



EXHIBITOR GUIDE

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Renfro Productions & Management, Inc. would like to thank you for being a part of the Ford 67th Annual Indianapolis Boat, Sport & Travel Show. Please thoroughly read this Exhibitor Guide. It will save you time, money, and help make the Sports Show a success for you.

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SHOW MANAGEMENT CONTACT INFORMATION

Show Website: <https://indianapolisboatsportandtravelshow.com/>

<u>Contact</u>	<u>Position</u>	<u>Phone</u>	<u>Email</u>
Kevin Renfro	Show Director	(765) 400-5002	krenfro@renfroproductions.com
Mark Kaley	Operations Director	(765) 400-5003	mkaley@renfroproductions.com
Mitch Renfro	Operations & Sales	(765) 400-5004	mitch@renfroproductions.com
Elaine Johnson	Exhibitor Services	(765) 400-5000	ejohnson@renfroproductions.com
Candice Geyer	Exhibitor Services	(765) 400-5005	cgeyer@renfroproductions.com
Todd Jameson	Marketing Director	(765) 400-5007	tjameson@renfroproductions.com
Chuck Evans	Sales	(765) 400-5001	cevans@renfroproductions.com

EVENT CONTACT INFORMATION

<u>Contractor</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>
Fern Exposition & Event Services	Shannon Chandler	(317) 803-3768	schandler@fernexpo.com
	Kelly Weldy	(317) 635-9606	kweldy@fernexpo.com
ERMCO	Shannon Darnell	(317) 423-3766	sdarnell@ermco.com
	➤ Electrician Jake VanWye	(317) 416-7158	jvanwye@ermco.com
	➤ WiFi/Phone Paul Gaddie	(317) 517-0853	pgaddie@ermco.com

EVENT LOCATION:

Indiana State Fairgrounds
1202 E 38th Street
Indianapolis, Indiana 46205
Switchboard: (317) 927-7500
Security: (317) 927-7520

EVENT SCHEDULE:

Friday, February 19 1:00 pm – 8:00 pm
Saturday, February 20 10:00 am – 8:00 pm
Sunday, February 21 10:00 am – 5:00 pm
Monday, February 22 12:00 pm – 7:00 pm
Tuesday, February 23 12:00 pm – 7:00 pm
Wednesday, February 24 12:00 pm – 7:00 pm
Thursday, February 25 12:00 pm – 7:00 pm
Friday, February 26 12:00 pm – 8:00 pm
Saturday, February 27 10:00 am – 8:00 pm
Sunday, February 28 10:00 am – 5:00 pm

EXHIBITOR CHECK-IN

Check-in starts on Tuesday, February 16th at 12:00pm. All exhibitors are to check-in at the Show Office located at the north entrance of the **CHAMPIONS PAVILION**.

Any "Balance Due" on your lease agreement must be paid with cash, money order or credit card before you set-up. NO PERSONAL CHECKS PLEASE.

MOVE-IN / SET UP HOURS

Exhibitors may drive into the buildings only on Tuesday and Wednesday. Floor preparation for the installation of aisle carpeting will begin on Thursday. Installation and set-up of exhibits will occur during the following schedule:

Tuesday, February 16th ~ Bulk Space Only

All Buildings.....8:00 am – 6:00 pm

Exhibitors in bulk space areas are the only ones allowed to set-up on Tuesday.

Wednesday, February 17th

Bulk Spaces.....8:00 am – 8:00 pm

Booth Spaces (8'x10' – 10'x10' or larger) 12:00/noon – 8:00 pm

Thursday, February 18th ~ NO VEHICLES IN BUILDINGS

All Bulk & Booth Spaces.....8:00 am – 8:00 pm

Friday, February 19th ~ NO VEHICLES IN BUILDINGS

All Bulk & Booth Spaces.....8:00 am – 12:00/noon

MOVE-OUT / TEAR DOWN

Sunday, February 285:01 pm – 10:00 pm

Monday, March 1 8:00 am – 4:00 pm

In accordance with the Rules and Regulations of your lease agreement, no exhibit or display is to be dismantled before official closing (at 5:01pm) on Sunday, February 28th.

We 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. Be considerate of the attendees who make plans to come to the Show on the final day.

