

*This manual contains details on move in times and procedures,
booth credentials, parking passes and more - please review
carefully!*

EXHIBITOR SERVICE MANUAL

18TH ANNUAL



FEBRUARY 24-26, 2012

John S. Knight Center • Akron, Ohio

SHOW HOURS:

Friday, February 24	11am-9pm
Saturday, February 25	11am-9pm
Sunday, February 26	11am-6pm

PRODUCED BY:

Greater Akron Home Builders Promotions, Inc.
799 White Pond Dr.
Akron, OH 44320

Phone: 330-869-6800 / Toll-Free: 800-783-9589 / Fax: 330-869-5506

E-mail: info@akronhomeandflowershow.com

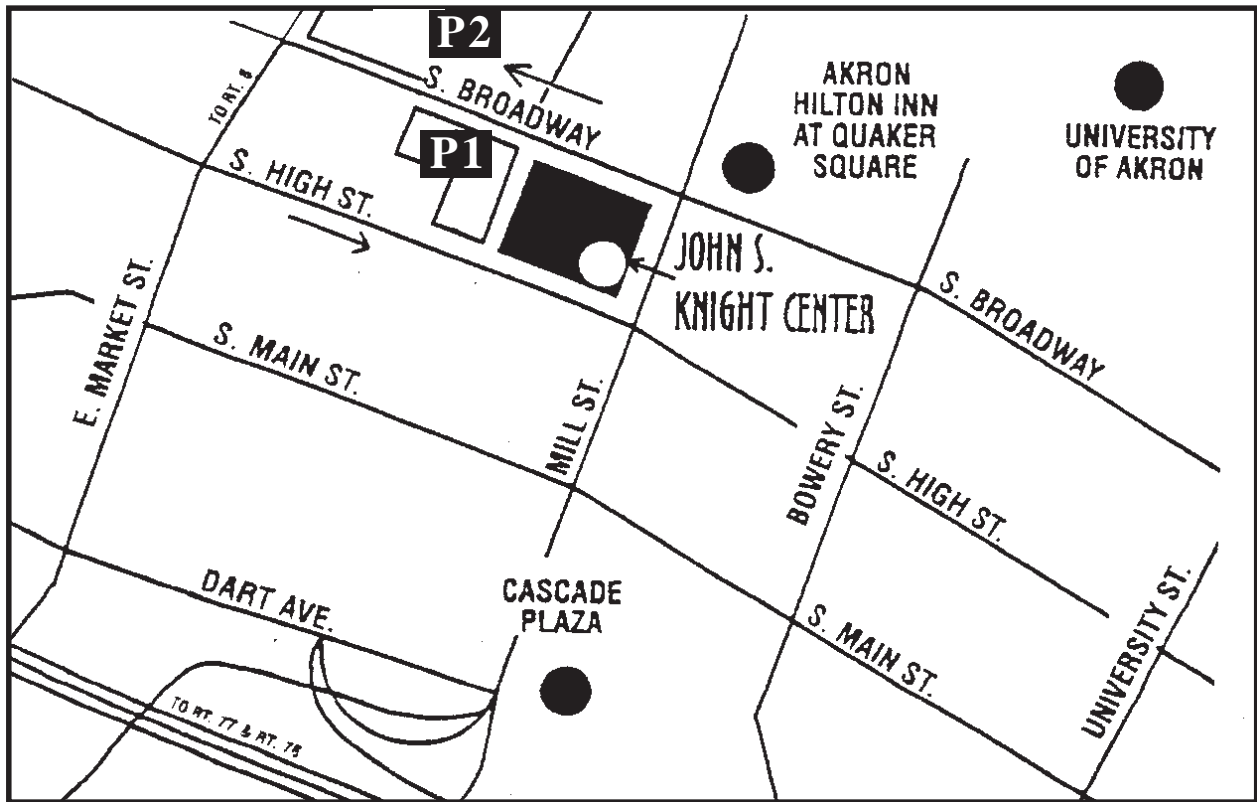
— Questions about anything in this manual? Call us at the number(s) above —

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MAP & DIRECTIONS



JOHN S. KNIGHT CENTER

77 E. Mill Street, Akron, OH 44308

(330)374-8900 • (800)245-4254 toll free • (330)374-8971 fax

www.JohnSKnightCenter.org

DRIVING DIRECTIONS TO THE JOHN S. KNIGHT CENTER

FROM TURNPIKE: I-80 East to Exit 180 (Rt. 8 South) VIA RT. 8 Follow Rt. 8 South to Perkins St. exit Right on Perkins St. to High St., turn Left Stay on High St. (one-way street going South) past E. Market Center is located on the left at the corner of High & Mill Sts. Parking is available all around the Center.

