

SALT LAKE HOME SHOW

EXHIBITOR MANUAL

January 6-8, 2017
South Towne Exposition Center

The 10 minutes you take now to review this information will save you time and money when setting up your booth at the show.

IMPORTANT INFORMATION

The Exhibitor Manual has been compiled to help exhibitors and their staff with complete details of all phases of the exhibition process at the Salt Lake Home Show.

Enclosed you will find:

- MOVE-IN & MOVE-OUT schedules with a map
- Directory of show contractors
- Dates & Deadlines
- How To's
- Rules & Regulations
- Other pertinent information

*****We strongly urge you to share this manual with anyone who will be setting up or working your booth. *****

If you have any questions about any phase of your participation, please contact us at **(801) 456-7469 or 877-757-7469.**

Marketplace Events

6955 S. Union Park Center, Suite 320
Cottonwood Heights, Utah 84047
Phone (801) 456-7469 Fax (801) 456-7470

Move In/ Move Out

MOVE-IN INFORMATION

- All Exhibits 400sq ft. or larger can begin Move-In: Wednesday 4th at 11am.
- Dock doors will close promptly at 8pm and will not be re-opening until the following day. The man doors will remain open after 8pm for hand carry and dolly use.
- Front areas near the entrance of show quickly become inaccessible, if a vehicle is needed or if you need access to the front of the show you must set up at the earliest available time.

MOVE IN TIMES

Time varies on booth location; please refer to colored map on next page

*Booths located in front of the Dock Doors CANNOT move in until Thursday, January 5th between 4:00 – 8:00 pm. (refer to map on next page)

In an effort to keep your costs low aisles must be clear of any and all items by 5:00pm on Thursday, January 5th so aisle carpet can be laid. A fine of \$100.00 can be assessed.

MOVE-OUT INFORMATION

- **AISLES 1300 – 1800 (HALL 3) MUST MOVE OUT SUNDAY, JANUARY 8TH BY MIDNIGHT (see map on next page)**
- Vehicles are NOT allowed in the building until the aisle carpet is cleared.
- Early Move-Out is strictly prohibited. NO EXHIBITS can be removed during show hours. Any violations will result in a \$500 fine.
- Exhibits and items not removed by Noon on Monday January 9th are subject to removal and a cleaning fee. Marketplace Events is not responsible for any materials or displays that are left at the building.

All Booths located in front of dock doors known as the Last in First out (LIFO) section must Move-Out on:

January 8th.....6:05pm

MOVE OUT TIMES

January 86:05 pm - Midnight

January 98:00 am - NOON

(No move-out before 6:05 pm on Sunday)

MOVE-IN MAP

**See Move in Map on
our website**

Saltlakehomeshow.com

**Under the exhibitor kit
section**

DATES, DEADLINES & SHOW HOURS

SHOW DATES

January 6-8, 2017

SHOW HOURS

Friday2:00 pm-9:00 pm
Saturday10:00 am-9:00 pm
Sunday11:00 am-6:00 pm

DEADLINES

- Exhibit space paid in full by Nov 7, 2016
- Place your ad in the Official Show Program by December 2, 2016. (Ads are not included in the space rate but can be purchased for an additional cost) Please contact your sales representative.
- **Personalized exhibitor badge orders need to be submitted by Monday Dec 26, 2016 to be picked up at show office during move-in.**
- Advanced-shipping arrangements made with Modern Expo & Events by December 16, 2016
- Floor covering ordered from Modern Expo & Events by December 16, 2016
- Electricity ordered from Modern Expo Services by December 16, 2016
- Phone service ordered from the facility by December 16, 2016
- Water service ordered from South Towne Expo by December 16, 2016
- Natural Gas line ordered from South Towne Expo by December 16, 2016

EXHIBITOR BADGES

Badges may be picked up at the show office suite 200A during your scheduled move-in time. **ONE EXHIBITOR BADGE ADMITS ONE STAFF MEMBER ONLY.**

Badges are not good for friends, family, children or Customers.

Exhibitors are supplied with VIP passes for their special guests and complimentary entrance for their customers, friends, families, using the free ticket letter available on our website www.saltlakehomeshow.com under the exhibitor kit.

- Exhibitor badges are issued on the following basis (Additional badges are \$4.00 each.)
10x10= 4 Badges
10x15 = 4 Badges
10x20= 5 Badges
10x30= 6 Badges
20x20= 7 Badges

Exhibitors are to enter through the designated “exhibitor entrance” in suite 200A with their badge. Badges are good anytime during the current show.

All exhibitors are supplied with exhibitor badges to:

- Identify themselves to ushers, security, show staff, as well as consumers
- Enter into the show floor
- Please make sure those staffing your exhibit receive their badge. Not having a badge may result in a purchase of a ticket to enter the show.