BOOTH CONSTRUCTION & DISPLAY

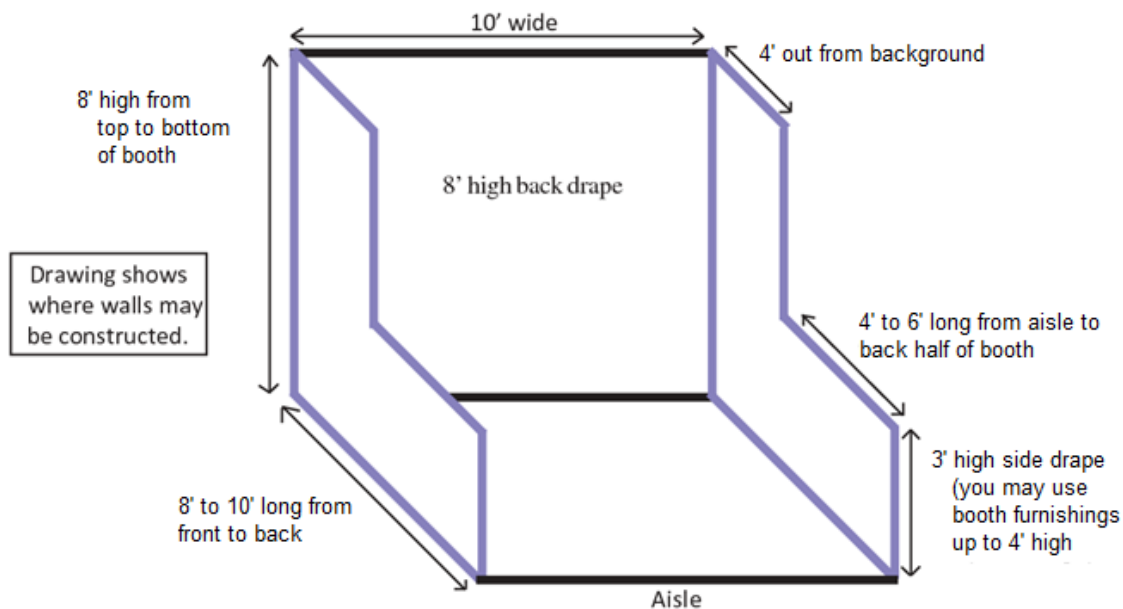
The following information is intended to allow equal exposure by all exhibits. The purpose of exhibiting is to sell. These rules are for your benefit and will be strictly enforced.

The Show Management 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.

Each non-bulk booth space will consist of an 8' high (pipe & drape) back wall and 3' high (pipe & drape) side walls. Booth furnishings (i.e., carpet, table, chairs, etc.) are the

exhibitor's responsibility to provide or to rent through the **SHOW DECORATOR** (see their contact information below).

- **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.**
- **Any exhibitor using steps or platforms in the booth must have hand rails installed on them by show opening on Friday, February 19, 2021 at 1:00 pm. This is a safety rule that must be complied with. Nobody will be allowed to open without them.**
- **Balloons, stickers, and handmade signs are strictly forbidden.**
- **The diagram below clearly indicates the guidelines required for linear booth participation in our show. All exhibit fixtures should be contained within the blue-grey outlined areas shown.**



BOAT, RV, ATV & AUTO DEALERS

Forklifts must be contracted with **Fern Exposition & Event Services**; contact them prior to set-up for hourly rate.

Clean-up crews will be allowed into the buildings 3 hours before show time each day and should report to the **West Pavilion Exhibitor Entrance** prior to going to their booth.

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

See "**INDIANA STATE FIRE MARSHAL REGULATIONS**" (page 9 of this manual) for additional information regarding the display of Boats, RVs, ATVs, Autos, etc.

INSURANCE INFORMATION & REQUIREMENTS

ALL EXHIBITORS must comply with the insurance requirements specified in the booth space lease agreement. The insurance requirements are designed to protect your company and the Renfro Productions' managed events. The following questions will be answered in this document regarding insurance for participation in the show.

- Do I need Show Insurance?
- Where can I get the insurance?
- Are there additional requirements for the insurance certificate?
- What is the difference between a general Certificate of Insurance and a Certificate of Insurance with an additional named insured?

➤ **Do I need Show Insurance?**

EXHIBITORS in the following categories must provide Show Management with a **Certificate of Liability Insurance** in the amount required by the Indiana State Fairgrounds (\$2,000,000 General Aggregate with 1,000,000 Per Occurrence).

Bulk Space Exhibitors (e.g., Boats, RVs, ATVs, Tackle, etc.)