FROM NORTH: I-77/I-76 (they run concurrently briefly) to Exit 22A VIA I-77 (Main/Broadway/Downtown) & WEST You will merge with a one-way side street (South St.) VIA I-76 Follow South St. to the 2nd light. At that point all traffic MUST turn left onto Broadway, which is a one-way street going North Follow Broadway to Mill St. (about 1-1 1/2 miles) Center is located at the corner on Broadway & Mill St. Parking is available all around the Center.

FROM NORTH: I-71 to I-76 East to Exit 22A (Main/Broadway/Downtown) and SOUTH (follow directions above) VIA I-71

FROM SOUTH: I-77/I-76 to Exit 22A (Main/Broadway/Downtown) VIA I-77 The exit ramp Y's, bear right to Broadway & EAST Broadway is a one-way street going North VIA I-76 Follow Broadway to Mill St. (about 1-1 1/2 miles) Center is at the corner of Broadway & Mill St. Parking is available all around the Center

MOVE-IN AND MOVE-OUT PROCEDURES

Read Carefully! Your move-in pass has your designated installation day and time.

NOTE: You are expected to drive in to your location, unload and move your vehicle back outside to alleviate congestion on the show floor.

MOVE-IN

Exhibitor installation move-in dates and times are below. All vehicles must be removed and dock doors close at 5pm each day. There is no dock door availability on Friday, February 24 - hand carry only or with your own two wheel dolly.

TUESDAY, FEBRUARY 21, 2012

8am – 4pm (Exhibitors may work in booth until 5pm)

Upper Level: By appointment only – see move-in pass (*table tops can move in on Tues. - no pass*)

WEDNESDAY, FEBRUARY 22, 2012

8am – 4pm (Exhibitors may work in booth until 5pm)

Entry Level: (*booths 1103-1618*): All exhibits, no move-in pass required.

Upper Level: By appointment only – see move-in pass (*table tops can move in on Wed. - no pass*)

THURSDAY, FEBRUARY 23, 2012

8am – 4pm (Exhibitors may work in booth until 8pm)

Entry Level: (*booths 1103-1618*): All exhibits, no move-in pass required.

Upper Level: By appointment only – see move-in pass (*table tops can move in on Thurs. - no pass*)

FRIDAY, FEBRUARY 24, 2012

8am – 10am All remaining exhibits – **hand carry only or with your own two wheel dolly.**

BOOTHS MUST BE SET AND READY FOR BUSINESS BY 10:30 AM!!!!

GENERAL RULES:

- Freight or materials that require unloading assistance must be delivered February 21-23. Friday, February 24 is hand carry only or with your own two wheel dolly.
- Exhibitors may move in all exhibit materials via dollies through designated move-in doors.
- Employees of the exhibiting company may perform installation of the exhibit.
- Vendors are asked to clean up after themselves during set up of extra paper, packing materials, etc.
- The John S. Knight Center **handles orders for electrical, phone lines, water, etc.** Order forms and pricing may be downloaded at www.akronhomeandflowershow.com.
- Each vendor is encouraged to include flowers and/or plants in their booths to help in carrying the flower/garden theme throughout the entire show.

MOVE-OUT

To provide an orderly move out to benefit all vendors, shifts are assigned for UPPER LEVEL BOOTHS. Anyone scheduled to move out Monday, but wants to move out Sunday CAN.

Entry Level vendors (1103-1618) may move out Sunday from 6-10 pm or Monday, 8 am-2 pm

The exhibit area will be available for exhibit dismantling and move-out as follows:

Sunday, February 26: 6pm – 10pm (**booths 119-323 move out Sunday**)

Monday, February 27: 8:00-10:30 am (booths 328-650)

Monday, February 27: 10:30 am-2:00 pm (booths 713-1044)

All exhibit materials must be removed from the building by 2pm, Monday, February 27. NO EXCEPTIONS! Violators will be assessed costs for additional building labor and rental or any damage done to the facility property (i.e. walls, carpet, ceiling, etc.)