It is the exhibitor’s responsibility to pick up and distribute badges to their staff prior to show opening

VEHICLES IN EXHIBITS

- **ALL vehicles must be in a 10X30 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 stay on show site at all times.
- 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.

SHOW PROGRAM

The Show Program will be mailed to over 40,000 homes in addition to being handed to people as they enter the show.

To advertise, please contact Dave Baker at (801) 968-1191 or dave@bakergroup Utah.com. Ads to be included in the program must be in by December 2, 2016.

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: Salt Lake Home Show
C/O Modern Expo Services
3370 West 500 South
Salt Lake City, Utah 84104

TICKET DISTRIBUTION

Each exhibitor is provided with promotional tickets that are to be used by exhibitors prior to the event. Ticket distribution is NOT permitted on site. Each exhibitor will receive the following promotional tickets:

VIP PASSES

These passes allow entry to the show for your special guests, customers, friends and family. These tickets are good during all show days. Additional VIP tickets are available as "Be-Back" tickets for \$5.00. These tickets can be purchased ahead of time by calling our office or at the show office during all show hours.

USING YOUR VIP TICKETS

Here are a few ways that these special tickets can work for your company:

- Mail or place in business handout
- Invitations to hot prospects
- Thank-you to good Customers
- Stuff with an invoice/statement mailings
- Distribute with your business card

INFORMATION/ WILL CALL

Most exhibitors deliver tickets to their guests before the show opens; however, for those companies that need to leave tickets, there will be a will call booth available. Will Call will be located at the South Entrance.

Please leave tickets in a labeled envelope with first and last names listed.

EXHIBITOR PARKING

During Move-In, parking is available at the South Towne Center

During show hours, parking is limited. Our attendance will fill the lot to capacity.

Exhibitors are strongly encouraged to carpool. Please save the prime spaces in front for your customers and park off site.

No Vehicles with company logos, names or banners are allowed in the front parking lot of the South Towne Expo Center. Improperly parked vehicles will be subject to a fine. Please do not park your box trucks or logo trucks in the parking lot.

RULES, REGULATIONS

Our top priority is to produce a quality event. Two very important aspects to doing this are: maintaining the visual integrity of the show and creating an atmosphere where all exhibitors can do business. The following Rules and Regulations help us to maintain these aspects.

- Hard walls are encouraged to be finished on both sides. If you plan to use hard walls, **please inform your sales representative.**
- Booth sharing is strictly prohibited. All exhibits are limited to the company and products contracted
- Working in the aisles or distributing brochures, literature, etc. from any area other than your booth is prohibited. All promotional activity must take place inside your contracted booth space.
- Signs **MAY NOT** exceed 8 Feet. This is the height of the back drape provided to you in your booth space.
- Booths may protrude into the aisle or beyond the depth limits of the booth dividers.
- Rotating, flashing, strobe or projection lights are not permitted.
- No canopy tents allowed.
- Microphones are NOT permitted.
- AV equipment must be operated at a reasonable level not to disturb your neighbors.
- Exhibitors must man their booths at all times during show hours.
- No flag banners above 8 feet.
- NO BALLOONS
- No full size candy bars
- No water bottles unless purchased through the facility
- All floors must be covered and all tables must be skirted to the floor. You can bring your own or rent these items from the show decorator.
- All materials used in exhibits must be fire retardant.
- No paper banners or hand written signs allowed.
- No cut evergreen trees unless treated
- No straw bales
- Early Move-out is strictly prohibited.
- **All accounts must be paid in full by 11.7.16**
- 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.

UTILITIES AVAILABLE ON SHOW SITE

ELECTRIC SERVICE

Exhibit rates do not include electric service. If electric service is needed it must be ordered from Modern Expo & Events at exhibitors expense (see directory).

PHONE & INTERNET SERVICE

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 exhibitors expense. To order, request the telephone Service Request Form" from South Town Expo Center.

Water

Exhibit rates do not include water fill and/or drain service. If water service is needed it must be ordered from South Towne Expo, at exhibitors expense (see directory).

NATURAL GAS

Exhibit rates do not include natural gas. If natural gas is needed it must be ordered from South Towne Expo, at exhibitors expense (see directory)

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

At least one food service worker must have a Food Handler Permit. For more information on obtaining a Food Handler Permit call (801) 534-4669

South Towne Expo Center & Salt Palace Convention Center Policies, Procedures & Requirements for Food or Beverage SAMPLING

Welcome! Our goal is to provide you as an exhibitor with the best experience possible during your stay at our facility. The information below is meant to assist you in maximizing your exposure to your guests while maintaining a food safe environment. As the exclusive distributor of food and beverages at the Convention and Expo centers, Utah Food Services (UFS) works closely with the Utah Health Department to insure maximum safety for all of our guests. Insurance and liability statues allow for very specific considerations for bringing food and beverage items to the centers. If you have any questions regarding this form or the approval process please call Traci at 801-521-7585.