Leased booth space, typically 400 SF or larger, is generally classified as bulk.

Booth Exhibitors

- Any exhibitor with an 8' x 10' or larger, where the general public can enter your booth space, must provide a Certificate of Liability Insurance.
- Exhibitors which have fishing and hunting related products, fishing hooks, knives, demonstrated products (i.e. sunglasses, tools, fishing or hunting equipment) and/or any products which could injure show attendees or other exhibitors.
- Any exhibitor selling, demonstrating or sampling food products. (See **FOOD/BEVERAGE EXHIBITORS** below regarding information on temporary food license for Indiana).

If you don't meet the criteria as outlined above, we request that you provide a copy of your general Certificate of Insurance which indicates your liability coverage. If you do not have insurance, please see the following "**Where can I get the insurance?**" section.

➤ **Where can I get the insurance and certificate?**

If you Already Have Insurance/An Insurance Agent

As an exhibitor, you can request either a general Certificate of Insurance or a Certificate of Liability Insurance with Additional Named Insured, from your insurance agent. Some insurance companies charge a nominal fee for the "Named Insured" section, some insurers provide the certificates at no charge. Simply provide your agent with the correct language (see the section entitled "**Are there additional requirements for the insurance certificate?**") to ensure the certificate is written accurately. Your booth space lease agreement stipulates that your company be properly covered by liability insurance.

As a standard requirement, our show exhibitors, meeting the criteria for liability insurance as outlined above, must provide proof of general liability coverage from an insurance company in good standing with minimum policy limits of \$1,000,000 per occurrence and \$2,000,000 in all.

If you Do Not Have Insurance/An Agent

If you do not have this coverage in place, we have made arrangements for **all of our exhibitors** to be able to acquire liability coverage at significant savings through the Shoff Darby Insurance Agency, by purchasing as part of a group. This company specializes in event insurance and works with exhibitors from consumer and business

tradeshows throughout the United States. Please click the link below, complete a short application/questionnaire and you can obtain this coverage for \$65 plus tax.*

[https://www.TotalEventInsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=GTpYdM6ue1A\\$](https://www.TotalEventInsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=GTpYdM6ue1A$)

Proof of alternative coverage, satisfying these minimums, or secured coverage through the link provided above must be in place, if required in "**Do I Need Show Insurance?**" section above, prior to your scheduled move-in date. **You will not be allowed to move-in/exhibit without proper insurance coverage in place.**

Please contact your Renfro Productions event representative with any questions.

*Renfro Productions & Management, Inc. and the managed events do not receive any compensation from any insurance transaction you may make. This information is provided as an additional resource for exhibitors who may wish to use this service.

➤ **What is the difference between a general Certificate of Insurance and a Certificate of Liability Insurance with an additional named insured?**

A general Certificate of Insurance is a document used to provide information on specific insurance coverages you have already purchased. The certificate provides verification of the insurance and usually contains information on types and limits of coverage, insurance company, policy number, and the policies' effective periods.

A Certificate of Liability Insurance with "additional named insured" endorsements furnish coverage to the "additional insured" for liability "arising out of" the named insured's work, operations, or premises (or some variation on that theme).

The Certificate Holder is simply a proof of insurance, whereas "Additional Insured" status gives the main contractor coverage and rights under their sub-contractor's or vendor's, the "Name Insured" policy.

➤ **Are there additional requirements for the insurance certificate?**

When purchasing a Certificate of Liability Insurance with Additional Named Insured, the wording on the document is very specific and important, just as important as making sure the coverage amounts are accurate.

The descriptor section of the liability form should read EXACTLY as follows:

Renfro Productions & Management Inc. and Indianapolis Boat, Sport & Travel Show Inc. named as "ADDITIONAL INSURED".

Certificate Holder section should read as follows:

Renfro Productions & Management Inc.
6405 Dr. Martin Luther King Jr. Blvd.
Anderson, IN 46013

Make sure the dates of the Policy cover the ENTIRE show, including setup/teardown dates.

QUESTIONS SHOULD BE DIRECTED TO YOUR RENFRO PRODUCTIONS REPRESENTATIVE

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.

