



## EXHIBITOR GUIDE

- ❖ SHOW HOURS & DATES
- ❖ SET-UP & TEAR-DOWN SCHEDULES
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## CHECK-IN LOCATION

Check-in starts on Thursday, February 15<sup>th</sup> at 8:00am. The exhibitors of the **Indiana Motorcycle Exposition** will check-in at the Expo Office located in the lobby at the East end of the EXPOSITION HALL.

**Any balance due on your space must be paid with CASH or CREDIT CARD before you can set-up.**

## MOVE-IN / SET UP HOURS

Thursday, February 15<sup>th</sup> ..... 8:00am - 8:00pm  
Friday, February 16<sup>th</sup> ..... 8:00am - 12:00/noon

## SHOW HOURS

Friday, February 16<sup>th</sup> ..... 1:00pm - 9:00pm  
Saturday, February 17<sup>th</sup> ..... 10:00am - 9:00pm  
Sunday, February 18<sup>th</sup> ..... 10:00am - 5:00pm

## MOVE-OUT / TEAR DOWN

Sunday, February 18<sup>th</sup> ..... After Official Closing  
(5:01pm - 10:00pm)

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.** It is unfair to the attendees who come to the Show on Sunday, only to discover that half of the exhibits have already packed up and are ready to leave.

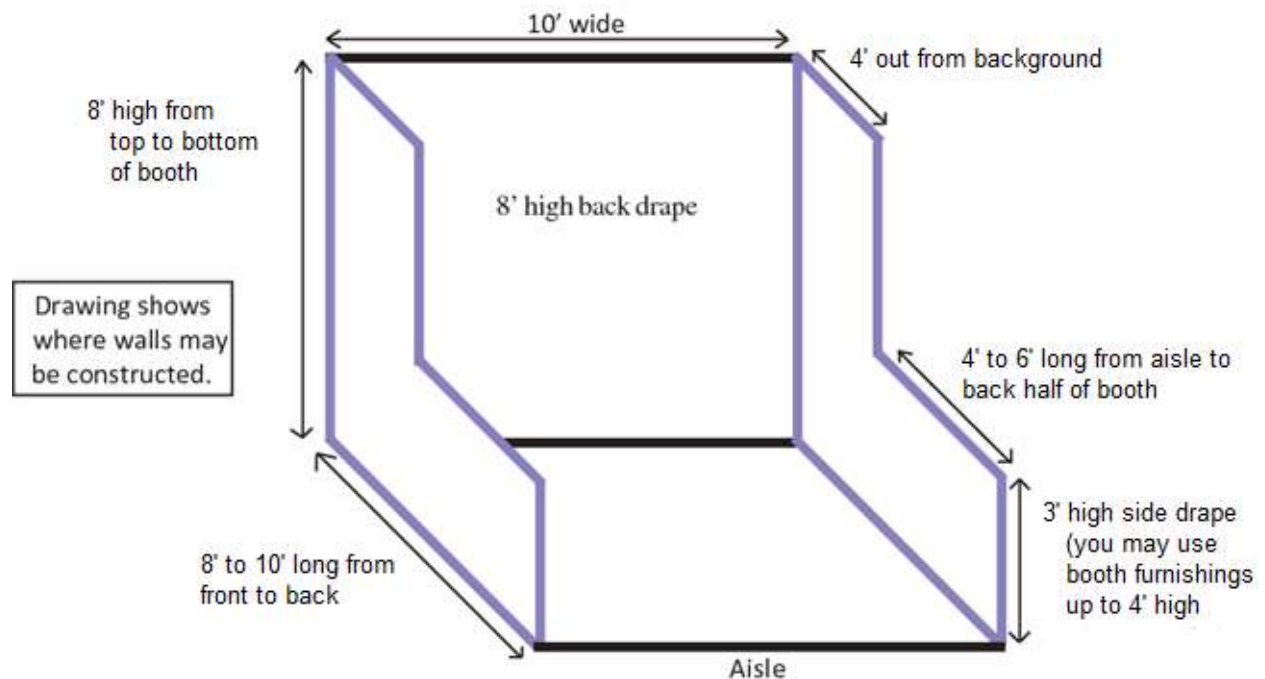
## BOOTH CONSTRUCTION INFORMATION

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. We hope you will want to be invited back next year. Please make every effort to have a quality appearing exhibit.

