

WBAY-TV

HOME & GARDEN SHOW



PRESENTED BY

TUNDRALAND
.com



EXHIBITOR TOOLKIT

THURSDAY-SUNDAY, MARCH 14-17

SHOPKO HALL & BROWN COUNTY VETERANS MEMORIAL ARENA

RESCH★**CENTER.COM**



#ReschCenter #HomeAndGardenGB

Produced by PMI Entertainment Group Expo & Event Production

Event Contacts



Exhibitors, Entertainment, & Sponsorships

Jessica Uecker

Expo & Event Coordinator

Jessica.Uecker@pmiwi.com

Marketing

Jenny Haas

Marketing Manager

Jen.Haas@pmiwi.com

Public Relations

Terry Charles

Senior Corporate Communications Manager

Terry.Charles@pmiwi.com

Event Directory

Increase your exposure at the event:

Each attendee will receive the event directory as they enter the building.

Presents information that is highly sought after by attendees, including:

- Schedule of events
- Exhibitor directory
- Floor plan of event

For more information about advertising in the event directory, please contact the event coordinator:

Jessica Uecker

PMI Entertainment Group

920-405-1199

Jessica.Uecker@pmiwi.com

Event Dates & Hours

Thursday, March 14: 4 p.m. – 8 p.m.

Friday, March 15: 2 p.m. – 8 p.m.

Saturday, March 16: 10 a.m. – 7 p.m.

Sunday, March 17: 10 a.m. – 4 p.m.

Show Office & Exhibitor Registration

The Show Office is located near the front lobby doors of Shopko Hall. The Show Office will open at 7 a.m. on Monday, March 12, 2018. Registration will be during move-in hours. Prior to the opening of the event, all exhibitors must register with the Show Office to receive exhibitor passes for access to the event.

Show Office & Exhibitor Registration Hours:

Monday, March 11:	Large display only
Tuesday, March 12:	Large display in morning, Noon for everyone
Wednesday, March 13:	8 a.m. – 7 p.m.
Thursday, March 14:	8 a.m. – 12 p.m. (Noon)

The Show Office will be open during all event operational hours.

All exhibitors must register at the Show Office by Noon on Thursday, March 14.

Event Supplies & Equipment

When requesting equipment, please refer to the equipment order form located on page 12.

Official Decorator / Advance Shipment

Equipment can be rented in advance at a discounted rate. Equipment ordered in advance not only costs less, but will be present in your booth space quicker than equipment ordered on site. All equipment must be paid for before it will be brought to your booth. Equipment available includes, but is not limited to:

- Tables
- Chairs
- Carpet
- Electrical

Telephone & Internet Services

Wired internet, cable TV and telephone services are available and can be ordered in advance through the methods listed above. All services require a two week advance order to qualify for the advance rate. Wireless internet will be available at no charge to all exhibitors (indoor only). The wireless internet is for business purposes only. A dedicated hardwire option is available. Please ask the coordinator for more details.

Banner/Sign Hanging Services

Any banner or sign installation at the event must be contracted exclusively through PMI Entertainment Group and requires a two week advance order to qualify for the advance rate. Please note that all signs and/or banners are required to adhere to all requirements listed in the Exhibitor Requirements and Exhibitor Booth Guidelines sections located on page 9. To order the service, please use one of the methods listed above.

Loading In

Any exhibitor using soil, mulch, stone, brick, sand or any other type of building materials in their display must use a layer of heavy protective plastic between building materials and the concrete floor. Each exhibitor assumes full liability to any damage caused to concrete surface by exhibitors display.

Delivery of equipment and installation cannot begin before the time designated for your booth location. To identify your designated time, please refer to the emails received from Jessica or contact her with questions.

All exhibitors must be completely moved in by noon on Thursday, March 14.

Load-in will take place through Doors #6, #7 and #9. Please refer to the load-in schedule to determine which door should be used. NO load-in will be allowed through front doors or side emergency exit doors.

Loading Out

All exhibits must remain in place until the event closes at 4 p.m. on Sunday, March 17. Load-out may NOT happen through front or side doors, only doors 6, 7, & 9. No exceptions will be made and failure to comply can be grounds for non-renewal of exhibit space the following year and the assessment of a \$500 fine.

Load-out hours will be:

Sunday, March 17: 4 p.m. – 10 p.m.

Monday, March 18: Large display only (Must have been given a confirmed time from Jessica)

For improved security during load-out, make sure all materials that can be easily packed up and carried are removed first and not left overnight. One person should remain in the exhibit space during this time.