Please contact us if you have any questions regarding this requirement. Certificates of Liability Insurance can be emailed to ejohnson@renfroproductions.com or cgeyer@renfroproductions.com

FOOD/BEVERAGE EXHIBITORS

In addition to the above, Exhibitors engaged in preparing, sampling or selling food or beverages of any sort are required by the Indiana State Department of Health (Regulation 410 IAC 7-24-107) to file a **Registration Application for a Temporary Retail Food Establishment** (State Form 59110). If you require an application, please go to their website where you can retrieve, complete and print the form:

<https://forms.in.gov/download.aspx?id=10801>

If you have any questions regarding this form or the State requirements, please contact their office directly at (317) 234-8569.

SHOW DECORATOR

Fern Exposition & Event Services

1147 South White River Pkwy East Drive

Indianapolis, IN 46225

Phone: (317) 635-9606 • Fax: (317) 634-0993 • Email: indianapolis@fernexpo.com

Their contact information to obtain price lists and order forms are posted on our website. <https://renfroproductions.com/existing-exhibitors/>

It will save you money to have your orders placed by January 20, 2021. The Show Decorator will also have a service desk in the Champions Pavilion, just outside of the Sport Show Office.

FREIGHT

NO FREIGHT WILL BE ACCEPTED AT THE INDIANA STATE FAIRGROUNDS PRIOR TO WEDNESDAY, FEBRUARY 17, 2021. Prior to February 17th contact Fern Exposition & Event Services for pricing and shipping details. Fern Exposition & Event Services will coordinate the handling of freight. Please read over their information.

Absolutely **NO COD'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

Attn: [EXHIBITOR NAME]

Building & Booth Number

1202 E 38th Street

Indianapolis, IN 46205-2897

Please make certain all shipments are marked with the appropriate BUILDING and BOOTH NUMBER of your exhibit space to ensure accurate delivery of your package(s), as shown in the example above.

SIGNAGE

The **SHOW DECORATOR** Fern Exposition & Event Services, provides a booth identification sign. If you require different signage, contact them directly. Their contact information is provided above (under SHOW DECORATOR) and can be found online through the provided web link.

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 which can be contracted 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.

ELECTRICITY / TELEPHONE / INTERNET

Show Management furnishes one (1) 500 watt outlet per 10' of booth space. Bulk space exhibitors can use outlets on poles for cash registers, computers, TV's, VCR's, DVD players, etc. **All spot lights, 500 watts and over must be contracted with the show electrician and fees paid to them.** See ERMCO Electric at their service desk outside of the Show Office in the Champions Pavilion.

If you require additional electricity, internet (WiFi) access or a phone line in your booth, you must make arrangements directly with ERMCO. Call ERMCO at (317) 423-3766 or their price lists/order forms are posted on our website:

<https://renfroproductions.com/existing-exhibitors/>

STAFFING OF EXHIBIT

Every exhibitor is responsible for having their exhibit space staffed at all times. Show Management **INSISTS** that all exhibits be staffed during all hours open to the public. Exhibitor Pass Gates will be open one (1) hour prior to show time.

EXHIBITOR CREDENTIALS

All credentials should be picked up at check-in and prior to Show opening; NO credentials will be mailed.

Booth Space:

Three (3) ten-day credentials and four (4) one-day credentials for the first 10' booth space. Add one (1) ten-day and four (4) one-day credentials for each additional 10' booth space.

Bulk Space:

Exhibitors with less than 1000 sq ft will receive four (4) ten-day credentials and fifteen (15) one-day credentials. For every 100 sq ft over the first 1000 sq ft you will receive an additional one-day credential. For every 1000 sq ft over the first 1000 sq ft you will receive an additional ten-day credential.

On the back of each credential is a unique number and QR Code. The 1-day credential is scanned at the point of entry and cannot be used again.

The 10-day credential works the same way and is good for all ten days of the show; however, IT CAN ONLY BE SCANNED AND USED ONCE PER DAY.

We highly recommend that you record the unique number of each credential and to whom the credential(s) is/are assigned. Should the credential(s) become lost, stolen or destroyed, notify our office immediately so that we can deactivate the credential(s) and issue replacement(s) to you.

Pass Outs: If at any time the user of either credential needs to leave the building and then return to the Show later in the day/evening, the departing individual should leave through an "Exhibitor Pass Gate" in order to have their hand stamped. This is the only way they can re-enter the Show on that same day – short of purchasing an exhibitor credential or guest pass.

We no longer provide Dealer Representatives with Exhibitor Credentials; this is your responsibility. You must provide your Dealer Representative(s) with credentials from those issued to you at time of check-in or you may purchase additional (see below) as needed.