EXHIBITOR CREDENTIALS

**PLEASE READ CAREFULLY!!
NO FORMS TO COMPLETE, NO LISTS TO SEND!!**

The HBA Akron Home & Flower Show utilizes an exhibitor ticket system. Here's how our system works:

Based on the size of your exhibit your company will be allotted a quantity of exhibitor-only entrance tickets. These are for your staff to enter the show to work the booth.

100 sq. ft. – 15 Exhibitor Tickets (5/day)
200 sq. ft. – 18 Exhibitor Tickets (6/day)
300 sq. ft. – 21 Exhibitor Tickets (7/day)
400 sq. ft. – 24 Exhibitor Tickets (8/day)

1. Tickets will **NOT** be sent in advance – you can pick them up and sign for them at the show office during your move-in. You will have the option of taking all your tickets at that time to distribute to your staff (not recommended) or leaving tickets for your booth workers to pick up when they arrive (recommended). Just remember, once you or someone from your company signs for and takes their ticket(s) it's your responsibility from that point.
2. Those workers that do not have tickets must enter the building through the front entrance (Mill St.) and proceed to the show office. This door will be open starting 1 hour in advance of show opening (10 am all show days). Only exhibitors that have tickets will be able to enter the building through the front and/or dock entrances. Remember, the guards will take the tickets from each exhibitor worker entering the building.
3. If your staff needs to leave the show and then return on the same day they must get their hand stamped at either the front entrance or the dock entrance. If not, they will require an additional ticket to re-enter the building.
4. If you need more worker tickets you may purchase as many as you like at the show office for \$4.00 each.
5. Sorry, we cannot replace lost or stolen tickets

**QUESTIONS? CALL SUSAN RALICH OR SHARON GILLBERG AT 330-869-6800
or toll free 800-783-9589**

EXHIBITOR COURTESY TICKETS

Our exhibitors get the lowest possible ticket prices!

Exhibitors may order these special tickets to be used as an invitation to clients, relatives, and friends to see your exhibit and to view the entire show. Your guests avoid standing in box office lines by presenting your courtesy ticket directly to the ticket takers at any time during show hours.

Exhibitor Courtesy Ticket prices are \$4.00 for each ticket actually used.
(Regular box office admission is \$8)

For example: You distribute 100 Exhibitor Courtesy Tickets to clients in advance of the show. 80 of these tickets are actually redeemed by the ticket takers, meaning you are charged for 80 tickets at \$4.00 each. Since the tickets are coded with your master number, after the show you will be invoiced for the number of tickets actually used.

***All tickets invoiced after the show are due within 30 days.
Violators will lose the privilege to pre-order tickets for future events***

Mail or fax us your order today! (See attached form)

EXHIBITOR COURTESY TICKET ORDER FORM

PLEASE MAIL, FAX OR E-MAIL THIS FORM TO:

Greater Akron Home Builders Promotions Inc.
799 White Pond Dr.
Akron, OH 44320
Phone: 330-869-6800 / Toll-Free: 800-783-9589
Fax: 330-869-5506
E-Mail: sharonG@akronhba.com

Exhibitor: _____

Booth Number: _____

Address: _____

City/State/Zip: _____

Mail to the attention of: _____

Signature*: _____

Total number of tickets ordered: _____

FOR OFFICE USE ONLY

DATE	BEGINNING NUMBER	END NUMBER	TOTAL

Actual number of tickets used: _____ @ \$4.00 each

Total amount due: \$ _____

** by signing this order form you agree to the terms of payment within 30 days of post-show invoicing*

INSURANCE REQUIREMENTS

Read Carefully!

Your exhibit space agreement requires that your company provide proof of insurance per the provisions under the “Rules of Participation”.

The insurance protection for damage or theft to exhibitor’s materials is the responsibility of the exhibitor and must be provided and paid for by the exhibiting company. In addition, the exhibitor must provide contractual liability to indemnify show management from any and all claims for damage or suits, including attorney’s fees, which may arise from injury, loss or damage to property and persons occurring within the space occupied by the Exhibitor. We are insisting that for your public liability responsibility, including contractual liability, you carry limits of liability of at least \$1,000,000 combined single limit.

