

HOME, GARDEN & REMODELING SHOW

PRESENTED BY **CHAMPION** 

Exhibitor's Manual

March 3-5, 2017

Kentucky Exposition Center
South Wing B & C

Produced by:



Presented By:



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www.LouisvilleHomeShow.com

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General Show Information

Show Dates

& Hours

Friday, March 3rd - 10:00 am - 9:00 pm

Saturday, March 4th - 10:00 am – 9:00 pm

Sunday, March 5th - 10:00 am – 5:00 pm

Contact Information/Show Services

Building Industry Association of Greater Louisville

Gail Schell

Show Director

gail@bialsouville.com

502-327-7460

Office - 502-429-6000 ** Fax - 502-429-6036

Ally Sauer

Manager of Shows and Events

ally@bialsouville.com

Decorator

Fern Exposition and Event Services (*table/ chair rentals/ sign hanging*)

502-367-0254

Louisville@FernExpo.com

www.FernExpo.com

Electrical

Water

Kentucky Exposition Center

502-367-5321

www.kyexpo.org/kec/ExServices.aspx

Phones &

Internet

Convention Communications Provisioners

888-446-6911

www.smartcitynetworks.com

Location &

Shipping

Kentucky Exposition Center -- South Wing B & C

937 Phillips Lane, Louisville, KY 40209

502-367-5000

When shipping, please include your company name, South Wing B and booth number

Move-In

Dates

Monday, February 27th (After 2 pm) - Thursday, March 2nd

**Review the enclosed information to see your booth's move-in time.*

Move-Out

Dates

Sunday, March 5th (all 10x10 booths must be out on Sunday, March 5th – this is imperative and fines will be enforced. Please make arrangements now.) & Monday, March 6th

Show Office/Service Desks Hours

Show Management/BIA, Fern Expo Services & the Kentucky Exposition Center will be in South Wing B Lobby during Move-In.

- Monday, February 27th 2:00 pm – 5:00 pm
- Tuesday, February 28th 9:00 am – 5:00 pm
- Wednesday, March 1st 9:00 am – 6:00 pm
- Thursday, March 2nd 8:30 am - 6:00 pm
- Friday, March 3rd 9:30 am – 9:00 pm
- Saturday, March 4th 9:30 am – 9:00 pm
- Sunday, March 5th 9:30 am – 5:00pm

The Show Office will be located in booth #1143 during the show.

Exhibitor Credential Allotment

10' x 10' Booth 5 credentials per day
(1 additional pass per each additional 10 x 10 space)

20' x 20' Bulk Space 7 credentials per day

20' x 30' Bulk Space 8 credentials per day

OVER 700 Sq. Ft. up to 10 Credentials per day
(Show Management must approve any additional credentials)

Exhibitor Credential Pickup Dates and Locations

- **Credentials & Parking Passes will not be mailed – they must be picked up and signed out**
- **Wednesday, February 8th - Friday, February 24th**
Earn 10 FREE show tickets if you pick up your tickets during this time
Building Industry Association Office
1000 N. Hurstbourne Pkwy., Louisville, KY 40223
Office Hours are Monday-Friday from 8:30 am to 4:30 pm

Optional Exhibitor Credential

Pick-up

Monday, February 27th – Thursday, March 2nd

Kentucky Exposition Center Show Office - South Wing B
937 Phillips Lane, Louisville, KY 40209
502-367-5000

PARKING PASSES

PARKING PASSES

COST \$20 EACH *

There is a limited amount of parking passes available. The passes will be valid for March 3rd – March 5th. To order, please see the parking pass order form enclosed on page 12. No parking passes will be sold after February 24th – or when they run out.
**All parking passes must be paid in full before you receive passes.*

PARKING AND SHOW ENTRANCE

USE THE MAIN ENTRANCE - or the red doors next to overhead doors E-19 and E-13 (E-13 is also the Smoking area for exhibitors)

All exhibitors are asked to park in the horse barn area or behind the stadium. Exhibitors are encouraged to use the walk-over located behind the North Wing. That breezeway takes you right to the South Wing A lobby where you will then walk to the South Wing B lobby area. Exhibitors may enter the Show through the main doors in the South Wing B lobby at the “Exhibitor Entrance”. We understand this is a walk but we would like to have as many spots for consumers in the front of the buildings as possible. There is also limited parking across from door E-19 – your vehicle must be in the parking lot.

NO LARGE TRUCKS ARE TO PARK IN THE PARKING LOTS.

You can place large trucks and trailers around the horse barns.

Same Day Re-Entry

- ❖ For same day re-entry, exhibitors can simply have their hand stamped at the lobby entrance or the Exhibitor Entrances at E-19 or at E-13 on their way out.
- ❖ **Hands will be stamped on the way out, not on the way in!**
- ❖ The stamps will be different each day.

No Alcoholic Beverages to be brought in:

303 Kentucky Administrative Regulation 1:030, Section 1 states:

No person shall carry or transport into the premises any beer or other alcoholic beverages.

Move-In Particulars

Monday, February 27th - Thursday, March 2nd

NO VEHICLES ARE ALLOWED IN THE BUILDING ON THURSDAY, MARCH 2nd

- Designated move-in times will be assigned to exhibitors by Show Management.
- Limited vehicles will be permitted inside the Exposition Halls and will be allowed in only during designated move-in times (see additional pages for details).

Bulk Booth Set Up Times

- Monday, February 27th from 2:00 p.m. – 9:00 p.m.
- Tuesday, February 28th from 8:00 a.m. – 9:00 p.m.
- Wednesday, March 1st from 8:00 a.m. – 9:00 p.m. (limited vehicles)
- Thursday, March 2nd from 8:00 a.m. – 9:00 p.m. (no vehicles)

10' x 10' Booth Set Up Times (Single or Multiple)

- Wednesday, March 1st begins at 11:00 a.m.
- You must obtain written permission from the Show Management for any other Move- In time.

