

EXHIBITOR GUIDE

13TH ANNUAL

INDIANA DEER, TURKEY &
WATERFOWL EXPOSITION

February 19 ~ 21, 2010

EXHIBITOR INFORMATION

- ❖ SET-UP & TEAR DOWN HOURS
- ❖ SHOW HOURS & DATES
- ❖ BOOTH SET-UP INFORMATION

MOVE-IN / SET UP HOURS

Tuesday, February 16

Bulk Space Only.....8:00 am – 9:00 pm

Wednesday, February 17

Bulk Space Only.....8:00 am – 9:00 pm

Booth Space.....12:00 noon – 9:00 pm

Thursday, February 18

Bulk & Booth Spaces.....8:00 am – 9:00 pm

Friday, February 19

Bulk & Booth Spaces.....8:00 am – 2:00 pm

CHECK-IN LOCATION

Check-in starts on Wednesday, February 17th at 8:00 am. The exhibitors in the **Deer, Turkey & Waterfowl Exposition** will check-in at the office located at the east end of the **EXPOSITION HALL**.

Any balance due on your contract must be paid before you can set-up.

SHOW HOURS

Friday, February 19.....3:00 pm – 9:00 pm

Saturday, February 20.....10:00 am – 9:00 pm

Sunday, February 21.....10:00 am – 5:00 pm

MOVE-OUT / TEAR DOWN

Sunday, February 21st.....After Official Closing (5:00 pm – 10:00 pm)

Monday, February 22nd.....8:00 am – 2:00 pm

We will insist that nobody start tearing down until we have announced over the PA system that the Show is officially closed. We cannot allow you to carry anything out of the building before said announcement. All doors will be manned! Anyone found starting to tear-down before 5:00pm will automatically be removed from our mailing list.

BOOTH CONSTRUCTION INFORMATION

The following information is intended to allow equal exposure by all exhibits. The purpose of exhibiting is to sell. These rules are for your benefit and will be strictly enforced.

The show has made every effort to provide a quality buying environment for our guests. Signs, clothing or items with offensive wording or displays will not be allowed. We hope you will want to be invited back next year. Please make every effort to have a quality appearing exhibit.

Any exhibitor using steps or platforms in the booth must have hand rails installed on them by show opening Friday, February 19th at 3:00 pm. This is a safety rule that must be complied with. Nobody will be allowed to open without them.

Booth displays & signs are limited to 8' and shall not project more than 4' from the background. Decorations shall not obstruct adjacent exhibits nor project into aisles.

Balloons, stickers, and handmade signs are strictly forbidden.

24-hour security is in effect. We suggest you cover all merchandise at closing each evening and rope off your display.

Special note to dealers hanging signs from the rafters:

Signs must be hung from I-beams only;
DO NOT hang anything from gas or electrical conduit.

SHOW DECORATOR ~ GEO. E. FERN COMPANY

Their price list and order forms are online at:

<https://servicekits.georgefern.com/Login.asp?id=1133>

If prompted, the login passcode is **Deer10**. The Show Decorator will have a service desk in the Champions Pavilion, just outside of the Sports Show Office. **It will save you money to orders placed by February 1, 2010.**

SIGNS

See SHOW DECORATOR information.

ELECTRICITY

The Expo will furnish one (1) 500 watt outlet per 10' of booth space. Bulk space can use outlets on poles for cash registers, computers, TV's, VCR's, etc. **All spot lights 500 watts and over must be contracted with the show electrician and fees paid to them.** See ERMCO Electric at the service desk in the Champions Pavilion, just outside of the Sports Show Office. Electrician price list is enclosed with the **SHOW DECORATOR** information (see above).

EXHIBITOR CREDENTIALS

All credentials may be picked up at check-in time. Exhibitor Pass Gates will be open one (1) hour before show time.

Booth Space:

Six (6) badges for your first 8'x10' or 10'x10' booth space; two (2) additional badges for each additional 8'x10' or 10'x10' booth space thereafter.

Bulk Space:

Exhibitors with 400 sq ft will receive eleven (11) badges; eight (8) additional badges for every additional 400 sq ft thereafter.

Additional credential badges may be purchased in advance as well as during the show for \$5.00 each. Exhibitors/workers arriving without their badges must purchase a general admission ticket in order to obtain entrance.

