



2021 EXHIBITOR GUIDE

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SHOW DATES & HOURS

Friday, January 15 th	5:00PM – 9:00PM
Saturday, January 16 th	10:00AM – 9:00PM
Sunday, January 17 th	10:00AM – 5:00PM

ADMISSION

- \$14.00 for General Admission
- KIDS 12 AND UNDER ARE FREE when accompanied by a paying adult

ADVANCED TICKET SALES

Online “e-tickets” will be available in advance and during the entire run of the Show. E-tickets are \$12.00 each at: <https://cincysportshow.com>

HOTEL INFORMATION

The hotels through which we have secured special rates are listed on our website at the following link:

<https://www.cincysportshow.com/visitor-information/hotels/>

Please be aware that the hotels listed on our website are **THE ONLY** official host hotels associated with our event. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by – nor are they affiliated with – our event.

ATM INFORMATION

An automated teller machine will be located on the first floor of the Duke Energy Convention Center in the Elm Street lobby.

EXHIBITOR ENTRANCE & SHOW OFFICE

The **Exhibitor Registration** will be located at the Show Office, with entry into the building through either the 5th & Elm Streets lobby entrance or the loading dock entrance of the Duke Energy Convention Center.

REGISTRATION

- During set-up and the Show – Registration will be conducted from the main Show Office.
- During the Show – Registration will be open **one hour prior to Show opening until one hour before closing.**

An entrance for MAIN FLOOR exhibitors will be open at the loading dock for the **one hour** prior to the Show opening. This is a **pass only** gate. Any exhibitor needing more than one hour prior to opening to work on display, must obtain approval from Show Management at least one (1) day in advance.

FORKLIFTS

Renfro Productions & Management **will not** be providing forklifts for exhibitor move-in.

- Dealers may bring their own forklifts and use them at the facility. The operators must be forklift certified (OSHA). They must also have their license on them.
- Those who do not have a forklift must contract directly with Fern Expo.
- The chain hoists will be available on a first-come-first-serve basis at no charge, as always.

Your Fern Expo representative is Nancy Guy (nguy@fernexpo.com) and is the one to contact for forklifts.

MOVE-IN / MOVE-OUT INFORMATION

- BULK EXHIBITORS:** Move-in schedule and information will be sent under separate cover.
- BOOTH EXHIBITORS:** Move-in on Wednesday, January 13th from 8:00AM – 8:00PM
Thursday, January 14th from 8:00AM – 8:00PM
Friday, January 15th from 8:00AM – 2:00PM.



**PLEASE DO NOT BLOCK THE FIREHOUSE LOCATED ON FIFTH STREET AT CENTRAL.
ANY VEHICLE BLOCKING FIREHOUSE WILL BE TOWED IMMEDIATELY.**

- INSTALLATION AND SET-UP OF ALL BOOTH AND BULK SPACES MUST BE COMPLETED BY 4:00PM, FRIDAY, JANUARY 15th.
- During set-up, we urge you to avoid downtown traffic from 4:00PM to 5:30PM.
- LABOR will be available to help you unload your vehicles.

TRANSPORTING DISPLAYS: Enter dock, Sixth Street at Plum Street (center, rear of building). Labor and equipment will be at dock to help **unload**. Directions are enclosed. **After unloading, YOUR VEHICLE MUST BE IMMEDIATELY REMOVED FROM DOCK AREA.**

MOVE-OUT INFORMATION: ALL exhibits MUST remain in place until close of show on Sunday, January 17th at 5:00PM. Exhibits may be removed after Show closes on Sunday, January 17th, from 5:01PM–10:00PM or on Monday, January 18th from 8:00AM – 12:00PM (noon). ALL exhibits MUST be removed by 12:00PM on Monday, January 18th!

*****Tape placed on the floor by Exhibitors must be removed at the end of the Show. If tape is not removed, Exhibitor will be invoiced for the labor to do so.*****

SHIPPING INFORMATION

SHIPPING INSTRUCTIONS:

Shipments to arrive **PRIOR** to or **on Tuesday, January 12th** should be sent **PREPAID** to the following:

TO: **[Exhibiting Company Name]**
c/o George Fern Company
645 Linn Street
Cincinnati, OH 45203
FOR: Cincinnati Sports Show
Booth # _____

Shipments to arrive **AFTER Tuesday, January 12th** should be sent **PREPAID** to the following:

TO: **[Exhibiting Company Name]**
Duke Energy Convention Center
6th Street Docks
Cincinnati, OH 45202
FOR: Cincinnati Sports Show
Booth # _____

PLEASE MAKE SURE COMPANY NAME AND BOOTH NUMBERS ARE ON ALL BOXES, CRATES, ETC.

HANDLING: For shipments consigned to the Duke Energy Convention Center or reaching the dock by your transportation, will be accepted on or after January 13, 2021.

EXHIBITS ARRIVING PRIOR TO JANUARY 13th will automatically be sent to the George Fern Company and **WILL BE CHARGED** for shipping and handling.