All exhibitors must provide show management with a certificate of insurance for the above

Certificate Holder should be made out to:

**Greater Akron Home Builders Promotions
799 White Pond Dr., Akron, OH 44320**

Certificate can be mailed to the above address, faxed to 330.869.5506 or emailed to info@akronhomeandflowershow.com

Let us emphasize that show management will not be responsible for the safety of exhibits, for any of the exhibitor’s property against loss by fire, robbery, theft, accident or for any other peril damaging the exhibitor’s goods.

If you have any questions regarding this matter or have need for contacting an insurance agent, please contact the show management office at 330-869-6800 or 800-783-9589.

If you are in need of insurance for the show we recommend you contact one of the following:

- Jeff Evans at Jeff Evans Insurance Agency: 330-896-1173
- Lonnie Willis at Lance & Co. Insurance Agency: 877-725-2623

SECURITY

Security at the show most often means using common sense to make certain your merchandise and equipment are protected. Historically, theft is not a major problem, but please take precautions. Show management provides 24-hour guard service on the exhibit floors including all move-in, move-out and dismantling hours.

However, be reminded that you are participating in an exposition that is open to other companies and to the public. Primary responsibility for safeguarding your exhibit and your merchandise is yours.

Therefore, to avoid security problems we urge you to:

Do not display one-of-a-kind items without supervision...

Exhibitor personnel should remain in your booth(s) at all times that prototype items, irreplaceable samples or other rare items are on display. This is especially important during move-in and move-out.

Cover items nightly...

Cover your display items nightly. Don't leave items laying around if you choose to leave your exhibit for any reason. Be certain about items packed in your boxes.

Secure valuables...

Especially items that are easily removable to enclosed storage areas or some other areas.

Tape cartons...

Closed that have been opened and do not open cartons until needed.

Report thefts...

If a theft should occur, report it to the show office immediately.

Closing night, Sunday, February 26, 2012...

Have someone remain with your exhibit while waiting to have the display broken down, especially when items can be easily transported or removed. If you are not moving out on Sunday night, be sure to remove all valuables from the display.

The show office is a secure room...

It is available to you for leaving video, TV or other valuables one hour before show opening and up to ½ hour after show closing. Use of the show office is offered as a courtesy to exhibitors and all items secured there are at the risk of the exhibitor.

Remember, security is often just common sense.

HOTELS

Area Hotels - Call for rates

Quaker Square Inn

(across the street from John S. Knight Center)

135 South Broadway

Akron, Ohio 44325-9002

330-253-5970

www.quakersquareakron.com

Radisson Akron City Center

(two blocks from John S. Knight Center)

20 W. Mill St.

Akron, OH 44308

330-384-1500

www.radisson.com/akronoh_westmill

Residence Inn Marriott (*Extended Stay in Montrose*) - **All-Suite Property!**

(approx 12 miles and 10 minutes from John S. Knight Center)

120 Montrose West Avenue

Akron, Ohio 44321

330-666-4811

Sheraton Suites (Cuyahoga Falls)

330-929-3000

Hilton Akron/Fairlawn

330-867-5000

STANDARD BOOTH REGULATIONS

Definition: One or more standard units in a straight line

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 8'3" (2.5m).

Intent

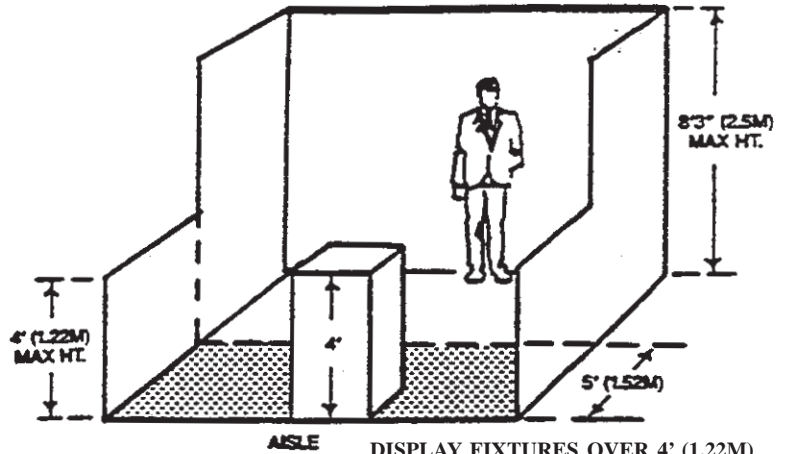
If a portion of an exhibit booth extends above 8'3" (2.5m) high, the exhibit booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

Depth

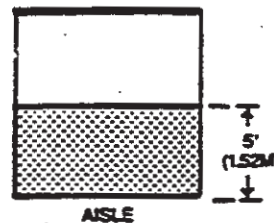
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors with larger space - 30 lineal feet (9.14m) or more - should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.