Bulk Booth Vehicle Move-In Schedule

Monday, February 27th – Tuesday, February 28th

Limited vehicles will be allowed in Wednesday, March 1st

****No Vehicles allowed on Thursday, March 2nd****

Bulk Booths #201 – #1261 - South Wing B

Use doors E-13 thru E19

****All vehicles entering the building require a Drive-In pass visibly displayed in front windshield****

***Monday, February 27th (2:00 p.m. – 9:00 p.m.)**

*** Tuesday, February 28th (8:00 a.m. – 9:00 p.m.)**

Limited vehicles will be allowed in Wednesday, March 1st.

Bulk Booth Vehicle Move-In Schedule - continued

Bulk Booths #1401 and Higher - South Wing C

Use door E-16 thru E19

****All vehicles entering the building require a Drive-In pass visibly displayed in front windshield****

*** Monday, February 27th (5:00 p.m. – 9:00 p.m.)**

*** Tuesday, February 28th (10:00 a.m. – 9:00 p.m.)**

Limited vehicles will be allowed in Wednesday, March 1st.

MOVE IN – 10 x 10 BOOTHS

Wednesday, March 1st & Thursday, March 2nd (must have a drive in pass to bring a vehicle in)

All 10' x 10' Booths (single or multiple)

NO DRIVE IN ON THURSDAY, MARCH 2nd.

10'x10' MOVE IN RULES

- ❖ Move-In begins Wednesday, March 1st at 11:00 a.m.
- ❖ All items must be carried or carted in unless you obtain permission to drive-in.
- ❖ Vehicle passes are required and you will not be allowed to drive in the hall without one. **NO LARGE TRUCKS AND NO TRAILERS ALLOWED.** Please fax your request for a drive-in pass, see page 12.
- ❖ Drive-in Passes will be distributed with the credentials on a limited basis. A drive-in pass allows you to get close to your booth – it is for unloading only (not set-up).
- ❖ To enter the building prior to this time you must have written permission from Show Management.
**** Show management reserves the right to hold vehicles from pulling in if there is a traffic issue in the hall. This is what makes it important to unload your vehicle and move it out – since in many cases vehicles will not be allowed in until another pulls out.***

DRIVE-IN PASSES

- ❖ **NO VEHICLES WILL BE ALLOWED ON THE SHOW FLOOR ON THURSDAY, MARCH 2nd FOR ANY REASON EVEN WITH A DRIVE-IN PASS!**
- ❖ **All Bulk spaces will have move-in times and two (2) DRIVE-IN passes provided.**
- ❖ Any 10' x 10' that **REQUIRES** a drive-in pass must submit a request and receive approval from Show Management. **NO LARGE TRUCKS AND NO TRAILERS**

DRIVE-IN PASSES continued

- ❖ **ALLOWED.** (Please refer to Request Form for Drive-In Pass included in this manual.)
- ❖ Please enter through Door E-19 along the South wall of South Wing C.
- ❖ **We ask that you unload what you need for your booth at this time and pull the vehicle out.**
- ❖ You will not be allowed to work off of your vehicle.
- ❖ All vehicles are required to have a pass in the windshield in order to enter the building and must remain visible in the windshield of the car/truck while in the building.

**NO DRIVE-IN ON
THURSDAY, MARCH 2nd**

Move-Out Schedule

DO NOT BREAKDOWN OR MOVE-OUT EARLY

- Fines will be enforced and you will forfeit your early space reservation for the following year.

Move-Out- 10' x 10' Booth Spaces

Sunday, March 5th by 10:00 p.m.

- ❖ Move-out begins for all single 10 x 10 booth spaces on Sunday, March 5th at 5:00 p.m.
- ❖ Booths must be broken down and removed by 10:00 p.m.
- ❖ Please note that due to the size of the Show and time management, all 10 x 10 single booth spaces are required to move-out prior to 10 p.m. the closing night of the show.

Move-Out – Bulk Spaces

Sunday, March 5th through Monday, March 6th

- ❖ ALL exhibits must be moved out **no later than 5:00 p.m. Monday, March 6th.**
- ❖ There will NOT BE any release slips issued – please take ALL valuable items out at the close of the Show. Move out on Sunday, March 5th will be from 5 p.m. until 10:00 p.m.
- ❖ Monday, March 6th Move Out time is from 8:00 a.m. to 5:00 p.m.

Exhibitor's Lounge

- **LOCATED IN THE HALLWAY BETWEEN SOUTH WING B & C LOBBIES)**
- The Exhibitor's Lounge will offer exhibitors a place to sit and enjoy a break away from the public.
- This area is to allow exhibitors a break from the Show floor (*It is not guaranteed to provide food or beverage.*)

Exhibitor's Lounge

Days and Hours

Friday, March 3rd: 12 Noon – 7 p.m.
Saturday, March 4th: 12 Noon – 7 p.m.
Sunday, March 5th: 12 Noon – 3 p.m.

Discount Tickets

****Go online after December 1st and order discount tickets - special discount pricing when ordering/paying for 20 or more tickets ONLINE!!!****

- ❖ Tickets are required to be picked up at the Building Industry Association Office or mailed.
- ❖ Tickets mailed are subject to a postage and handling fee.
- ❖ We encourage all orders be submitted online for special offers and discounts but you may submit the enclosed ticket form by fax or email. *The special offers do expire and require payment at the time of your order to be able to receive the additional tickets.*
- ❖ All tickets are non-refundable.

Will-Call Tickets

- ❖ Will-Call tickets or passes must be left at the **Main Gate “Exhibitor Entrance”** at the South Wing B Entrance placed in a properly marked envelope.
- ❖ Tickets or passes not claimed for that day will be carried over until the next day.
- ❖ Tickets must be marked clearly and placed in an envelope.

