

# 21<sup>ST</sup> ANNUAL INDIANA MOTORCYCLE EXPO

February 24 ~ 26, 2012

---

## EXHIBITOR INFORMATION GUIDE

- ❖ SET-UP & TEAR DOWN HOURS
- ❖ SHOW HOURS & DATES
- ❖ BOOTH SET-UP INFORMATION

## MOVE-IN / SET UP HOURS

### Wednesday, February 22

Bulk Space Only..... 8:00am - 9:00pm

### Thursday, February 23

Bulk & Booth Spaces..... 8:00am - 9:00pm

### Friday, February 24

Bulk & Booth Spaces..... 8:00am - 2:00pm

## CHECK-IN LOCATION

Check-in starts on Wednesday, February 22<sup>nd</sup> at 9:00am. The exhibitors in the **Motorcycle Exposition** will check-in at the office located at the east end of the EXPOSITION HALL.

**Any balance due on your space must be paid before you can set-up.**

## SHOW HOURS

Friday, February 24..... 3:00pm - 9:00pm  
Saturday, February 25..... 10:00am - 9:00pm  
Sunday, February 26..... 10:00am - 5:00pm

## MOVE-OUT / TEAR DOWN

Sunday, February 26<sup>th</sup> ..... After Official Closing (5:00pm - 10:00pm)  
Monday, February 27<sup>th</sup> ..... 8:00am - 2:00pm

We will insist that nobody start tearing down until we have announced over the PA system that the Show is officially closed. We cannot allow you to carry anything out of the building before said announcement. All doors will be manned! **Anyone found starting to tear-down before 5:00pm will automatically be removed from our mailing list.**

## BOOTH CONSTRUCTION INFORMATION

The following information is intended to allow equal exposure by all exhibits. The purpose of exhibiting is to sell. These rules are for your benefit and will be strictly enforced.

The show has made every effort to provide a quality buying environment for our guests. Signs, clothing or items with offensive wording or displays will not be allowed. We hope you will want to be invited back next year. Please make every effort to have a quality appearing exhibit.

Any exhibitor using steps or platforms in the booth must have hand rails installed on them by show opening Friday, February 24<sup>th</sup>, at 3:00 pm. This is a safety rule that must be complied with. No exhibit will be allowed to open without them.

Booth displays & signs are limited to 8' and shall not project more than 4' from the background. Decorations shall not obstruct adjacent exhibits nor project into aisles.

Balloons, stickers, and handmade signs are strictly forbidden.

24-hour security is in effect. We suggest you cover all merchandise at closing each evening and rope off your display.

*Special note to dealers hanging signs from the rafters:*

**Signs must be hung from I-beams only;  
DO NOT hang anything from gas or electrical conduit.**

## **SHOW DECORATOR ~ GEORGE FERN COMPANY**

Their price lists and order forms are online at:

<http://servicemanuals.fernexpo.com/login.asp?id=2382>

If prompted, the login passcode is: **ime3896**.

The Show Decorator will have a service desk in the Champions Pavilion, directly outside of the Sports Show Office. It will save you money to have your orders placed by January 30, 2012.

## **SIGNS**

See SHOW DECORATOR information.

## **FORKLIFT AVAILABILITY**

Forklifts may be contracted with George Fern Company; contact them prior to set-up for hourly rate and reservation.

## **ELECTRICITY / TELEPHONE / INTERNET**

The show will furnish one (1) 500 watt outlet per 10' of booth space. Bulk space can use outlets on poles for cash registers, computers, TV's, VCR's, etc. **All spot lights, 500 watts and over, must be contracted with the show electrician and fees paid to them.**

If you require a temporary telephone in your booth and/or internet access, you must make arrangements directly with ERMCO. The electrician's price list is included with the SHOW DECORATOR information. ERMCO Electric will have a service desk outside of the Sports Show Office in the Champions Pavilion.

## EXHIBITOR CREDENTIALS

Exhibitor Credential request form must be completed and sent in at least 10 days prior to the show to avoid delays at check-in. Credentials are to be picked up at check-in time. Exhibitor Pass Gates will be open one (1) hour before show time.

### Booth Space Exhibitors:

Exhibitors in a 10'x10' booth space will receive six (6) badges; two (2) additional badges for each additional 10'x10' booth space thereafter.