BUILDING REQUIREMENTS: BEFORE obtaining health permits or insurance please send attached application for building approval or call Traci at UFS 801-521-7585

1. The product to be sampled must be the primary business of the exhibitor
2. Alcohol in any size or form is not allowed for sampling
3. Use of cooking equipment must have prior approval from the facility & fire department

South Towne 385-468-2286

Salt Palace 385-468-2221

4. **IF APPLICABLE**, the exhibitor must obtain and provide a copy of a Temporary Food Permit from The Salt Lake Valley Health Department. If the health department does not require a Temporary Food Permit they will give you a form letter to forward to UFS.

- ✓ SLVHD is located at 788 E. Wood Oak Lane Murray, Utah....385-468-3845
- ✓ Permits need to be purchased at least 12 days in advance to avoid a late fee
- ✓ Exhibitors are responsible for complying with all Salt Lake Valley Health Department regulations regarding food sampling, storage, equipment, temperature, etc. If they are not in compliance or do not obtain the proper permits, the Health Department will close their booth.
- ✓ No home made products are allowed

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 are not enough, you will need a hand washing station.

- You must have min. 2-gallon water container with a tap or spigot capable of staying open for hands free operation.
- You must have a wastewater container/bucket directly under the hand washing unit
- You must have dispenser type hand soap
- You must have paper towels for hand drying
- You must have a garbage receptacle close to washing station
- Hand washing station must be easily accessible for all food handlers
- Customer must be able to pick up samples without touching other samples: toothpicks, tongs, soufflé cups.

5. If the Health Department requires a Temporary Food Permit for your sampling, you will need to provide liability insurance with SMG-South Towne Expo, Salt Lake County and Utah Food Service LLC concessions, **ALL** listed as additional insured. Policy amounts: 1million "general"; 1million "aggregate"

6. Food and beverages items used as traffic promoters **MUST** be purchased from Utah Food Services catering department 801-531-0226

7. Restrooms, concessions stands and/or facility kitchens may not be used as exhibitor clean-up areas.

8. Costs associated with the disposal of trash, waste, grease, etc. from exhibitor sampling are the responsibility of the Exhibitor.

APPROVAL SCHEDULE:

1. Applications and approvals must be made no later than two weeks prior to the first day of the event.

SAMPLE SIZES:

1. All items distributed are limited to **SAMPLE** sizes.

a. Beverages limited to maximum of 2 ounces in 3 ounce or smaller container

b. Food items limited to "bite-size"

To apply, please fill out the following form & remit to:

Traci McCormick, UFS, Fax 801.521.0050 OR traci@wfsutah.com

SAMPLING FORM

Event: _____ Event Date(s) _____ Booth # _____

Company: _____

Contact: _____ Phone: _____ Fax: _____

Description of Business: _____

SAMPLING (if you intend to sell your product, please request the appropriate form)

Products and portions to be sampled:

PRODUCT TO BE SAMPLED SIZE OF SAMPLE AND METHOD OF DISTRIBUTION

If you will be sampling the same product/sizes at additional shows this year at the South Town Expo Center please list events below to obtain annual approval.

Date	Event	Date	Event
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Sampling **approved** by _____ Date _____

**this approval is for the item and size of food product and that all applicable forms have been received, it does not imply that UFS, concessions is approving of any food handling or any assumption of liability.

Sampling **denied** by _____ Date _____

APPROVAL OF SAMPLING IS NOT APPROVAL TO SELL YOUR ITEM. PLEASE REQUEST THE APPROPRIATE FORM IF YOU INTEND TO SELL A FOOD ITEM.

HOW TO EXHIBIT SUCCESSFULLY

PRE-SHOW PLANNING

- Have a quality exhibit, effective staff, and good lead tracking system.
- Order all services before the deadlines.
- Move in at the earliest time available for your space.

The 3-Second Rule

- In a glance your exhibit should tell people three things in three seconds:
- Your company Name
- Exactly what it is you do
- At least one benefit of your product or company

10 EASY WAYS TO A BETTER EXHIBIT

- Sell your benefits not just your product.
- Sell your company too
- Have professional signage.
- Select the proper setting for your product.
- Invite people into your exhibit.
- Build, buy, or rent a full backdrop.
- Add some greenery to your exhibit.
- Involve people in your exhibit/product.
- Create a formal/informal closing area.