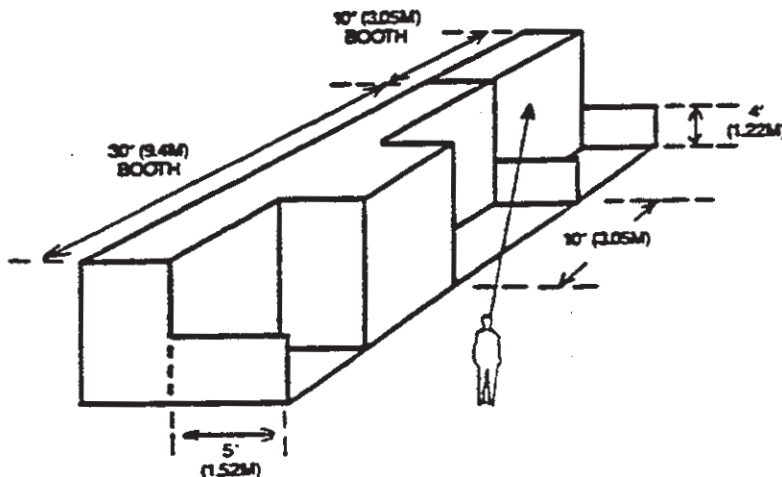


DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE



IMPORTANT

Space dimensions shown on the floorplan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.



PERIMETER WALL BOOTH REGULATIONS

Definition: Standard booth located on the outer-perimeter wall of the exhibit floor

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12'0" (3.66m) in perimeter-wall booths.

Intent

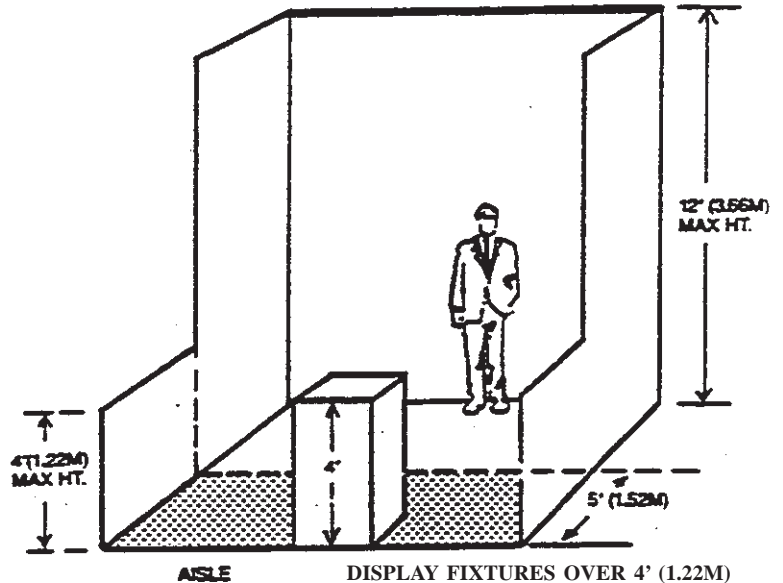
Because the outer perimeter booths are not backed up against another exhibitor's booth, display back walls and materials over 8'3" (2.5m) will not interfere with or distract from any other exhibit booth.

Depth

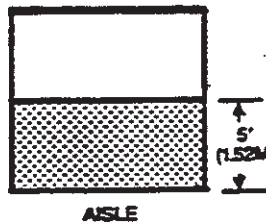
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line.

Intent

Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibitors with larger space - 30 lineal feet (9.14m) or more - should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4'0" (1.22m) and within 10 lineal feet (3.05m) of a neighboring exhibit is intended to accomplish both of these aims.