- Signs, clothing or items with offensive wording or displays will not be allowed.
- Any exhibitor using steps or platforms in the booth must have hand rails installed on them by show opening Friday, February 16<sup>th</sup> at 1:00 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.

The diagram below clearly indicates the guidelines required for linear booth participation in our show. All exhibit fixtures should be contained within the grey outlined areas shown.



## INSURANCE

**All exhibitors must provide Show Management with a Certificate of Liability Insurance naming Renfro Productions & Management Inc. and Renfro Expositions, 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.

If damage occurs to the building or its property that is attributable to you (Exhibitor) or your (Exhibitor’s) staff, then it is the Exhibitor’s responsibility to reimburse the Indiana State Fairgrounds.

## SHOW DECORATOR

Fern Exposition & Event Services  
 1147 South White River Pkwy East Drive  
 Indianapolis, IN 46225  
 (317) 635-9606 • (317) 634-0993 Fax

Their price lists, brochures and order forms are available on our website at:

<http://renfroproductions.com/motorcycle-expo/exhibitor-resources>

The Show Decorator will have a service desk in the Champions Pavilion, directly outside of the Sports Show Office (in the Champions Pavilion). **It will save you money to have your orders placed by February 1, 2018.**

## FREIGHT

**NO FREIGHT WILL BE ACCEPTED AT THE INDIANA STATE FAIRGROUNDS PRIOR TO WEDNESDAY, FEBRUARY 14, 2018.** Prior to February 14<sup>th</sup>, contact the George Fern Exposition & Event Services for pricing and shipping details. George Fern Exposition & Event Services will coordinate the handling of freight. Please read over their information.

Absolutely **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 State Fairgrounds will be unloaded at no extra charge.

**SHIPPING ADDRESS:**

Indiana State Fairgrounds  
**Expo Hall - Booth #** \_\_\_\_\_  
1202 East 38<sup>th</sup> Street  
Indianapolis, IN 46205

**Please have all shipments marked with the appropriate BUILDING and BOOTH NUMBER of your exhibit space to ensure accurate delivery of your shipment, as shown in the expample above.**

**SIGNAGE**

The Show provides a 7” x 44” identification sign. If you require additional signage, the **SHOW DECORATOR**, George Fern Exposition & Event Services, has various selections. Their contact information can be found within this Guide.

**FORKLIFT AVAILABILITY**

Forklifts must be contracted with *George Fern Exposition & Event Services*; 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. **It will save you money to have your orders placed by January 31, 2018.**

**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.

**EXHIBITOR CREDENTIALS**

**All credentials should be picked up at check-in (during set-up).** Exhibitor Pass Gates will be open one (1) hour before show time.

**Booth Space:**

Four (4) three-day credentials for the first 10 feet booth space. For every 10 feet of booth space over the first 10 feet, you will receive an additional three-day credential.

**Bulk Space:**

Exhibitors with 400 sq ft will receive six (6) three-day credentials. For every 100 sq ft over the first 400 sq ft you will receive an additional three-day credential.

**IMPORTANT:**

- *If you wish to exchange a three-day credential for three (3) one-day credentials, please let us know as soon as possible; deadline is Wednesday, February 2, 2018.*

- *If during the course of an exhibiting day you find it necessary to leave the building, YOU MUST exit through an exhibitor pass gate and have your hand stamped for re-entry. If your hand is not stamped, you will be required to use an additional Credential for that day.*
- *If you have guests or customers coming to see you, you may provide them with Guest Passes (see GUEST PASSES below).*

### ADDITIONAL EXHIBITOR CREDENTIALS

Additional one-day credentials may be purchased for **\$8.00 each**. The credentials are available in advance as well as during the course of Show. The credentials can ONLY be purchased through the Show Office; they CANNOT be purchased at the box offices.

### GUEST PASSES

Exhibitors only may purchase Guest Passes for customers and guests at a cost of **\$8.00 each**; a savings of \$5.00 off adult admission. The Passes are available in advance as well as during the Show by contact Show Management. The Guest Passes can ONLY be purchased through the Show Office; they CANNOT be purchased at the box offices.