IMPORTANT: If you wish to exchange a ten-day credential for ten (10) one-day credentials, please let our office know as soon as possible.

If you have guests or customers coming to see you, you may purchase and provide them with Guest Passes (see GUEST PASSES below).

ADDITIONAL EXHIBITOR CREDENTIALS

Additional one-day credentials may be purchased for **\$9.00 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 who would like the use of Guest Passes may purchase them for \$9.00 each. The Passes are available in advance as well as during the course of the Show. The Guest Passes can ONLY be purchased through the Show Office; they CANNOT be purchased at the box offices.

WILL CALL

Exhibitors have the option of leaving extra credentials or guest passes with our Show Office staff in "Will Call" which is located ONLY at the Show Office in the Champions Pavilion. **EXHIBITORS** – NONE of the box offices or door staff are to be used as "Will Call". If you leave passes or credentials for guests, workers or dealer representatives, they MUST enter the show in the Champions Pavilion and go to the Show desk to retrieve their passes/credentials. ABSOLUTELY NO EXCEPTIONS.

The "Will Call" for the *Indiana Motorcycle & Powersports Expo* and the *Indiana Deer, Turkey & Waterfowl Expo* is located at the West entrance Exposition Hall Exhibitor's Pass Gate. Exhibitor Credentials or Guest Passes FOR THOSE SHOWS are to be left at the Expo "Will Call," and not at the Champions Pavilion Show office "Will Call."

EXHIBITOR PARKING

Space is limited; therefore, the Indiana State Fairgrounds will only provide a specific number of parking passes to try to best accommodate everyone.

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.

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.

BOX TRUCK, TRAILER & BOAT 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 attached map on page 11 of this guide). **PLEASE NOTE:** All trucks and/or trailers found parked in the Swine Barn without the proper "Stock Trailer Permit" will be removed and towed at owner's expense.

STOCK TRUCK & CARGO TRAILER PARKING: To better serve the needs of our exhibitors who require restocking of their inventory each day, we have created a **Stock Truck & Cargo Trailer Parking Area** in the Swine Barn (located on the east side of Champions and Blue Ribbon Pavilions). There are a limited number of parking spaces in the Swine Barn, therefore "Stock Trailer Permits" are extended on a first come, first served basis. Exhibitors are to request a Swine Barn "Stock Trailer Permit" at time of check-in and must have it displayed in their vehicle or on their trailer prior to parking it in the Swine Barn. This is a "Permit Only" parking area that requires the truck/trailer to be inspected to verify it contains products necessary to restock your booth.

Once your truck/trailer is parked in its space within the Swine Barn, it will remain there until the end of the show. If you remove your truck/trailer at any time during the show you MAY no longer be able to return your truck/trailer to the Stock Truck & Trailer Parking area due to space limitations. All other trucks/trailers found parked in the Swine Barn without the proper "Stock Trailer Permit" will be removed and towed at owner's expense.

CAUTION: No parking of any vehicles or trailers will be allowed close to occupied buildings.

LITERATURE STORAGE

Storage space will be provided. After opening day, we will deliver stored materials upon request. Requests are to be made at the Show Office the **night before** the materials are needed. We will deliver your materials to your booth before show opening of the next day. **Remember**, it is hard to move literature after the Show opens, so let us know ahead of time. Be sure to request enough for Saturday and Sunday.

SHOW 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. Security cameras are also in place. **Sold fishing rods must be tagged as such.** 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.

FREE DRAWINGS, GIVE-AWAYS, ETC.

Must be authorized by Show Management! Please contact Kevin Renfro at (765) 641-7712. **Winning names and/or items must be left in the office before you tear down your exhibit space.**

EXHIBITOR LOUNGE

Located in the "Wool Room" of the Blue Ribbon Pavilion. The Wool Room is off the hallway between Blue Ribbon and South Pavilions. Coffee, tea and water will be provided. Please be our guest and use the lounge.