DISPLAY FIXTURES OVER 4' (1.22M) HIGH MUST BE CONFINED TO THAT AREA OF THE BOOTH THAT IS AT LEAST 5' (1.52M) FROM THE AISLE LINE



IMPORTANT

Space dimensions shown on the floorplan are from center line of booth equipment, such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

Exhibitors considering a perimeter wall booth in order to take advantage of the extra height permitted, should design their exhibit so that it can be used either at the 8'0" (2.44m) height or the 12'0" (3.66m) height, so that it can be used in all future shows even if a perimeter wall space is not available.

PENINSULA BOOTH REGULATIONS

Definition: Exhibit with one or more display levels in four or more standard units back to back with an aisle on three sides

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from exposition management at least 60 days prior to the show.

Intent

When an exhibit in a peninsula booth configuration exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it does not back up against another exhibitor's back wall. The extra height is often needed to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts. Also the 16'0" (4.88m) high exhibit will fit into almost any exposition center, thus permitting each exhibitor to get maximum use of his or her exhibit.

Depth

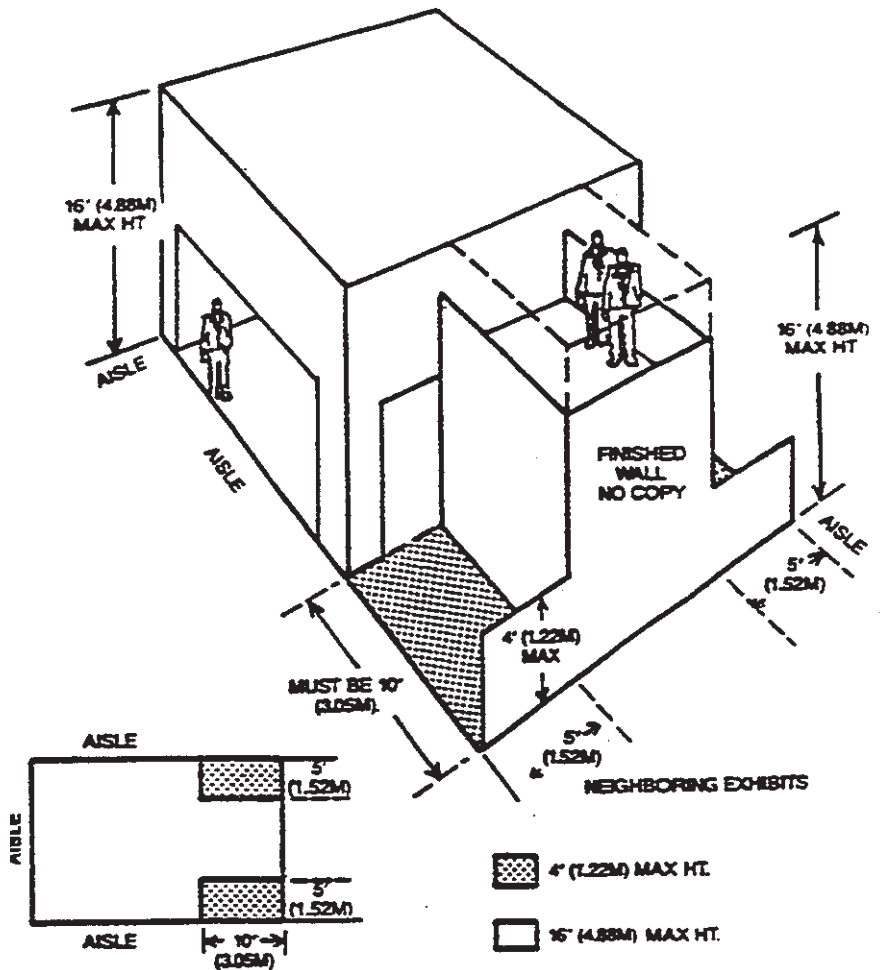
All display fixtures over 4'0" (1.22m) in height and placed within 10 lineal feet (3.05m) of a neighboring exhibit, must be confined to that area of the booth that is at least 5'0" (1.52m) from the aisle line to avoid blocking the sightline from the aisle to the adjoining booth.

Intent

Exhibitors adjoining peninsula exhibits are entitled to the same reasonable sightline from the aisle as they would expect if they were adjacent to an exhibitor with a standard booth.

Structural Integrity

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is



properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

Intent

Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

IMPORTANT

Peninsula booths are normally "faced" towards the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion finished and must not carry identification signs or other copy that would detract from the adjoining exhibit.