Deadlines

- **December 30th** - all booth balances due!
****PAY YOUR BALANCE BY December 30, 2016 AND GET 5 FREE SHOW TICKETS****
- **February 3rd** - all advanced Fern Exposition and Event Services** (tables, chairs, etc.) orders must be submitted. Call 502-367-0254 or email Louisville@FernExpo.com
- **February 3rd** - all advanced electrical and water orders** must be submitted to Kentucky Exposition Center. Call 502-367-5321 or visit www.kyexpo.org

****Please note that prices will increase after these dates!**

IMPORTANT THINGS TO REMEMBER

WEB LISTING/LINK AVAILABLE!!

(Make LouisvilleHomeShow.com your home page)

Exhibitors have the ability to have their web site linked with the online listing(s) as seen on the web pages at www.louisvillehomeshow.com. The cost for the link is ONLY \$15.00. All Exhibitors are allowed 2 complimentary product category listings with additional listings just \$5.00 each. **Exhibitors interested in this listing service should contact Gail Schell (gail@bialouisville.com) or Ally Sauer (ally@bialouisville.com) or call 502-429-6000.**

SHOW PROMOTIONAL MATERIALS AVAILABLE!! (Available by end of January)

BIA has developed point of purchase materials for the **Home, Garden & Remodeling Show**. This is a great way to promote your involvement in the Show and drive traffic to your booth. If you have a showroom or counter space, we offer promotional displays. We will also offer posters for doors and windows.

The signs and posters will offer space to display your company name and booth number to be added. **By participating in the point of purchase promotional marketing campaign you can earn 10 FREE show tickets!** We supply the materials, you display the signs. **Contact the BIA Office at 502-429-6000.**

NEW AND INTERESTING ITEMS TO PROMOTE

If you are promoting new or unusual products or services, please send a written description for potential media purposes. If Show Management deems appropriate, items will be promoted through Home Show public relations. **Send submissions to Gail Schell at gail@bialouisville.com, Ally Sauer at ally@bialouisville.com or fax to 502-429-6036.**

SHOW NOS!

- NO EARLY BREAKDOWN OR MOVE-OUT
- No flyers or handouts outside your booth area. Any literature placed outside an exhibitor's booth area (on food court tables or on top of garbage cans) will result in the exhibitor receiving an invoice for additional booth space. Amount to be determined by Show Management.
- Also we want to let exhibitors know that they cannot go booth to booth and sell to other exhibitors. People will come to you if they are interested.
- If you happen to have anyone approach you marketing a product or service please collect all the information you can and immediately contact show staff. We do not allow solicitation on our show floor except inside the purchased booth space of an exhibitor.
- Each exhibitor must pick up all trash and take it with them at the end of the Show. The Kentucky Expo Center will now charge for extensive pick-up of left over materials. ***THIS INCLUDES DOUBLE-SIDED TAPE IF YOU PUT CARPET DOWN.**

Directions & Where to Park

Directions to the Kentucky Exposition Center – USE GATE 2 & BEAT THE TRAFFIC

The Kentucky Exposition Center is located at the junction of I-65 and I-264 in Louisville. Signs reading "KY Expo Center" on both interstates lead to the main gate. Visitors may want to beat the traffic by entering Gates 2 & 4 on Crittenden Drive or Gate 6 on Preston Highway. Visitors traveling from out of the state will find getting to the Kentucky Exposition Center easy as we are located just minutes from the Louisville International Airport. For more specific directions call the KY Expo Center at 502-367-5000 or visit <http://www.kyfairexpo.org>.

Hotel Information

For a list of hotels near and around the show, please visit <http://www.kentuckyexpositionhotels.com/>

Security Tips

Nothing will ruin a successful exposition experience more than the loss or theft of expensive equipment or products. Here are some basic steps you can take to prevent theft.

1. Show management, the building operator, the general contractor, and the security company provides a measure of protection, such as providing perimeter security. But only you and your staff are responsible for your valuables.
2. Don't identify the product or manufacturer on the outside of freight cartons. Mark cartons numerically to indicate the total being shipped (1 of 6). Include your company's name and booth number in your cartons. Furnish your freight forwarder with an accurate and complete bill of lading.
3. Escort your merchandise and/or goods to your booth if at all possible. The greatest risk of theft occurs during set up and tear down. Be especially alert during these times.
4. Treat valuable goods such as prototypes as irreplaceable. If they are one-of-a-kind, hire your own security. Under no circumstances should such goods ever be left unattended. Televisions, computers and other electronic devices are particularly vulnerable to theft.
5. At the close of business each day, cover all display tables. This establishes a barrier to curiosity-seekers and other would-be thieves from selecting items to steal at a later time. Store excess supplies and merchandise with the material handling contractor or in a facility outside the hall. Never store your excess merchandise or supplies under tables or displays. That's the first place a thief will look!
6. During tear down, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled.
7. Obtain proper insurance coverage for your goods, including transit to and from the show site.

Show Management will not allow any exhibitors or their workers in the Exposition Hall after close of the Show each day. During Move-in all exhibitors and workers will be made to leave the building at 10 p.m. each night. Exhibitors and workers will not be allowed into the Exposition Hall until 1 hour prior to opening on Show days at the time of open on move-in/move-out days.

To help us secure the building to the best of our ability we ask that you cooperate with these rules regarding people in the building. THANK YOU.