4 WAYS TO INCREASE TRAFFIC TO YOUR EXHIBIT BEFORE THE SHOW

- Contact show management for marketing opportunities.
- Send invitations, discount tickets, or VIP passes to your clients & prospects.
- Phone Clients & Prospects.
- Advertise in Show Program.

THE PRE-SHOW MEETING

- Attendees remember more about the sales people manning exhibits than the exhibits themselves.
- Although a great display is vital, your success depends largely on the collective talent, product knowledge, and energy level of your sales staff.
- Explain goals to your staff "This is why we are exhibiting and this is what we intend to do."
- Go over scheduling of staff, travel & accommodations, etc.
- Discuss common questions & concerns.
- Nail down pricing and be consistent.
- Develop a lead card that the sales people will use

THE 6 ESSENTIAL QUALIFYING QUESTIONS

“For a Lead Card”

1. **Thank you for stopping. How are you familiar with _____?**
(Company name or product) or, what attracted you to our display? Or, what do you see that you like? (Gives history of prospect, tells you where to start selling)
2. **What’s your situation now?** (Tells your prospect has a need, begins to define degree)
3. **What would you like to achieve/change?** (Further defines prospect’s application of your product)
4. **What are your concerns as to budget?** (Tells you if your prospect has the money)
5. **How does your timetable look like on all of this?** (Gives you the prospect’s time table for buying or acting)
6. **How would you like to proceed from here?** (Let the prospect take over-and close him/herself!)

POST SHOW FOLLOW-UP

- The majority of sales take place within 11 months after the show.
- Unfortunately, many exhibitors lose these additional sales because they fail to follow-up on a continual basis.
- Jump on your hot leads, set appointments at the show, and call other good prospects while the show is in progress.
- At show close, you’re left with names of good prospects that weren’t quite ready

What Do You Do?

Mail them **FIRST CLASS!**

- After the show
- Immediately two weeks after
- Six months after
- One year after
- Eighteen months after

SAMPLE LEAD CARD

LEAD CARD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
SALT LAKE HOME SHOW	SALT LAKE TRIBUNE HOME + GARDEN FESTIVAL	DESERET NEWS HOME SHOW		Circle One: Fri Sat Sun
Attendee's Name(s): _____				Personal Info: _____ _____ _____ _____
Address: _____				
Phone(s): _____				
Best Time to Call: _____				
Email: _____				
Budget in Mind: \$ _____				
Appointment Date for Estimate: _____				Rate Interest: Low 1 2 3 4 5 High
Estimated Start Date: _____				
Follow Up (if no appt set): _____				
Preferred Method of Contact: _____				Sales Rep: _____

DIRECTORY OF CONTRACTORS

MODERN EXPO & EVENTS

Official Show Decorator

424 South 700 East,
Salt Lake City, Utah 84102
Tel: (801)983-8160
Fax: (801)521-3040

FUEL MARKETING

Public Relations

Melinda Meier
Ph: 801.484.2888
Cell: 801.870.7163
Fax: 801.746.3799
Melinda@fuelmarketing.com

THE BAKER GROUP

Graphic Design

Dave Baker
Tel: (801) 968-1191
Fax: (801) 456-7470
dave@bakergrouputah.com

SOUTH TOWNE EXPO

Show Facility

9575 S. State Street,
Sandy, Utah 84070
Tel:(385)468-2260
Fax:(385)468-2275

SHOW MANAGEMENT

Marketplace Events

6955 S. Union Park Center, Suite 320
Cottonwood Heights, UT 84047
Tel: (801) 456-7469
Fax: (801) 456-7470

SHOW OFFICE

The onsite show office will be located
inside the south lobby in room 200A.

DRIVING DIRECTIONS

**From: Salt Lake City International Airport
To: South Town Exposition Center**

Total Distance: 17.9 Miles

Estimated time: 18 minutes

1. Exit Airport South following signs to I-80 Eastbound
2. Continue on I-80 Eastbound.
3. Exit to I-215 Southbound at sign reading "Exit 117 I-215 to Ogden/ Provo /Cheyenne"
4. Continue South on I-215
5. Bear right onto I-15 Southbound
6. Exit I-15 at 90th South
7. Turn left (east) on 9000 S, and continue to State Street
8. Turn right (south) on State Street (US-89) and go South to 9575 South
9. South Towne Exposition Center is on the left (east) side of street



SHOW COLORS

**The Carpet and Drapes will be
Black**

ITEMS INCLUDED WITH BOOTH

8' High Back Drape-Black

3' High Side Drapes-Black



WHERE TO STAY

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

SALT LAKE HOME SHOW

Thank you for participating in the Salt Lake Home Show.

We appreciate you and your business.