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

ISLAND BOOTH REGULATIONS

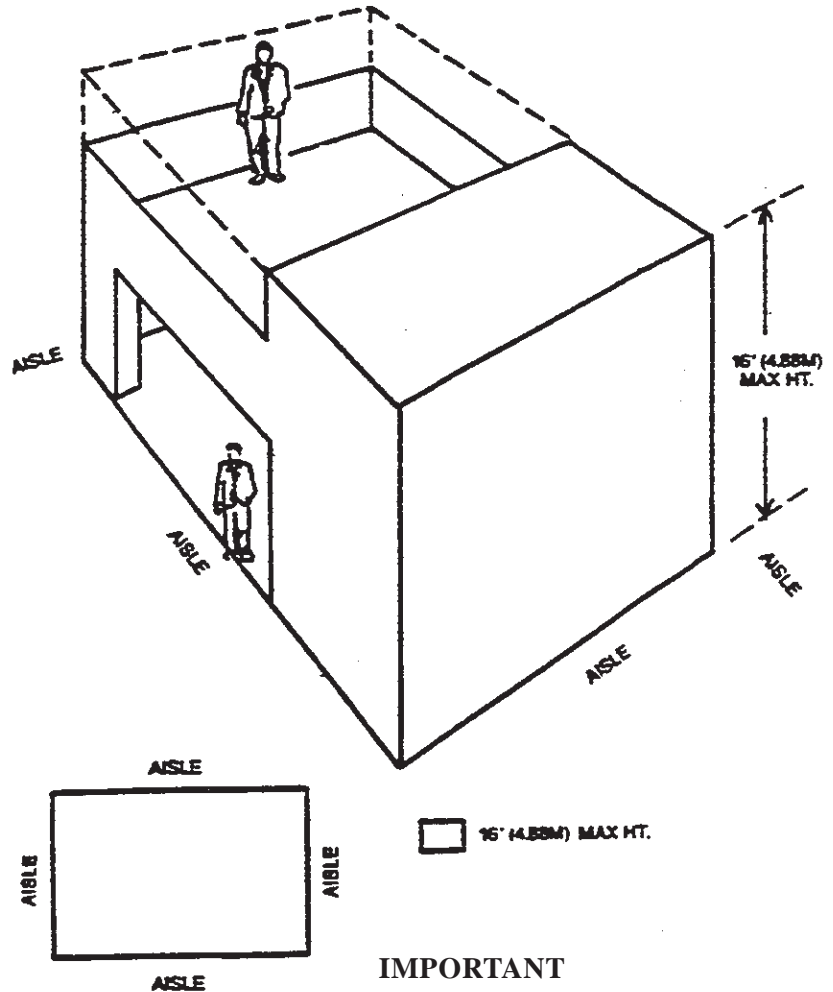
Definition: Exhibit with one or more display levels in four or more standard units with aisles on all four sides

Height

Exhibit fixtures, components and identification signs will be permitted to a maximum height of 16'0" (4.88m), provided written approval is received from exposition management at least 60 days prior to the show.

Intent

When an island booth exceeds 8'3" (2.5m), it does not interfere with other exhibitors because it obviously does not back up against another exhibitor's back wall. The extra height is often required in an island booth exhibit to permit the open walk-through approach normally used in this type of location. The 16'0" (4.88m) height limitation has been set to avoid undue competition between exhibitors to see who can go the highest or be seen the farthest with each negating the others' efforts. Also the 16'0" (4.88m) high exhibit will fit into most exposition centers, thus permitting each exhibitor to get maximum use of his or her exhibit.



Depth

Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floorplan is permitted.

Structural Integrity

All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12'0" (3.66m) in height must have drawings available for inspection by exposition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that include a signature or stamp of a reviewing structural engineer indicating that the structure design is properly engineered for its proposed use, and a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings. Signs must also be posted indicating the maximum number of people the structure will accommodate.

IMPORTANT

Exhibitors are cautioned when installing a display with a ceiling or second level to check with the local fire department to ensure that their display meets with the necessary fire safety precautions involving smoke alarms, fire extinguishers, sprinkler systems, etc.

Intent

Exhibitors in the vicinity of island exhibits are entitled to the same reasonable safety precautions they would expect if they were adjacent to a standard booth.