Drive-In Pass Request

****NO VEHICLES WILL BE ALLOWED ON THE SHOW FLOOR ON THURSDAY, MARCH 2nd, EVEN WITH A DRIVE-IN PASS!****



HOME, GARDEN & REMODELING SHOW

PRESENTED BY **CHAMPION**

Sponsored by:



Show dates:

March 3rd – March 5th, 2017

DRIVE-IN DATES: Bulk Booths, February 27th-March 1st & 10x10 Booths, March 1st. Drive-In passes will be handed out when picking up credentials. Please try to make arrangements to walk your exhibit materials in from the loading dock just in case. Not all requests are guaranteed to be honored. **NO LARGE TRUCKS and NO TRAILERS.** Drive-In Passes ARE NOT valid on Thursday, March 2nd.

- **Bulk spaces (400 square feet or larger) will automatically receive 2 complimentary Drive-In Passes with their Credentials.**
- **10 x 10 Booths are limited to 1 Drive-In Pass and only valid Wednesday, March 1st after 11:00 a.m.**

Company: _____

Name: _____

Booth Number: _____ Make/Type of Vehicle: _____

Phone: _____ Fax: _____

E-mail: _____

FAX to 502-429-6036



HOME, GARDEN & REMODELING SHOW

PRESENTED BY **CHAMPION**

March 3-5, 2017

KEC -South Wing B & C

PARKING PASS

Sponsored by: **LGE**
a PPL company

PARKING PASS Order Form - \$20 each *(while they last)*

Company Name: _____

Contact: _____ Booth #: _____

Phone: _____ E-mail: _____

I would like to purchase _____ Parking Pass(es) at (\$20.00 each) for the **2017 Home, Garden & Remodeling Show**. (Valid March 3-5, 2017)

I understand these passes MUST BE PAID FOR IN FULL in order to pick them up with my exhibitor move-in packet. I also understand that passes must be purchased before Friday, February 24, 2017.

_____ Check Enclosed _____ Please charge my Visa/MC

_____ Please bill my BIA account (BIA Members ONLY)

Visa/MC Card ONLY: # _____

Expiration Date: _____ Security Code: _____

Name on Card: _____

_____ _____ Authorized Signature	_____ Date
--	---------------

FAX to 502-429-6036
or e-mail to: Ally@BiaLouisville.com

Exhibits

It is CRITICAL that your exhibit be set-up according to the Rules and Regulations as stated in your contract. This is especially true of all 10' x 10' booths.

YOU CANNOT BUILD A 10' LONG and 8' HIGH WALL NEXT TO YOUR NEIGHBOR!!

The following information is a guideline to help you understand the Rules and Regulations of your particular booth space. If your space is not covered by the information provided feel free to call our Office at 502-429-6000 or e-mail gail@bialouisville.com or ally@bialouisville.com for more information about your booth space.

Linear Booth

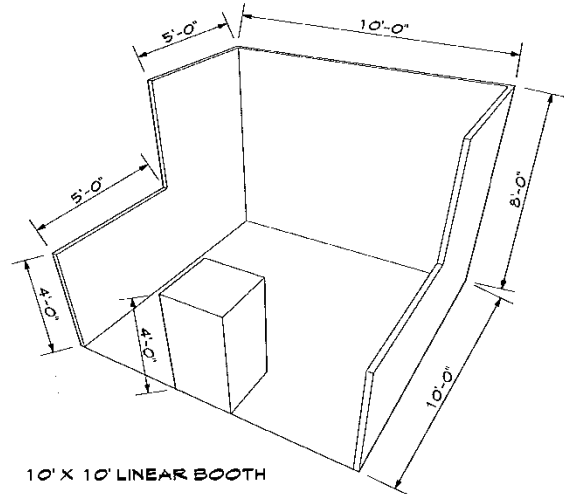
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10') has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. A maximum backwall height limitation of eight feet (8') is generally specified.

Use of Space

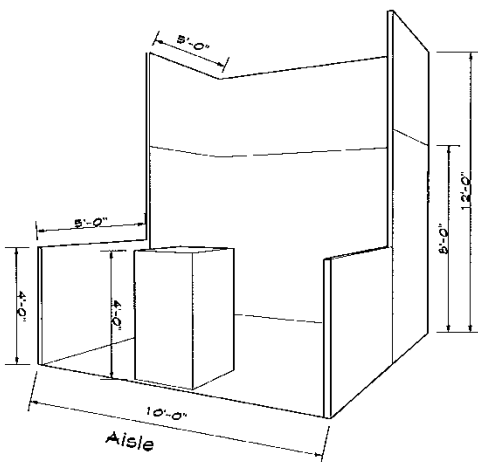
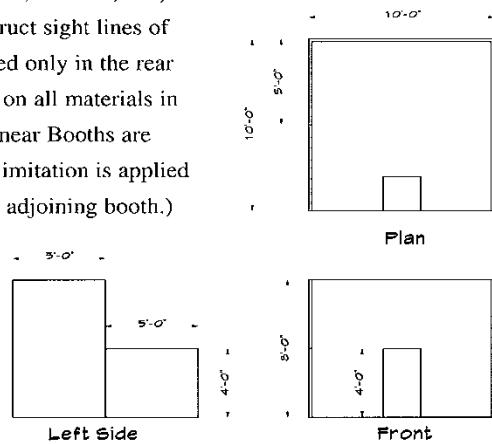
Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30', 10'x40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)



10' X 10' LINEAR BOOTH

Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

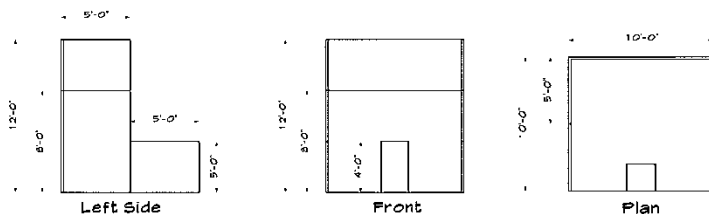


Perimeter Booth

A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is twelve feet (12').

