

Exhibitor Manual



Feb. 29 – March 1 & March 6-8, 2020

Maryland State Fairgrounds
Timonium, MD

Visit our web site at: www.mdhomeandgarden.com

DEADLINES & HANDY CHECK-LIST

Pay balance on booth.....immediately
Make hotel reservations.....by Feb. 21
Order discount coupons.....immediately
Order carpet/furnishings.....by Feb. 14
Submit electric form.....by Feb. 21
Send new product info..... immediately

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Save Time & Money

Read The Manual Today!

WRIST BAND & COMPLIMENTARY TICKET FORM
MARYLAND HOME & GARDEN SHOW

Company Name: _____

Telephone # _____

WRIST BAND ALLOTMENT

- 1-2 Booths – Up to 10 supplied
- 3-4 Booths, Garden & Educational booths – Up to 12 supplied
- 5-8 Booths – Up to 14 supplied
- 9 + Booths – Up to 16 supplied

Your wristbands for week 1 will be sent with your complimentary VIP tickets in a USPS 2-day envelope with tracking. If you signed up after this mailing, your wristbands will be in your show envelope which can be picked up as workers get to the show. All week 2 wristbands will be in your show envelope.

Additional wrist bands are available at \$6.00 each. If you are requesting more than your allotment, please enclose a check with this form. We will need ____ additional wrist bands. Enclosed is our check in the amount of \$_____.

*ADDITIONAL WRISTBANDS DUE TO LOSS OR OVER ALLOTMENT
WILL INCUR A CHARGE OF \$6 EACH. NO EXCEPTIONS.*

COMPLIMENTARY TICKETS

Additional complimentary tickets are available at a cost of \$6.00 each in quantities of ten or more.

ALLOCATION

**Each Exhibitor receives 50
Customized VIP tickets if
contracted by January 10th.
All others receive 10 VIP's.**

We will need _____ additional complimentary tickets. Enclosed is our check in the amount of \$_____. (minimum order is \$60.00)

If ordering additional items, please return form to: S & L Productions, 1916 Crain Hwy., Suite 16, Glen Burnie, MD 21061 OR fax 410-863-1187

*****You only need to return this form if ordering additional items*****

DISCOUNT COUPONS

Maryland Home & Garden Show 2020

Discount coupons are a great way to promote your appearance at the Maryland Home & Garden Show. A discount coupon will allow an attendee to receive a \$2.00 discount off an adult admission. We will print and mail the coupons to you FREE. Simply fill out the form and mail or fax it to us. Give them to your clients and friends or leave a stack at stores you might frequent...dry cleaner, grocery, etc.

I would like to help promote the Maryland Home & Garden Show using discount coupons!

Number of coupons requested _____

(please print neatly)

Name of person ordering coupons _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____

Please return form to:
S & L Productions, 1916 Crain Hwy., Suite 16, Glen Burnie, MD 21061 410-863-1180,
or fax **410-863-1187**

Maryland Home & Garden Show
Feb. 29 – March 1 & March 6-8, 2020
Timonium Fairgrounds

Move-In Schedule

*Please read the following to determine which category your display is in.

**Carpet will be laid in aisles approximately 3 PM on Thursday, Feb. 27. No vehicles will be allowed in the aisles after the carpet is laid down. Vehicles are never guaranteed inside the building so please bring carts/dollies as necessary. Carpet will be laid in most areas within the Cow Palace, except where an aisle borders a garden.