GUEST PASSES

Exhibitors who would like the use of Guest Passes, may purchase them at a cost of \$5.00 each. The Passes are available in advance as well as during the Show. The Guest Passes can ONLY be purchased through the Show Office; they CANNOT be purchased at the box offices.

PARKING PASSES

Space is limited, therefore the Indiana State Fairgrounds will distribute the parking passes to try to best accommodate everyone. Exhibitor parking lots will be marked. Additional parking passes can be purchased from a staff member of the Indiana State Fair Commission.

FORKLIFT AVAILABILITY

Forklifts may be contracted with Geo. E. Fern Co. Contact Geo. E. Fern Co. prior to set-up for hourly rate.

INSURANCE

ATTENTION: All exhibitors must send us a Certificate of Liability Insurance naming Renfro Productions & Management Inc. as "additional insured". Call your agent; they can do this for you. If we do not receive a Certificate of Liability Insurance you may not be able to exhibit.

FREIGHT

Geo. E. Fern Co. will coordinate the handling of freight. Please read over their flyer which is included. We cannot accept freight at the Fairgrounds before Wednesday, February 17, 2010. **NO C.O.D.'S** will be accepted. All freight will be unloaded and placed in your booth. Freight shipped by common carrier directly to the Fairgrounds will be unloaded at no extra charge.

SHIPPING ADDRESS:

INDIANA STATE FAIRGROUNDS
1202 EAST 38TH STREET
INDIANAPOLIS, IN 46205

Please have all shipments marked with the appropriate **BUILDING** and **BOOTH NUMBER** (ie, Expo - 100).

STAFFING OF EXHIBIT

Every exhibitor is responsible for having his/her display staffed at all times. The Show management **INSISTS** that all exhibits be staffed during all hours open to the public.

LITERATURE

Storage space will be provided. After opening day, we will deliver upon request. Pick up requisition slips in the office and leave them with us the **night before**. Be sure to request enough for Saturday and Sunday. We will deliver materials to your booth before opening the next day. **Remember**, it is hard to move literature after the Show opens, so let us know ahead of time.

CLEANING OF BOOTHS

Debris from your booth must be swept or placed in the aisles after closing each evening. We cannot clean inside your booth. You may have janitor service at your

own expense; contract with the Show Decorator. If you want to work in your booth, you may come into the building, with proper credentials one (1) hour prior to show time. You will only be allowed to go to your own booth. Clean-up crews (for boats, ATVs, etc) will be allowed into the building 2 hours before show time each day. They should report to the **Exposition Hall Exhibitor Entrance**.

MESSAGES & INFORMATION

You may pick up incoming mail, messages and incoming phone calls in the Sport Show office. Return phone calls will be delivered to your booth. All out going calls must be made from the public phones or your cell phone.

TELEPHONES / INTERNET

If you want a temporary phone in your booth, you must make arrangements directly with CPI Telephone & Internet Services. The number to call is **1-800-999-0197** and ask for the **Service Department**. **CALL AT LEAST TWO (2) WEEKS IN ADVANCE OF SHOW DATE (no later than February 9, 2010)**. If you have a phone in your booth, please leave the number with us in the office in case of emergency. Also see the Order Form included with Geo. E. Fern packet.

EXHIBITOR LOUNGES

Located in the outer concourse of the Coliseum, next to the skate shop. Coffee and tea will be provided. Please be our guest and use the lounge. Coffee and tea will also be provided in the Expo Hall Office **during move-in and set-up only**, after which this office will be closed.

FREE DRAWINGS, ETC.

Drawings and/or give-aways **MUST** be authorized by show management! Please contact Kevin Renfro at (765) 641-7712. **Winner names and/or items must be left in the office before you tear down.**

SECURITY

Security service is provided by the Indianapolis police, 24-hours daily through the course of the show, including set-up and tear-down. Although we take every precaution to protect your property, we cannot be responsible for the disappearance of any item. We suggest that you cover your booth and rope it off each evening.

STATE REGULATIONS

This is a **No Smoking** facility; smoking will be allowed in designated areas only. Smoking IS NOT PERMITTED in the tunnels connecting the buildings. In addition, Indiana State Fire Regulations & City Ordinances prohibits **ANYTHING** from protruding into the aisles. These rules will be strictly enforced.

NO PETS