Load-out must be completed by 12 p.m. (noon) on Monday, March 18. If you have questions regarding move-out, please stop by the event office for assistance or contact Jessica before the show.

Transporting Your Display

Shopko Hall exhibitors should enter through either Door #6 or Door #7.

Brown County Arena exhibitors should enter through Door #9.

Vehicle Access Policy

Access policies are designed to be as convenient as possible, without disrupting the move-in process for other exhibitors. The following guidelines must be strictly adhered to:

Before the close of business on Monday, March 11, vehicle access to event aisles and booth frontage is allowed on a space-available basis – subject to restrictions as itemized.

Vehicle access on Tuesday, March 12, is limited to the unset perimeter of the booth area on a space-available basis. Travel through set booth areas is not allowed.

Vehicle access on Wednesday, March 13, is limited to the warehouse areas just inside the freight doors on a space-available basis. No vehicle access to the exhibit floor will be permitted.

Vehicle access on Thursday, March 14, prior to 11am, is limited to the warehouse areas just inside the freight doors on a space-available basis. No vehicle access to the exhibit floor will be permitted.

During move-out on Sunday, March 17, vehicles are not allowed in the building before 5 p.m.

Vehicle access is allowed only as absolutely necessary for loading, unloading and transportation to and from the booth. Please remember to remove tools, supplies and equipment needed for installation and tear down from vehicles, since they may not remain in the building during set-up and dismantling.

As a courtesy, a limited number of carts are available during published move-in and move-out hours to help exhibitors move equipment to and from booths and vehicles. Transportation and handling are solely the responsibility of the exhibitor. Exhibitors should pack all materials in a way that allows unloading, transportation to and from the booth and reloading using their own resources.

During periods when vehicles are allowed in event aisles, exhibitors are responsible for prompt removal of any oil, water or other debris coming from their vehicle.

Event management reserves the right to deny any vehicle access in any case where access may create a hazard or potentially disturb the ability of another exhibitor from loading in or out their booth materials.

In no case is a booth or display material to be removed to facilitate vehicle access. All vehicles must move through and remain in aisle space without exception.

Exhibitor Entrances

Exhibitor entrances during event hours are located on the north end of each building. Shopko Hall exhibitors may enter through Door #7 and Brown County Arena exhibitors may enter through Door #9. Be sure to familiarize yourself with these entrances during load-in.

Exhibitor Credentials

Exhibitor credentials (passes) must be with you and completely visible before access will be granted. Exhibitor passes will be issued based on the size of your booth space. Six (6) exhibitor passes will be provided for a 10' x 10' exhibit booth. Two (2) passes will be provided for each additional 10' x 10' space. Two (2) exhibitor passes will be provided for each 200 square feet of bulk exhibit space (max 50 passes).

You may pick up your exhibitor passes at the show office at any time during load-in hours. Exhibitor passes will **not** be mailed prior to the event. Additional exhibitor passes are available for \$5 each – these are meant for your staff only (see Advance Exhibitor Tickets for more information).

Please refer to the equipment order form or contact Jessica Uecker.

Advance Exhibitor Tickets

General admission is \$9 for adults on Thursday, March 14- Sunday, March 17. Exhibitor passes are meant for your staff only – attendee tickets can be purchased at an exhibitor rate of \$5 each for you to give to clients/customers (limit 100). See the Equipment Order Form or contact Jessica Uecker.

Exhibitors can also purchase admission tickets at the show office during move-in hours for \$5 each.

Event Parking

Exhibitor parking during the event is free with your exhibitor pass. Be sure to display the exhibitor pass to the parking attendant located at the entry to the parking lot. If an exhibitor is unable to present their exhibitor pass, parking will be charged at \$7 per car. No refunds will be issued to exhibitors unable to produce their exhibitor pass.

Parking will be available on a first-come, first-served basis behind Shopko Hall in the Silver Lot. Once full, parking is available in the Lambeau Field parking lot.

Based on the complex schedule of events, certain areas may be designated as unavailable for use. No parking will be allowed, under any circumstances, in these areas.

Unless you have proper credentials, do not park or place heavy materials in the handicap designated spaces. Your vehicle will be towed.

Company vehicles that prominently display logos, contact information or other marketing messages and information may not be parked along entrance and exit pathways or along the outskirts of the Lambeau Field parking lot. No exceptions will be made and a fee of \$500 will be assessed.

Shipping Instructions

Due to the schedule of events at the complex, no shipping will be accepted prior to move-in.

