above 8 feet. (Unless prior approval has been given by show management)

No tear-drop flags, paper banners, or hand-written signs allowed.

No handwritten signs. All signs must be professionally made.

Balloons

Are not allowed

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 display. 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.

Product Display

Only products agreed upon in the signed contract can be sold and displayed in your booth. Only one (1) product per 100 sq. ft. or smaller.

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

Food & Beverage Distribution is Prohibited

No full-size candy bars. Bite size is ok.

No water bottles of any size unless purchased through the facility (not even the small ones)

No alcohol may be consumed on show site other than during designated times and locations as specified 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.

Fire & Safety

All materials used in exhibits must be fire retardant.

No cut trees unless treated e

No straw bales

Booths may not protrude into the aisle or beyond the depth limits of the booth dividers.

Mountain America Expo Center Rules & Regs At A Glance

Find the complete rules and regulations at <https://www.visitsaltlake.com/mountain-america-expo-center/plan/event-planning-guide/facility-rules-and-regulations/>

Do not hang/tack/tape, etc. anything on air walls

No spray painting or aerosol can usage inside the building. Must be done outside.

No dry cutting in the hall. Must be done outside in the parking stall areas closest to dirt. Cutting must be done over a pallet or other raised item to protect blacktop.

All carpeted areas require the wheels on freight handling equipment and lifts to be suitably covered or use non-marking wheels approved by the facility. If forklifts or pallet jacks are used on carpeted surfaces, then the application of protective covering to the floor is required. The cost to repair damage to carpeted areas will be billed directly to the general service contractor.

Paint - Contractors must provide complete protection from paint and paint products in all areas of the facility including the exhibit floor. Under no circumstances may spray paints, airless sprayers, power painters, airbrushes or similar tools be used within the facility without written consent from the facility.

SECURITY

Security is provided by Mountain America Expo Center and guards will be on duty throughout the event. Every reasonable precaution will be taken to protect exhibitors' property, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes.

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

To avoid extra expense, most exhibitors choose to deliver their displays/materials themselves on scheduled move-in days.

REGULAR SHIPPING

If you can arrange with your shipper to deliver during normal move-in days when your staff is at the facility to accept delivery, you may ship direct to yourself at the normal facility address at no additional expense (see directory for facility address.)

Be sure to include your full company name, exhibit space #, facility address, required delivery date, and phone numbers when shipping.

If you choose to ship to yourself at the show, you must insure that delivery occurs during move-in and that you have staff on site to accept it. Otherwise, your shipment will be refused since MARKETPLACE EVENTS or the facility is not authorized to accept it.

ADVANCE SHIPMENTS & CONSIGNED SHIPMENTS

If you require advance shipments (shipments arriving before scheduled move-in days), or shipments requiring acceptance (when exhibitor is not available to accept shipments during move-in), you must use the Official Show Contractor, Modern Expo & Events, at additional expense.

Shipments of all cased, crated or packaged exhibit materials can be received by Modern Expo & Events up to 30 days prior to installation

SHIPMENTS SHOULD BE RECEIVED AT LEAST ONE WEEK PRIOR TO MOVE IN. Such material consigned to Modern Expo & Events will be delivered to the show on scheduled move-in days.

EXHIBIT SPACE RATES DO NOT INCLUDE DRAYAGE CHARGES.

Contact Modern Expo & Events (801) 983-8160 for current drayage prices.

**Advance shipments must be marked and
Consigned as follows:**

To: Exhibitor: _____ Booth# _____

For: Deseret News Home Show
C/O Modern Expo & Events
3370 West 500 South
Salt Lake City, Utah 84104

SHOW HOTEL INFORMATION

Salt Lake City lodgings offer visitors' superior value compared with many other cities its size. Most hotels are close to entertainment, restaurant, & shopping districts. Airport area hotels are available, but downtown Salt Lake & Sandy locations offer a much more diverse selection. The winter ski season and holiday events attract many visitors, so make reservations well in advance at those times. The South Towne Exposition Center is located in Sandy, Utah 9 miles south of downtown Salt Lake City. The Exhibition Center is 18 miles from Salt Lake City International Airport.



Host Hotel Hyatt House –
Sandy, UT



9685 South Monroe Street, Sandy, UT 84070

801.304.5700

Expect more from an all-suite property with the convenience of a full kitchen in every suite

COMPLIMENTARY daily full healthy hot breakfast buffet

COMPLIMENTARY Evening Social Monday-Thursday 5:30pm-7pm featuring generous appetizers, soup, salad and assorted beverages including beer, wine and soft drinks

COMPLIMENTARY 20 mega fiber optic high speed internet in all guest suites, lobby and meeting rooms

COMPLIMENTARY year around heated outdoor pool & hot tub, on-site fitness center, a business center with printing capability

Move In Map

For your convenience the map can be found on the exhibitor kit as it's own link.