1. Gardens – Monday, Feb. 24, 12 Noon – 5 pm. 12 Noon start time is based on building availability from previous show. Tues., Feb. 25 through Thurs., Feb. 27, 8 am – 8 pm and Friday, Feb. 28, 8 am – 12 pm.
2. **All perimeter booths (outer wall)** – Friday, Feb. 28, 8 am – 12 pm unless given special permission by show management.
3. Trailers & sheds should be delivered and set up on Monday, Feb. 24 at 12 Noon. Large exhibits (3 or more booths) & those which take longer than a day to erect, should set up on Tuesday, Feb. 25, 8 am – 5 pm only. Please call if you are near an outside wall.
4. **Plant Market booths (1000-1250) may not set up prior to Thursday, Feb 27 at 2 pm. Call for special permission.**
5. All other booths not listed above may set up Wednesday from 8 am – 5 pm or Thursday from 8 am – 8 pm (Wednesday is less crowded)
6. We cannot guarantee access to your booth with a vehicle at any time, however, exhibits setting up prior to Thursday should be able to enter the building with a vehicle if necessary.
7. **All exhibits in the Cow Palace should be completely set up by 12 pm on Friday, Feb. 28. Anyone still left in the building will not be in the booth judging and only hand-carried items will be allowed in the building after this time. The building will be cleared at 3 PM.**
8. You have access to your booth between weekends on Tuesday & Thursday from 9 am – 4 pm.

If you have any questions, please call 410-863-1180 and ask for Jay.

Maryland Home & Garden Show

<u>Show Theme</u>	<u>Show Hours</u>
<i>“Entertaining With Nature’s Pizzazz”</i>	Saturday, Feb. 29 10 am – 8 pm
	Sunday, March 1 10 am – 6 pm
	Friday, March 6 10 am – 6 pm
	Sat., March 7 10 am – 8 pm
	Sunday, March 8 10 am – 6 pm

Dismantling Hours and Instructions

Sunday, March 8 6 pm – 9 pm & Monday, March 9, 8 am – 12 Noon

Dismantling will absolutely not begin until 6:00 pm on Sunday. S & L reserves the right to refuse any applicants for future shows from those companies dismantling before 6:00 pm. The roll-up doors will be opened (as soon as carpeting and drape has been removed from critical locations) at which time vehicles will be allowed to enter the building if necessary.

Exhibitors with “pop up” displays should move out on Sunday night if at all possible. All exhibitors with small or expensive items should definitely move out on Sunday night. We also advise you to have a company representative remain at your booth until it is removed.

Exhibitor Entrance & Time

The exhibitor’s entrance is located at the front of the show. Exhibitors are permitted to enter the hall one hour prior to the daily show opening. Exhibitors should park in the fenced lot at the north end of the Cow Palace. Do not park against the building or you will be ticketed & towed. Please pass this information on to everyone who will be working in your booth.

NIGHTLY TIE-DOWN PROCEDURES

Please use reason and common sense in securing your booth at night so as not to tempt anyone. We recommend that you put string between front posts, move merchandise away from aisles and cover with flame-retardant material. If you have merchandise that you wish to remove from the hall each night, please notify show management.

SECURITY

Security personnel will be on duty 24 hours a day during show days. Personal items, including purses, should be locked in a secure location. Items kept under a skirted table should not be considered secure. If you should have a loss, please notify show management immediately. You should call your insurance company to add coverage to your regular insurance for the time you are exhibiting at the show. **Our insurance does not cover your display, your product or your company.**

WIFI

Please go to <https://mdhomeandgarden.com/spring/exhibitor-info-hg-show/> to download the WIFI form which gets sent directly to the Maryland State Fair.

ELECTRICAL SERVICE

Electric must be ordered through the Maryland State Fair. View and download form at link above. Unauthorized use of electrical outlets is prohibited and will be checked during the show.

FIRE REGULATIONS

All decorations must be flame-proofed to the satisfaction of the Fire Dept. No combustible oil or gas can be used as part of an exhibit (contact S & L for special permission). All propane and open flames are strictly prohibited. Balloons are not allowed to be distributed from your booth.

FREIGHT SHIPMENTS

In-going and out-going freight is handled through the Show Decorator. See Decorator Kit on web site for more info.