Shipments should be sent and prepaid to the following:

(Exhibitor Name)

c/o WBAY Home & Garden Show

Resch Center

820 Armed Forces Drive

Security 1

Green Bay, WI 54304

For: WBAY Home & Garden Show

Booth #

Receiving Hours:

Monday, March 11: 8 a.m. – 3 p.m.

Tuesday, March 12: 8 a.m. – 3 p.m.

Wednesday, March 13: 8 a.m. – 3 p.m.

Thursday, March 14: 8 a.m. – 3 p.m.

Event Days: One hour prior to event opening

Rules & Regulations

Fire Safety Requirements

These guidelines must be carefully and completely followed. Failure to do so can jeopardize your participation in this and future events.

- No bottled fuels (of any type) allowed indoors.
Gel Fuels:
 - Gel fuels are approved for use in displays
 - One (1) 13 oz. container per 100 square feet of space
 - Gel fuel flames must be covered and/or protected against human and combustible contact
 - Must follow manufacturer's guidelines on required distances to combustibles
 - Extra gel fuel containers and/or refills cannot be stored indoors
- Fireplace Displays, Gas Log Sets, etc.:
 - All displays require installation per manufacturer's installation guidelines (if installation guidelines require exhaust venting to exterior of structure, unit must be vented to the exterior – no exceptions)
- Backup Electric Generators
 - All displays require installation per manufacturers installation guidelines (if installation guidelines require exhaust venting to exterior of structure, unit must be vented to the exterior – no exceptions)
- Any other type of fueled devices:
 - All displays require installation per manufacturer's installation guidelines (if installation guidelines require exhaust venting to exterior of structure, unit must be vented to the exterior – no exceptions).

Additional questions pertaining to the state fire code should be directed to:

Village of Ashwaubenon

Dan Peterson

Lead Fire Inspector

920-492-2314

dpeterson@ashwaubenon.com

Food Sampling & Sales

PMI Entertainment Group holds all rights to food and beverage sales. Items currently being sold by PMI Entertainment Group in the event concession stands cannot be sold by an exhibitor, and include but are not limited to: water, soda, popcorn, chips etc.

If permission is granted from event management to sell or sample food and/or beverage during event hours, the exhibitor is responsible for contacting the Brown County Health Department to secure any and all necessary permits, licenses and other approvals.

Sampling guidelines are as follows:

Any food sales or sampling must be approved by PMI Entertainment Group

Solid foods will be limited to bite size

Liquids will be limited to a 4 ounce cup (this includes ice cream and frozen dessert)

Liquor Control Policy

All agents, employees, guests or exhibitors are prohibited from selling, giving away or bringing upon the premises, any intoxicating liquor, liquids or compounds. This section does not apply to liquor lawfully purchased through the liquor license holder of the building (PMI Entertainment Group)

Insurance Requirements

Exhibitors shall defend, indemnify and hold harmless PMI Entertainment Group and their respective directors, employees, volunteers, agents and affiliates from and against any liability, claims, demands, expenses, fees, fines, penalties, suites, proceedings, actions and causes of action arising from exhibitor activities.

Full insurance coverage for the duration of the exhibition, including move-in and move-out, must be obtained by the exhibitor. A certificate of insurance (COI) must be procured by the exhibiting company and their contractors prior to move-in.

Comprehensive general liability insurance with combined bodily injury and property damage limits of \$500,000 each occurrence and \$1,000,000 aggregate, and an umbrella liability insurance policy with limits of \$1,000,000 are required.

The following information must be included on your COI:

Certificate Holder must list:
PMI Entertainment Group
1901 South Oneida Street
Green Bay, WI 54304

Description must list:
Shopko Hall & Brown County Arena
1901 South Oneida Street
Green Bay, WI 54304

Building Rules and Village Ordinances

The exhibitor agrees to obey all rules of the Brown County Veterans Memorial Complex, which may now be in existence or which hereafter may be made, and to abide by the rules and regulations of the Village of Ashwaubenon, Brown County and all other local departments whose duties embrace regulations of exhibits.

Music Licensing

Exhibitors shall play no music during the event unless the exhibitor is in compliance with all copyright or other laws applicable to the playing of such music. Exhibitors are solely liable for any music played regardless of whether such music is contained on a video/audio tape, compact disc or electronically transmitted by radio or television. To receive more information about licensing and the use of music, please contact the American Society of Composers, Artists and performers (ASCAP) and Broadcast Music, Inc. (BMI).