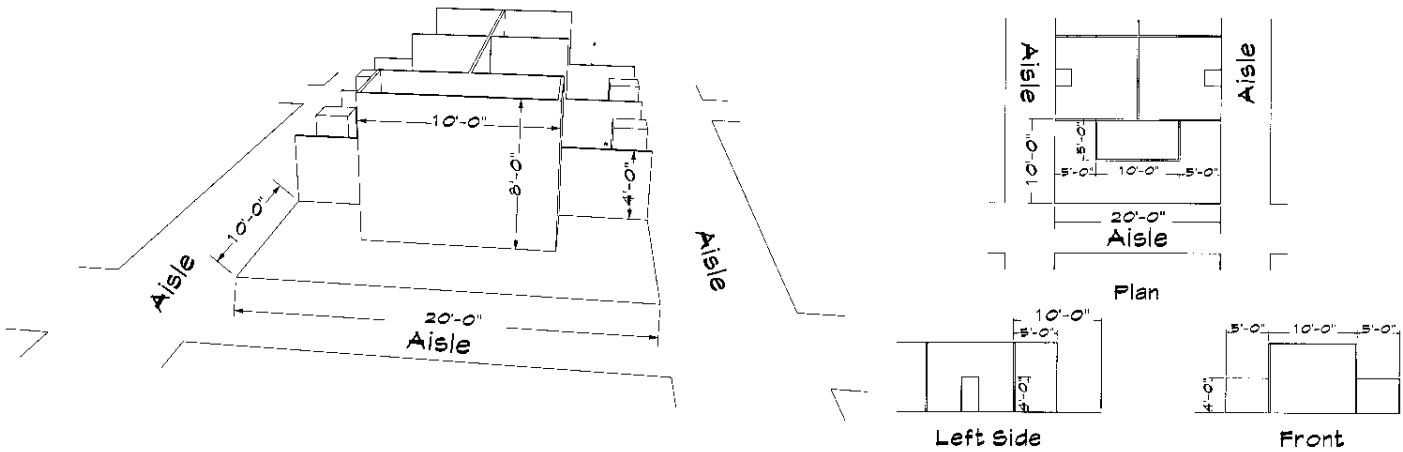


End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

Dimensions

End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

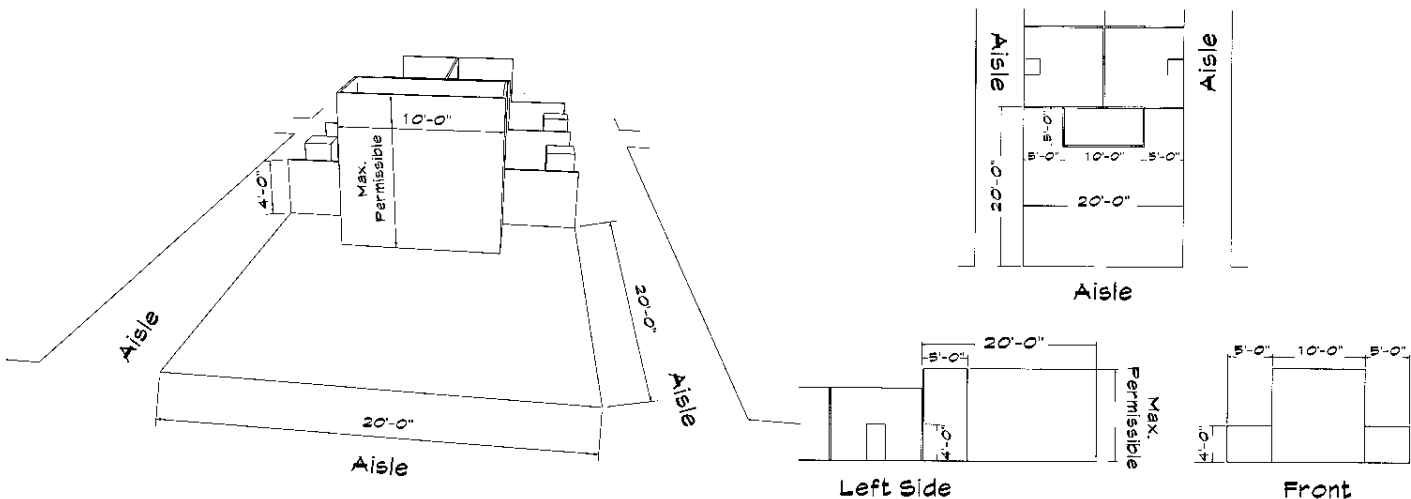


Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

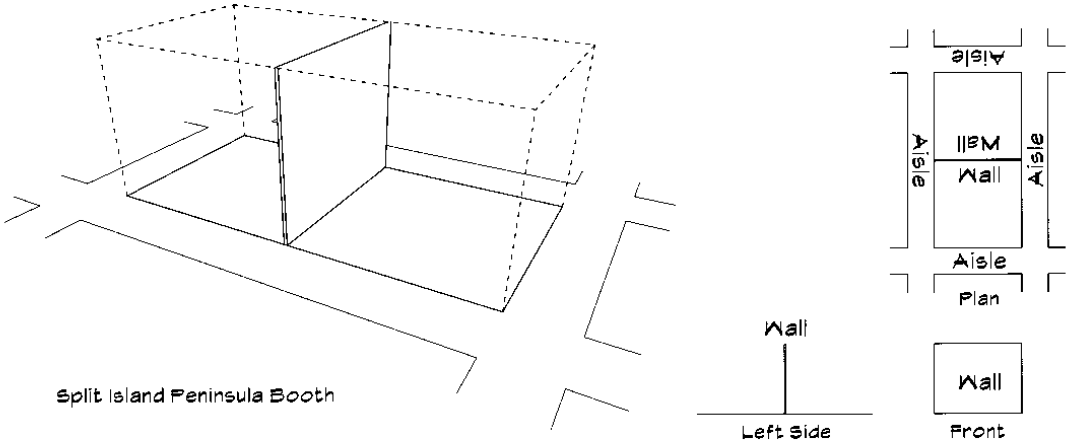
Dimensions

A Peninsula Booth is usually 20' x 20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.



Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Sixteen feet (16') is a typical maximum height allowance, including signage. The entire cubic content of the space may be used up to the maximum allowable height.





HOME, GARDEN & REMODELING SHOW

MARCH 3-5, 2017

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March 3-5, 2017

KEC -South Wing B & C

TICKET ORDER FORM

Sponsored by: **LGE**
a PPL company

Ticket Order Form - save 50%

ORDER NOW FOR YOUR CUSTOMERS, FRIENDS & FAMILY

Discount tickets that are to be mailed must be ordered by February 22, 2017. Discount tickets will not be sold after March 3, 2017.

Purchase discount tickets to the Home Show for \$5 per ticket. Tickets will be available for pick-up at the BIA Office at 1000 N. Hurstbourne Parkway. Tickets mailed will be subject to a postage and handling fee. Order online after December 1st through January 2017 to receive special ticket offers at www.LouisvilleHomeShow.com

Company Name: _____ Booth #: _____

Contact Name: _____

Phone: _____ E-mail: _____

of tickets requested _____ Total Amount Due @ \$5 each: \$ _____

_____ Please bill my BIA account _____ Check Enclosed _____ Please charge my Visa/MC

Visa/MC Card # _____

Expiration Date: _____ Name on Card: _____

I understand that my company will be charged for tickets as stated above. I also understand that these tickets are non-refundable. No refunds for unused tickets.

Signature

Date

Fax to: 502-429-6036

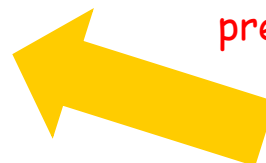
THINGS TO REMEMBER

- **ADVERTISE NOW!** The **Home, Garden & Remodeling Show** will publish a *Program Guide* that will be distributed at the door of the event in addition to a target specified mailing list. For more information on pricing, ad specs, and distribution of this quality printed publication, please contact Carrie Lyons (carrie@bialouisville.com) or call 502-429-6000.
- **AUTOMOBILES, TENTS & SAND!** Automobiles, tents, and sand are prohibited. If any of these items are to be used in an exhibit the exhibitor must contact Show Management for specific rules governing said items with written permission.
- **ELECTRIC & TABLE ORDERS!** Please remember February 3rd is the deadline to order electric, water and internet through the KEC. February 3rd also the deadline to place orders for rental tables and chairs through Fern Expo. All orders placed after February 3rd are not guaranteed and subject to higher prices.
- **INTERNET IN THE EXHIBIT HALL!** Please contact Convention Communications Provisioners at 800-453-5419 regarding internet connections during the show if this is needed.
- **LOAD IN and LOAD OUT!** Move-in and Move-out is to be through the dock areas and overhead doors. **DO NOT USE the front lobby doors.** Show Management has the right to assess a \$500 fine for each infraction.
- **DO NOT MOVE OUT EARLY!** You will give up your space if you breakdown or move out early. Staff will be walking the show floor to take pictures and write down booth numbers and company names. Keep in mind, even with very few people on the Show floor in the last 30 minutes, they paid to get in and if you are not there then they ask for their money back and it reflects poorly on our event.
- **NO FOOD OR DRINK!** No food or drink is to be distributed to show attendees by exhibitors at the Kentucky Exposition Center.
- **REVIEW, REVIEW and REVIEW AGAIN!** Please review your booth regulations for set-up as stated on your agreement. 10'x 10' booth spaces (including multiples) will be limited on move-in and will have a move out deadline of March 5th at 10:00 p.m. Please make arrangements to pre-build portions of your display prior to move-in and assemble during your allotted time and be prepared to tear down and move your booth on Sunday evening.

Contact us for an electronic version of the HGRS Logo:



Include the Home Show logo on all your pre-show promotional materials!



How to EARN FREE TICKETS!



REQUIREMENTS MUST BE MET IN ORDER TO GET THE TICKETS – NO EXEPTIONS

- **Booth Paid for in Full**– Receive 5 free tickets, if your booth is paid for in full by **December 30, 2016**. Tickets will be passed out when picking up exhibitor credentials.
- **Promotional Materials** - Earn 5 free tickets by utilizing the Point of Purchase promotional materials. These posters and countertop signs are provided by the BIA and will be ready by the end of January. **Deadline to pick-up POP materials is February 20th, 2017** and then we ask that you send a picture with proof of the sign being displayed prior to February 20th, 2017.
- **Exhibitor Credential Pick-Up**– Receive 10 Free tickets, if you **pick up your exhibitor credentials between February 8 – 24, 2017** at the BIA Office.
- **Social Media** – Earn 10 free tickets when you include #TheHomeShow on your social media sites (Facebook, Twitter, etc.). **Tag or share three to five posts between December 2016 and February 15, 2017 to be eligible**. List dates since we must verify that our site is tagged properly. Our name must show as a link (in blue)
- **Advertisement and Logo**- Earn 10 free tickets when you promote the Home, Garden and Remodeling Show (**use our logo with the dates**) through your current advertising efforts. Please e-mail a copy of the ad to ally@bialouisville.com . We can email you a logo upon request.
- **Referrals** - Earn 20 free tickets when you refer a company outside your organization that purchases booth space for the show. Eligible companies must be a new exhibitor or not participated in our show in the last 3 years.

See FREE TICKET order form on the next page.....