### Bulk Space Exhibitors:

Exhibitors with 400 sq ft of bulk space will receive eleven (11) badges; eight (8) additional badges for every additional 400 sq ft thereafter.

Additional exhibitor credentials may be purchased in advance as well as during the show for \$5.00 each. Exhibitors/workers arriving without their credentials must purchase a general admission ticket in order to obtain entrance.

## GUEST PASSES

Exhibitors who would like the use of Guest Passes, may purchase them at a cost of \$5.00 each. The Passes are available in advance as well as during the Show. The Guest Passes can ONLY be purchased through the Show Office (located in the Champions Pavilion); they CANNOT be purchased at the box offices.

## PARKING PASSES

**Space is limited**, therefore the Indiana State Fairgrounds will distribute the parking passes to try to best accommodate everyone. Exhibitor parking lots will be marked. Additional parking passes can be purchased from a staff member of the Indiana State Fair Commission.

## INSURANCE

**ATTENTION:** All exhibitors must send us a Certificate of Liability Insurance naming Renfro Productions & Management Inc. as "additional insured". Call your agent; they can do this for you. If we do not receive a Certificate of Liability Insurance you may not be able to exhibit.

## FREIGHT

George Fern Company will coordinate the handling of freight. Please read over their flyer which is posted separately on our "Exhibitor Kit" webpage. We cannot accept freight at the Fairgrounds before Wednesday, February 22, 2012. **NO C.O.D.'S** will be accepted. All freight will be unloaded and placed in your booth. Freight shipped by common carrier directly to the Fairgrounds will be unloaded at no extra charge.

## SHIPPING ADDRESS:

INDIANA STATE FAIRGROUNDS  
1202 EAST 38<sup>TH</sup> STREET  
INDIANAPOLIS, IN 46205

Please have all shipments marked with the appropriate **BUILDING** and **BOOTH NUMBER** (i.e., Expo – 100).

## LITERATURE

Storage space will be provided. After opening day, we will deliver upon request. Pick up requisition slips in the office and leave them with us the **night before**. Be sure to request enough for Saturday and Sunday. We will deliver materials to your booth before opening the next day. **Remember**, it is hard to move literature after the Show opens, so let us know ahead of time.

## STAFFING OF EXHIBIT

Every exhibitor is responsible for having his/her display staffed at all times. The Show management **INSISTS** that all exhibits be staffed during all hours open to the public.

## CLEANING OF BOOTHS

Debris from your booth must be swept or placed in the aisles after closing each evening. We cannot clean inside your booth. You may have janitor service at your own expense; contract with the Show Decorator. If you want to work in your booth, you may come into the building, with proper credentials one (1) hour prior to show time. You will only be allowed to go to your own booth. Clean-up crews (for motorcycles, ATVs, etc) will be allowed into the building 2 hours before show time each day. They should report to the **Exposition Hall Exhibitor Entrance**.

## MESSAGES & INFORMATION

You may pick up incoming mail, messages and incoming phone calls in the Sport Show office located in the Champions Pavilion. Return phone calls will be delivered to your booth. All out going calls must be made from the public phones or your cell phone.

## EXHIBITOR LOUNGE

Located in the outer concourse of the Coliseum, next to the skate shop. Coffee and tea will be provided. Please be our guest and use the lounge. Coffee and tea will also be provided in the Exposition Hall Office **during move-in and set-up only**, after which this office may be closed.

## **FREE DRAWINGS / GIVE-AWAYS**

Drawings and/or give-aways **MUST** be authorized by show management! Please contact Kevin Renfro at (765) 641-7712. **Winning name(s) and/or item(s) must be left in the office before you tear down.**

## **SECURITY**

Security service is provided by the Indianapolis police, 24-hours daily through the course of the show, including set-up and tear-down. Although we take every precaution to protect your property, we cannot be responsible for the disappearance of any item. We suggest that you cover your booth and rope it off each evening.

## **STATE REGULATIONS**

This is a **No Smoking** facility; smoking will be allowed in designated areas only. Smoking **IS NOT PERMITTED** in the tunnels connecting the buildings. In addition, Indiana State Fire Regulations & City Ordinances prohibits **ANYTHING** from protruding into the aisles. These rules will be strictly enforced.

## **NO PETS**