ASCAP
P.O. Box 331608-7515
Nashville, TN 37203
800-505-4052
www.ascap.com

BMI
3340 Peachtree Rd., NE, Suite 570
Atlanta, GA 30326
404-261-5151
www.bmi.com

Exhibit Requirements

It is very important to your success at the event that you plan your display carefully to realize your share of this profitable marketplace. The first impression you make with event visitors is through the quality of your exhibit.

The following rules and regulations have been designed for your protection and for that of the public and fellow exhibitors. Exceptions will be granted infrequently and must be obtained from Event Management in writing. Please avoid problems by reading the following material carefully.

- All booth arrangements shall conform in all respects to the dimension and height requirements specified by event Management. Exhibits shall be arranged so as not to obstruct the general view or access to surrounding displays, aisles or public space within the exhibit facilities.
- Exhibits must remain intact until the scheduled conclusion of the event (**4 p.m. on Sunday, March 17**). Failure to comply can be grounds for non-renewal of exhibit space.
- Booth height shall not exceed 10' from floor with signage displayed at 8'; booth size cannot exceed the space contracted.
- All booths must have a full back wall or drapery. Event management, if required, shall supply drapery. Back wall must be 8' tall – no more, no less – and extend the entire back length of the booth. Exposed back walls and side walls, if any, **must be finished on both sides**. Balloons, stickers and laser pointers are prohibited. No signage is permitted on posts or walls. **No nails, bolts, screws, etc., may be used on walls, posts or floors of the exhibit hall.**
- No demonstrations or solicitations shall be permitted outside of the exhibitor's assigned space and no signs or placards may be displayed on persons or in any other manner, outside exhibit space. Distribution by the exhibitors of any printed materials, samples or other articles shall be restricted to the confines of the exhibitor's booth.
- Exhibitors shall not have or operate any display or exhibitor that is the source of objectionable noises or odors, or has decorations or other aspects which event management deems obscene, inappropriate or objectionable, including signs, lights and the costuming of exhibit personnel.

Equipment & Furnishings

An equipment order form for equipment, furnishings and special services is included with this packet and also available online at <https://expoandeventgreenbay.com/events/wbay-home-garden-show/>. If you have questions regarding the rental of booth furnishings, contact the event coordinator (contact information listed under Event Contacts, page 1).

Sound

Exhibitors operating sound, motion picture equipment, loudspeakers, or any other noise-creating devices, shall do so only at a level which will not interfere with other exhibitors or create any undue acoustic inconvenience.

Event Cleaning

Aisles will be swept nightly after closing at no cost to the exhibitor, but you will be required to keep your booth clean and neat at all times.

Security

Event management provides 24-hour video surveillance of the premises; however, you are responsible for your own products. We highly recommend that portable products, which are not securely fastened to your display, be removed from the exhibit when it is not occupied.

Exhibitor Booth Guidelines

Following are highlights that will ensure your exhibit meets the standard of quality our audience has come to expect:

- The exhibit structure for any 10' x 10' booth space cannot extend more than 10' in height on the back line. The 10' x 10' spaces must abide by the line-of-site rules, meaning that no structure higher than 4' tall may be positioned in the booth space from the midpoint to the aisle and beyond.
- Exposed exterior back walls and side walls must be finished.
- Signage cannot exceed 8' in height for booth exhibitors. All signage must be professionally printed.
- No laser pointers, loud noise making devices, public address systems, and/or sound systems of any type shall be allowed without specific prior written approval of PMI Entertainment Group. No balloons or distribution or placement of stickers to or on persons or Brown County Veterans Memorial Complex grounds will be permitted.
- No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to immediate dismissal from event.
- Derogatory remarks or false accusations of another exhibitor's product will not be tolerated. In addition, no confrontation between/amongst exhibitors in booth or aisle may take place. These actions may lead to immediate dismissal from event.
- No animals, unless written approval from PMI Entertainment Group is secured in advance and a pet form is completed.
- Subletting of space is strictly prohibited (any two or more companies that file independent tax returns cannot share the same exhibit space).
- Exhibitor's display/decorations may not obstruct other displays nor project into aisles.
- All tables must be covered.
- Exhibits must be staffed during all event hours.
- Exhibits must stay in place until the official close of the event.
- If exhibit is accessible to guests, Exhibitor agrees that it is their liability and will ensure a trip hazard does not exist. A smooth transition from the event floor to the entrance/exit of the Exhibitor's booth must exist.
- No bottled files (of any kind) allowed indoors (please refer to Exhibitor Info Kit for details).
- Carpet tape removal: Duct tape is not permitted for use of taping carpet. You are responsible for removal of **all tape and tape residue** from the floor area.