EARN FREE TICKETS APPLICATION PROMOTION ENDS

February 15, 2017

(except the free tickets for Credential Pick-up)



TO RECEIVE ANY FREE TICKETS, THIS FORM MUST BE COMPLETED AND TURNED IN TO THE BIA OFFICE BY February 24th
Other promotions may take place after the date listed.

Fax to 502-429-6036 or e-mail Ally@BIALouisville.com.

Company Name: _____

Contact Name: _____ Booth #: _____

Phone: _____ E-mail: _____

******* Please place a check mark in all boxes at the left that apply*******

5 FREE TICKETS, if booth is paid for in full by December 30th, 2016.

*Tickets distributed at the time of credential pick up.

10 FREE TICKETS, if you pick up your exhibitor credentials by February 24th at BIA Office located at 1000 N. Hurstbourne Pkwy, Louisville, KY 40223.

*Tickets distributed at the time of credential pick up.

UP TO 15 FREE TICKETS when posting on your Facebook or Twitter pages.

Use #TheHomeShow in 3-5 posts between December 2016 – February 15, 2017 to be eligible. BIA will confirm post or tweets before rewarding free tickets.

Please call Jason to assist with questions regarding social media posts at 502-429-6000.

10 FREE TICKETS, when you include The Home, Garden and Remodeling Show in any of your current advertising campaigns (newspaper, magazine, television or radio .)

Please email a copy or a link to the advertisement to earn credit.

5 FREE TICKETS, when you utilize our Home, Garden and Remodeling Show point of purchase promotional materials at your place of business. BIA offers countertop signs, as well as, door and window posters but they must be displayed no later than February 20th.

To receive credit, please e-mail Ally@bialouisville.com as to where the materials are displayed.

20 FREE TICKETS, when you refer a new exhibitor or company that has not participated in the show in 3 years or more. They must be outside your organization and purchase booth space.

TOTAL FREE TICKETS: _____

KENTUCKY STATE FIRE MARSHAL REQUIREMENTS – EXHIBITORS

The following are the State Fire Marshal’s minimum fire safety requirements and shall be applied at all shows-trade, commercial or otherwise, and shall apply whether the exhibit space is open or closed to the public.

1. The display and operation of any cooking or heat producing appliances, pyrotechnics, use or storage of flammable liquids, compressed gases or any other process deemed hazardous by the State Fire Marshal must have advance approval by the KSFM Representative before it is brought to Kentucky Exposition Center.
2. Any motor vehicles, gasoline powered equipment, tools, etc., on display shall have their batteries disconnected. All fuel tanks that are not equipped with locking gas caps shall have the gas caps sealed with tape. All such fuel tanks shall be less than one-fourth full. Absolutely no storage of any fuel in any building.
3. No parking of any vehicles, unless approved, is allowed in the building or loading docks. Cars and trucks shall be removed immediately after loading or unloading.
4. Decorations and displays shall not block or impede access to fire protection equipment (smoke detectors, sprinklers, fire extinguishers, exit markings, exit doors or emergency lighting equipment.).
5. All decorations shall be fire retardant. The decoration companies/exhibitors shall be prepared to provide certificates of flame spread on all decoration items. Items that are not properly fire retardant shall be removed.
6. All exhibits, signage and displays must be “Open Top” and not interfere with the facility fire detection and suppression system.
7. “Closed Top” displays include canopies, horizontal signs, displays with roofs and multilevel displays.
 - Closed top displays must have prior written approval from the KSFM Representative
 - Approval requests for multilevel displays must be submitted 90 days in advance of show and include stamped engineer drawings of the structural components.
 - Enclosed displays must have a working smoke detector, which is audible outside the enclosure.
8. During occupancy hours, aisles and exit doors shall be maintained free of all obstructions and unlocked for immediate use in the event of an emergency.
9. Signs designating exits and the direction of travel to exits approved by the KSFM Representative shall be provided by the Lessee and in place prior to the show’s opening.
10. Additional fire extinguishers may be required at the discretion of the KSFM Representative.
11. All electrical devices and installations shall be in accordance with the applicable provisions of the National Electrical Code. All electrical devices must be listed by an approved listing agency, (Underwriters Laboratories, Factory Mutual or Underwriters Laboratories Canada). All electrical extension cords used shall be of the heavy-duty type (at least 14-gauge wire). Lightweight cords of the lamp cord variety are prohibited: any cords and or devices that present a hazard will be subject to confiscation.
12. All Lessees, exhibitors and show personnel shall adhere to all other fire safety laws, regulations and codes that have been duly adopted
13. Kentucky Exposition Center shall require security where occupants are allowed to reside overnight inside of any state owned structure on the grounds. Security personnel shall be familiar with emergency response in the event of fire or other emergency, and perform regular surveillance of the areas where lodging occurs.
14. Lessee shall provide a list showing the number and location of persons boarding/dwelling overnight within the general vicinity of their exhibits.
15. It shall be the responsibility of the Lessee/show manager to see that the above regulations are followed.
16. Lessee will be responsible for making key personnel, including security, aware of and familiar with the facility’s emergency procedures, which would include but not be limited to fire, bomb threats, inclement weather, etc.

For any additional information, please contact the Kentucky Exposition Center’s Director of Operations at (502)367-5000 eventcoordination@ksfb.ky.gov - Revised 11/10/15

Policies - Building Rules and Regulations

The following regulations will be enforced during KEC events. It is your responsibility to inform your exhibitors, attendees and service contractors of these regulations. It is requested that this information be included in show brochures, meetings and/or exhibitor manuals. Any labor or material costs incurred by KEC by violation or ignorance of these regulations will be billed to the show management or the appropriate party.