### EXHIBITOR PARKING PASSES

**Space is limited**, therefore the Indiana State Fairgrounds will distribute the parking passes to try to best accommodate everyone. Additional parking passes are available for purchase from a staff member of the Indiana State Fair Commission.

**PLEASE NOTE:** Parking is maintained and controlled by the Indiana State Fairgrounds. Show Management does not participate in setting the parking rate nor do we share in any finances derived from this service.

### BOX TRUCK & TRAILER PARKING

The Indiana State Fairgrounds requires all EMPTY box trucks and EMPTY (boat & cargo) trailers to be parked on the north side of the Fairgrounds, north of the race track (see Fairgrounds map on page 8 of this manual).

To make special arrangements for parking small box trucks or small cargo trailers that contain Exhibitor restocking material, contact Show Management.

**PLEASE NOTE: No parking of any vehicles or trailers will be allowed close to occupied buildings.** Contact the Fairgrounds Director of Parking, Gates & Security at (317) 927-7681, with any questions or concerns.

### LITERATURE

Storage space will be provided. After opening day, we will deliver upon request. Pick up requisition slips in the Show Office and leave them with us the **night before**. Be sure to request enough for Saturday and Sunday. Materials will be delivered 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.

### SECURITY

Security service is provided by the Indianapolis Metropolitan 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, especially when your booth is left unattended. We suggest that you cover your booth and rope it off each evening.

## 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 and should report to the **Exposition Hall Exhibitor Entrance** for admission.

## MESSAGES & INFORMATION

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

## EXHIBITOR LOUNGE

Coffee and tea will 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 Expo Office before you tear down.**

## INDIANA STATE FIRE MARSHAL REGULATIONS

- This is a **No Smoking** facility; smoking will be allowed in designated areas only. Smoking IS NOT PERMITTED in the buildings or in any of the tunnels connecting the buildings.
- The Indiana State Fire Regulations & City Ordinances prohibits **ANYTHING** from protruding into the aisles. These rules will be strictly enforced.
- Pop-up canopies are required to have one 5-lb ABC Fire extinguisher per tent.
- With regard to motorized vehicles, watercrafts and forklifts:
  - The maximum amount of gasoline permitted to remain in the tank is less than one-fourth (¼) of a tank.
  - Gasoline tank caps must be locked, taped or sealed and approved by the State of Indiana Fire Marshal.
  - All battery connections must be removed from the battery upon termination of the move-in until commencement of the move-out. Both positive and negative cable ends must be taped to void any chance of sparks.
  - All Liquid Propane (LP) gas tanks must be removed from trailers, mobile homes and any other vehicles using LP.
  - Gasoline tanks on motorcycles or motor bikes are to be drained completely. Battery cables must be disconnected and taped.

## STATE TAX REGULATIONS

The Indiana Department of Revenue has published information that states an out-of-state vendor who displays and sells merchandise at local trade fairs and/or exhibitions will be considered engaged in business in Indiana. See: Indiana Sales Tax Bulletin #37, <http://www.in.gov/dor/reference/files/sib37.pdf>

Since the Department of Revenue takes the position that an out-of-state vendor is doing business within Indiana, we recommend that you review the Indiana tax laws and regulations, then decide if your business needs to register as an Indiana Retail Merchant for the collection of Indiana sales/use tax. To obtain a copy of the Business Tax Application form, contact the Indiana Department of Revenue at (317) 233-4015 or follow the step-by-step instructions for applying online at <http://www.in.gov/dor/4323.htm>.