Bulk Space Exhibitor Guidelines

Following are highlights that will ensure your exhibit meets the standard of quality our audience has come to expect:


- No laser pointers, loud noise making devices, public address systems, and/or sound systems of any type shall be allowed without specific prior written approval of PMI Entertainment Group. No balloons or distribution or placement of stickers to or on persons or Brown County Veterans Memorial Complex grounds will be permitted.
- No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to immediate dismissal from event.
- Derogatory remarks or false accusations of another exhibitor's product will not be tolerated. In addition, no confrontation between/amongst exhibitors in booth or aisle may take place. These actions may lead to immediate dismissal from event.
- No animals, unless written approval from PMI Entertainment Group is secured in advance and a pet form is completed.
- Subletting of space is strictly prohibited (any two or more companies that file independent tax returns cannot share the same exhibit space).
- Exhibitor's display/decorations may not obstruct other displays nor project into aisles.
- All tables must be covered.
- Exhibits must be staffed during all event hours.
- Exhibits must stay in place until the official close of the event.
- If exhibit is accessible to guests, Exhibitor agrees that it is their liability and will ensure a trip hazard does not exist. A smooth transition from the event floor to the entrance/exit of the exhibitor's booth must exist.
- No bottled files (of any kind) allowed indoors (please refer to Exhibitor Info Kit for details).
- Carpet tape removal: Duct tape is not permitted for use of taping carpet. You are responsible for removal of **all tape and tape residue** from the floor area.





Lambeau Field GREEN LOT



Oneida Street


Packers Practice Field


Don Hutson Center


Packers Practice Field

 **U.S. Cellular**
LOT

Private Business

Days Inn

Armed Forces Drive

Veterans Memorial Monument

GOLD LOT
(ADA Parking)

Bart Starr Plaza
Front Public Entrance


SHOPKO HALL

RESCH CENTER

SILVER LOT

RED LOT

Lombardi Avenue

Best Western

FOX 11 TV

Arena Motel

Holmgren Way

Equipment Rental Form

WBAY Home & Garden Show



Company Name: _____ Booth: _____

Company Representative: _____ Date: _____

Equipment Rental

Quantity	Item	Standard	Total Due
	Carpet 9'x10' Select a color: Black Gray	\$73.85	
	Plain 8' Table	\$22.16	
	Skirted 8' Table Select a color: Black White Green	\$63.30	
	Chair	\$10.55	
	110v Power Hook-Up (per plug)	\$63.30	
	220v Power Hook-Up (per plug)	\$110.78	
	Forklift (per hour)	\$52.75	
	High Reach (per hour)	\$52.75	
	Booth Vacuuming (per 10'x10' area)	\$21.00	
	Hardwire Internet	\$263.75	
	Phone Line	\$211.00	
	Additional Pipe & Drape (per ft.)	\$3.17	
	Exhibitor Passes	\$5.00	
	Advance Admission Tickets	\$5.00	

Credit Card **Check** **Cash** **Total Due:** _____

Notes: _____

Authorized Signature: _____

PMI Entertainment Group 2019



Payment Authorization Form

I hereby authorize PMI Entertainment Group to make payment toward the cost of my 2019 exhibit space and other incidentals (admission passes, parking access, etc...).

Company Name: _____

D/B/A Name: _____ Booth/Space No.: _____

Company Address: _____

City: _____ State: _____ Country: _____ Zip: _____

Please make this payment using the following:

Visa MasterCard Discover American Express

Card Number:

Expiration: / Security Code:

Amount to Charge: _____ \$

Name on card and authorized signor: _____

Signature: _____ Date: _____

I agree to pay the above total amount according to the card issuer agreement. I hereby authorize recurring charges, if necessary, to initiate adjustments or correct errors. I certify that I am the authorized holder and signor of the credit card reference above. I certify that all information and statements above are accurate to the best of my knowledge.

Please complete this form and mail or fax to:

PMI Entertainment Group
1901 S. Oneida Steet
Green Bay WI 54304

Fax: 920-494-6868
Intl Fax: +1 920-494-6868

PLEASE DO NOT EMAIL CREDIT CARD INFORMATION.
Email is not secure and places your card information at risk.
Thank you.
You may fax to 920-494-6868 or call the event coordinator to process the payment over the phone.