- All exhibitors are subject to the Fire Marshal Regulations of the Commonwealth of Kentucky.
- The hanging of any type of signage, displays, etc., must be hung from structural steel ONLY. Hanging is strictly prohibited from sprinkler lines, water, gas or air lines, HVAC ductwork, electrical BUSS ducts or any other line. Items found hanging on these prohibited structures will be removed at owner's expense.
- No holes may be drilled, cored or punched in the building without prior written approval from facility management.
- No lighter - than - air (helium, etc.) balloons are permitted in any building. It is a violation of the City of Louisville ordinance to release lighter-than-air balloons into the atmosphere.
- No adhesive-backed (stick-on) decals, advertisements or similar items may be distributed or used at the facility.
- Decorations, signs, banner, etc., may not be taped, nailed, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns without prior written approval by facility management.
- All carpet tape applied by exhibitors, show management or their contract representatives will be removed by same immediately following the event.
- All freight and exhibit materials must be moved in and out through overhead doors with the following exceptions. The lobby pedestrian doors may be used for such items as carry in/ out materials, luggage and 2 wheel dollies. The wheeled items such as dollies, luggage, etc total weight shall not exceed 50 pounds and no more than 28" in width. All other freight and exhibit materials must use the loading docks.
- Passenger elevators and escalators are not to be used for transporting freight from level to level.
- No golf carts, forklifts, or any other motorized vehicles will be permitted in carpeted areas or lobbies without prior written approval from KEC management.
- No food or beverage samples may be distributed by an exposition sponsoring organization or their exhibitors without prior written approval from KEC's exclusive caterer.
- No alcoholic beverages are allowed at the facility except under the provisions of the Lessee's contract in Section 8.
- All food products distributed by exhibitors must be obtained through KEC's official concessionaire/caterer (Centerplate).
- No dog, cat, or other animal will be permitted on KEC property unless it is under leash control of

its owner. Any animal not under such control will be impounded and removed from grounds by the Louisville and Jefferson County Animal Control Office. The Lessee has the right to ban animals in their leased areas except under the provisions of the Americans with Disabilities Act.

- No door shall be chained or blocked in any manner.
- No furniture shall be removed from the VIP suite, and the conference table shall not be moved within the VIP Board Room.
- No motorized vehicles may be parked outside any building, in the horse barn areas, in any fire lane, or any sidewalk, at any loading dock or any other area unless this area is a designated parking space. All vehicles will be towed at owner's expense.
- All motorized vehicles for display inside buildings will have their batteries disconnected and their gas tanks locked and/or taped as soon as places per Kentucky Fire Marshall Regulations.
- No bicycles are to be operated indoors without prior written approval from KEC management. No skates or skateboards are permitted to be used in or on any KEC property.
- No group or individual may sell items on the property without prior written approval of the Lessee and KEC management.
- Pamphlets, flyers, or any such advertising or informational materials cannot be distributed on non-leased property or in parking areas. Such materials can only be distributed from exhibitor booths with consent of the show management.
- No vehicles, freight, or other show materials shall be stored in any facility without prior written approval from KEC management.
- Tipping of KEC employees is strictly prohibited per Section 6 of the Lessee's contract.
- To comply with the Kentucky Standards of Safety in theaters, motion picture theaters, auditoriums and other similar assembly occupancies with an occupant load of 300 or more; and, in the occupancies where there are non-continuous programs, an audible announcement shall be made prior to the start of each programs to notify occupants of the location of the exits to be used in the event of fire or other emergencies.
- No meeting area shall be totally darkened for any presentation. This includes all audio and visual presentations.

Smoking Policy (11-20-2014)

It is requested that this information be included in show brochures, meetings and/or exhibitor manuals.

- The Kentucky Exposition Center indoor facilities are designated as smoke free spaces.
- There is a ban on all tobacco products including, but not limited to snuff, dip, chewing tobacco, electronic cigarettes, and vaping devices indoors.
- Smoking is permitted outdoors but must be done a minimum distance of 10 feet from building entrances.
- This policy applies to all exhibitors, visitors, attendees, contract personnel and Kentucky Exposition Center employees.
- This policy is strictly enforced and violators are subject to removal.

Policies - Kentucky Sales and Use Tax

Commonwealth of Kentucky
Revenue Cabinet
Frankfort, KY 40620

TO: Persons Using Facilities of the Kentucky State Fair Board

DATE: August 1, 1995

SUBJECT: Application of Kentucky Sales and Use Tax

This letter has been prepared to provide information concerning the Kentucky sales and use tax law to assist you in determining your liability for collecting and remitting the tax. The tax is imposed at the rate of six percent upon gross receipts derived from the sale of admissions and tangible personal property. Also, the renting or leasing of tangible personal property for consideration is treated as a sale subject to the tax.

Persons engaged in making sales of admissions to events such as concerts, rodeos, machinery shows, art exhibits, etc. are liable for the tax on such sales. In addition, sales of tangible personal property such as T-shirts, records, buttons, pins, food, etc. at such events are subject to tax. Further, persons engaged in renting or leasing tangible personal property, except motor vehicles used on public highways, for storage, use or other consumption in Kentucky, are retailers who must report and pay the applicable tax from the gross rental or lease receipts.

There are instances where the Kentucky State Fair Board, by signed contract, has agreed to handle admission sales. In these instances, the tax will be collected and remitted by the Board, thereby relieving the person of this responsibility. However, the person would still be liable for the tax on any sales, leases or rentals of tangible personal property.

Persons who will be conducting events at the facilities of the Kentucky State Fair Board should, at least a week in advance of the scheduled event, contact the Kentucky Taxpayer Service Center, 620 South Third Street, Louisville, KY 40202-2446, telephone number (502) 595-4512, or fax number (502) 595-4205 to obtain proper registration and more detailed information.

Department of Compliance and Taxpayer Assistance
Revenue Cabinet