EXHIBITOR PARKING PERMITS

Please note: Parking permits are not required for all show parking. We purchase limited spaces from the city for vendors to purchase as a convenience and guaranteed parking location for the show. If you don't get a pass- don't worry! Parking is FREE in Akron City lots beginning Friday at 6:00 through Sunday!

LIMITED SPACE AVAILABLE – MUST BE PURCHASED IN ADVANCE FROM THE GREATER AKRON HOME BUILDERS PROMOTIONS AND PICKED UP FROM THE SHOW OFFICE DURING SET UP WEEK - PERMITS WILL NOT BE MAILED!

ALL PERMITS ARE 3-DAY PERMITS.

LIMIT TWO 3-DAY PERMITS PER EXHIBITING COMPANY

OPTION 1:

PARKING FOR AKRON ART MUSEUM LOT (BROADWAY LOT)-labeled P2 on page 1

Cost: \$10 per Parking Permit (VALID FOR 3 DAYS) -limit 2 per company

We are limited to 60 spaces for this lot and No trailers or oversized vehicles will be allowed to park for the weekend. If you don't have your pass picked up prior to parking, you will be charged the daily rate. Pick up passes in the Show office beginning on Monday, February 20.

OPTION 2:

PARKING PERMITS FOR THE JOHN S. KNIGHT CENTER UPPER LOT - labeled P1 on page 1

Cost: \$15 per Parking Permit (VALID FOR 3 DAYS) - limit 2 per company

We are limited to 40 spaces for this lot and vendors with oversized vehicle requirements will be given first opportunity to order JSK passes. If you don't have your pass picked up prior to parking you not be able to enter. Pick up passes in the Show office beginning on Monday, February 20.

Hours:	Friday, February 24, 2012	8:00 am – 9:00 pm
	Saturday, February 25, 2012	8:00 am – 9:00 pm
	Sunday, February 26, 2012	8:00 am – 9:00 pm

Where: Permits are good for the above days and times; only at the above locations

Order: (See form on next page)

Because of the limited space available, permits are offered on a first-come, first served basis only to exhibitors who send in the order form with payment in full. TICKETS WILL NOT BE HELD OR RESERVED WITHOUT PAYMENT AT TIME OF ORDER. Payment must be in the form of cash, check, money order or credit card.

PERMITS WILL NOT BE MAILED - PICK UP YOUR PARKING PERMITS IN THE SHOW OFFICE DURING MOVE-IN.

Be careful—no refunds for lost permits!

Questions? Call Susan Ralich or Sharon Gillberg at 330-869-6800

EXHIBITOR PARKING PERMIT ORDER FORM

Limited space available - Must be purchased in advance!

ALL PERMITS ARE 3-DAY PERMITS. LIMIT TWO 3-DAY PERMITS PER EXHIBITING COMPANY

PLEASE MAIL, FAX OR E-MAIL THIS FORM TO:

Greater Akron Home Builders Promotions Inc.
799 White Pond Dr. • Akron, OH 44320
Phone: 330-869-6800 / Toll-Free: 800-783-9589 / Fax: 330-869-5506
E-Mail: sharonG@akronhba.com

Make Checks Payable to: Greater Akron Homebuilders Promotions Inc.
OR Provide Credit Card Information below

**Permits must be purchased for trailers and may only be parked in the JS Knight Center lot!
Vendors with these requirements will be given first opportunity to order JSK passes**

Please check if your vehicle is larger than a mini-van and requires 2 spaces/passes:___
Only regular sized cars and vans can park at the Art Museum Lot.

This is a directive of the Art Museum and not Home & Flower Show management!

PERMITS WILL NOT BE RESERVED UNLESS ACCOMPANIED BY PAYMENT - NO EXCEPTIONS

PLEASE PRINT THE FOLLOWING INFORMATION:

Exhibitor: _____

Booth Number: _____

Address: _____

City/State/Zip: _____

Signature: _____

Number of 3-day parking permits required: 1 or 2 @ \$10 each *(for 3 days)* for **Akron Museum Lot**

Number of 3-day parking permits required: 1 or 2 @ \$15 each *(for 3 days)* for **JS Knight Center Lot**

Method of Payment: Check enclosed _____ Visa/Mastercard/AMEX/DISC _____

Card Number: _____ Expiration Date: _____

Signature: _____ CCV code _____ Billing Zip: _____

FOR OFFICE USE ONLY

Payment Date: _____

Payment Type: _____

Permit Numbers Assigned: _____