INSURANCE

If you desire to insure the contents of your booth, you are advised to see that your regular company insurance includes extraterritorial coverage and that you have your own theft, public liability and property damage insurance. Since S & L Productions, Inc. is not responsible for this, please send a copy of your binder to us immediately.

SIGNS & BOOTH COLORS

A 7"x 44" ID sign is provided as part of your booth. Please use only professionally made signs. Booth drapery colors are green and white.

NEW EXHIBIT ITEMS

If you will be showing a new item at the Maryland Home & Garden Show, please let us know. We would need to know how long it has been on the market as well as a description of the item. Please send this information immediately or e-mail it to jayp@slprod.com. We may be able to use this information in our press releases or as part of editorial.

BOOTH EQUIPMENT

Each standard booth will be equipped with an 8' back drape and 3' high side divider drape in flame retardant material as needed. Show colors are green and white with green aisle carpet. For more booth equipment, see "Show Decorator".

SHOW DECORATOR

Advantage Conference & Expo will be the show decorator for this year's show. They can provide carpet, tables, chairs, sign hanging and other rentals you may need for the show. Go to our web site for Decorator Forms here: <https://mdhomeandgarden.com/spring/exhibitor-info-hg-show/>. Call 410-789-5000 for immediate assistance.

UNOCCUPIED SPACE

An exhibitor who has not set up his booth or notified Show Management by Thursday, Feb 27 at 3 pm that he will be late, will forfeit his space and any monies paid for that space. At this time, S & L Productions can re-sell this same space or use it in any manner for the good of the show.

SALES TAX

Exhibitors selling merchandise at the show must have a valid Maryland Sales Tax License or a 30 day temporary license. If you are acquiring leads rather than selling directly, you do not need a license. S & L productions will send a list of exhibitors to the sales tax division prior to the show.

DISTRIBUTION OF ADVERTISING MATERIAL

Printed material, handouts, etc may be distributed by exhibitors from their space only. All such material is subject to approval by Show Management. **No soliciting in the aisles!**

FORK LIFT

If you will need a fork lift for set-up or dismantling, please contact the Show Decorator for this service.

HOTEL ACCOMMODATIONS

Holiday Inn Timonium - \$89 per night, single/double/triple or quad, plus applicable tax. Telephone is 410-560-1000 and you must ask for Spring MD Home and Garden Show room block. Rooms should be booked now to reserve a room in the block. Deadline to book at this rate is Feb. 14.

DIRECTIONS TO THE FAIRGROUNDS

From the south: Baltimore beltway (695) to I-83 north. Take exit 17 east to York road. Make a right and proceed to entrance of the fairgrounds (1/2 mile)

From the north: I-83 south to exit 17. Go east on York road. Make a right and proceed to entrance of the fairgrounds (1/2 mile)

If you need additional directions, please call 410-863-1180

SHOW PROGRAM

We are very excited to announce that S & L Productions will be producing the program this year. Advertising is very affordable for any budget so if you are interested, please contact Jay Plummer At 410-863-1180 for more info.

JUDGING

All exhibitors are encouraged to take pride in the design and overall appearance of their display. Tables should be professionally skirted with floor-length, flame-retardant material either pleated or gathered. No paper or plastic materials please. Card tables and old metal chairs do not look good.

Please use only professionally made signs. Hand-made signs lessen the effectiveness of your display and diminish your company’s image. Please plan ahead but remember too many signs spoil the effectiveness of a display.

Ribbons will be awarded to 1st, 2nd and 3rd place winners for single, 2-3 and large (4 or more booths). A “Best of Home Division” will be chosen from the 1st place winners in three categories. Ribbons will be awarded to 1st, 2nd, and 3rd place winners for each category.

POINT SCORING IS AS FOLLOWS

Design Concept: 40 Points	Staging: 30 Points	Execution of Design: 30 Points
Novel Idea Originality & Creativity Elements of Design	Attractive Neat & Uncluttered Effective Eye Flow	Use of Accessories Use of Colors