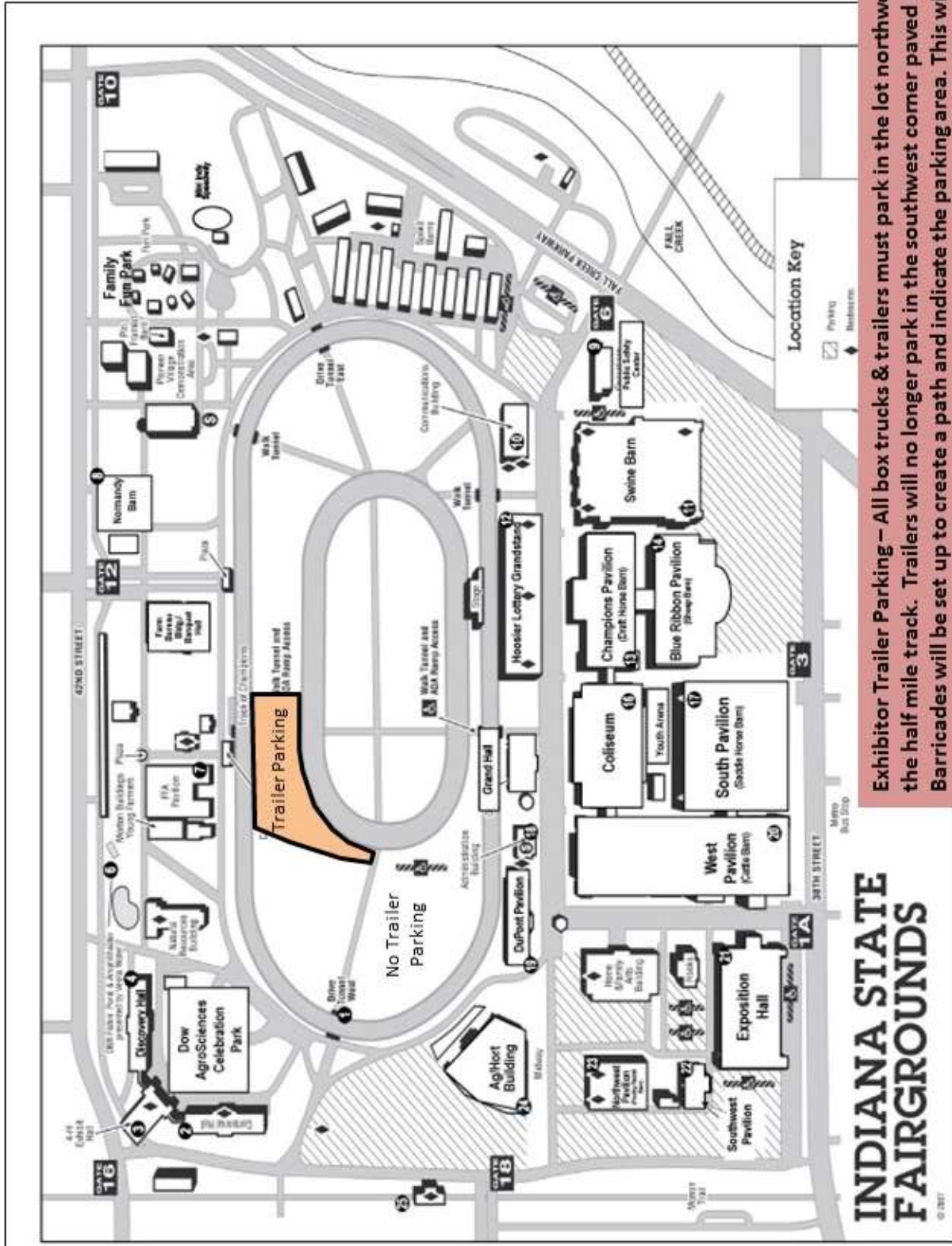
It is your responsibility to determine if your business activities require you to register for the collection of sales/use tax. Any taxes due to Indiana through your participation in this event are your responsibility. We have been provided the necessary contacts for information purposes only.

### **INDIANA STATE DEPARTMENT OF HEALTH**

Exhibitors engaged in preparing and/or selling food and/or beverages of any sort are required by the Indiana State Department of Health (Regulation 410 IAC 7-24) to file a **Registration Application for a Retail Food Establishment** (State Form 49677). If you require an application, please contact their office at (317) 233-3220 or go to their website where you can complete and print the form: <http://www.in.gov/icpr/webfile/formsdiv/index.html>

### **PETS / ANIMALS**

Exhibitors are not permitted to bring pets or live animals into the Show without prior permission from Show Management; with the exception of service dogs and guide dogs. All animals permitted into the Show are to be kept within the confines of the exhibitor's booth. Show Management reserves the right to have removed any animal it determines as a threat to people or other animals at the Show.



**Exhibitor Trailer Parking – All box trucks & trailers must park in the lot northwest of the half mile track. Trailers will no longer park in the southwest corner paved lot. Barricades will be set up to create a path and indicate the parking area. This will allow for more vehicle parking for customers to the events. Stay off the half mile track and be aware of horse training. Trailers parked in any other location will be towed.**