INDIANA STATE FIRE MARSHAL REGULATIONS

- This is a **No Smoking** facility; smoking will only be allowed in designated areas. Smoking IS NOT PERMITTED within the buildings or within any of the tents/tunnels connecting the buildings.
- The Indiana State Fire Regulations & City Ordinances prohibits **ANYTHING** from protruding into the aisles. These rules will be strictly enforced.
- With regard to motorized vehicles, watercrafts and forklifts:
 - The maximum amount of gasoline permitted to remain in the tank is less than one-fourth (1/4) 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 OF INDIANA, DEPT OF REVENUE 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>

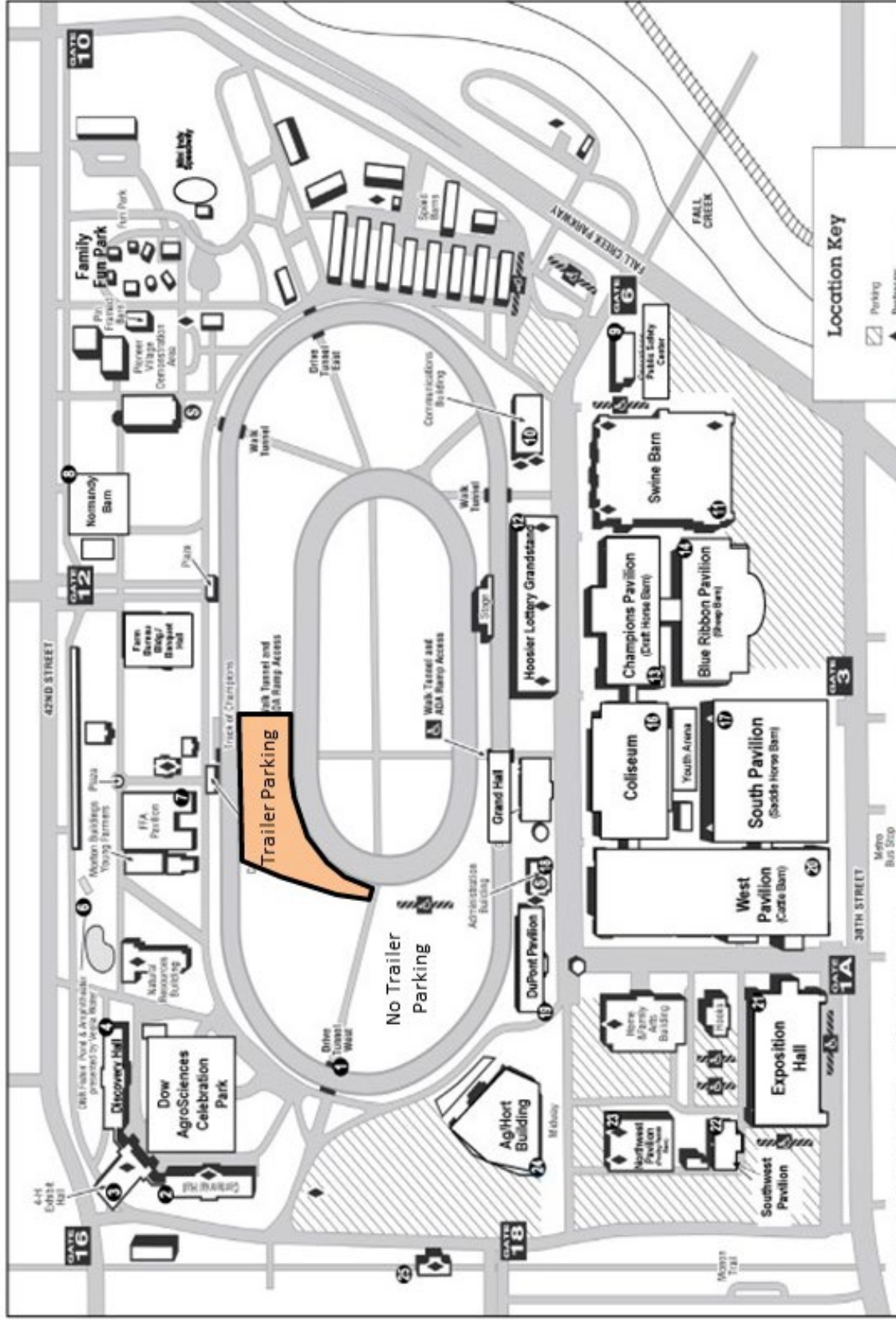
Since the Department of Revenue takes the position that an out-of-state vendor is doing business within Indiana, we recommend that you review the Indiana tax laws and

regulations and decide for yourself 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 provided the necessary contacts for information purposes only.

PETS/ANIMALS

Exhibitors **are not permitted** to bring pets or live animals into the Show; except for service dogs and guide dogs that are wearing the appropriate identifying vest, tags or collar.



INDIANA STATE FAIRGROUNDS

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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.