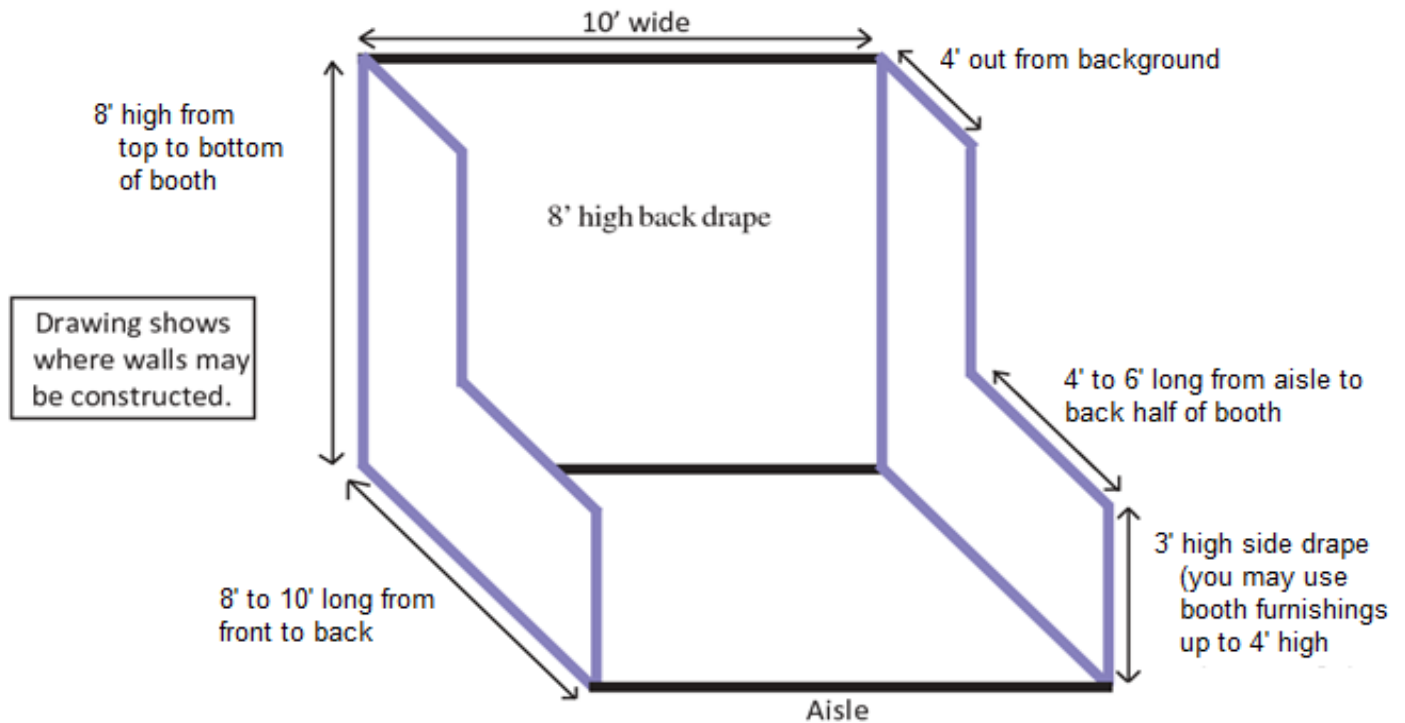
RECEIVING HOURS: Wednesday, January 13th thru Friday, January 15th, from 8:00AM–5:00PM

FOR YOUR INFORMATION: The George Fern Company hours are 8:00AM–4:00PM. If a forklift or any other special attention is needed, please plan your move-in and move-out schedules in advance.

BOOTH DECORATION/CONSTRUCTION

All **BULK** exhibitors using drape to divide spaces must seek approval of Renfro Productions and the adjoining exhibitor. All sidewalls and exhibit draping must be approved by Show Management.

Booth construction **MUST** be sound so as not to collapse or produce hazardous conditions for occupants and Show patrons. No exhibit (8' x 10' display) structure (display, boat, raft, signs, etc.) shall extend more than 8' in height of back line, nor exceed an 8' height from the back line 4' from the rear of the booth to the aisle.



All exhibits extending to 4' from the rear of the space must be properly decorated on both sides. Exhibitor's display/decorations may not obstruct other displays nor project into the aisles. All decorations must have been flame-proofed and pass inspection by all designated authorities of the City of Cincinnati. No cut evergreens shall be used for decorative purposes unless fire proofed.

Television monitors used must have a screen 12" square in size or less and may be placed on front table 30" in height. If front table is more than 30" in height, television monitor must be placed to rear of the exhibit.

EXHIBITOR CREDENTIALS

WE DO NOT PROVIDE NAME BADGES

All exhibitor credentials should be picked up at the Exhibitor Registration area during check-in and prior to Show opening; **credentials ARE NOT MAILED**.

Exhibitor credentials are calculated and based on the size of exhibit space as detailed below:

Booth Space: (8' x 10' or 10' x 10')

Four (4) three-day credentials for the first 8' x 10' or 10' x 10' booth space. For every 8' x 10' or 10' x 10' booth space thereafter, you will receive one (1) 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 one (1) additional three-day credential.

The three-day credential is good for all three days of the show and is scanned at the point of entry. The three-day credential can only be used/scanned once per day. See “**Pass Outs**” below for instructions to leave and return on the same day.

There are also one-day credentials available and they function similarly; however, once the one-day credential is used/scanned it is no longer valid and cannot be used again. A three-day credential can be converted into three one-day credentials to be distributed to those individuals who will not be attending the show all three days.

On the back of each credential is a unique number and QR Code. 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 later of the same day, 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 do not 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 Guest Passes or additional Exhibitor Credentials (see below) as needed. A “Will Call” location will be set up at the Box Office in the Convention Center for your convenience in leaving credentials or passes for staff and/or guests.

IMPORTANT: If you wish to exchange a three-day credential for three (3) 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 exhibitor 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 office or online.

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 office or online.

WILL CALL

Exhibitors can leave extra Exhibitor Credentials or Guest Passes at “**Will Call**” which is also located at the Box Office in the South Lobby of the Convention Center.

PARKING

There are several options for parking around the Convention Center. The least expensive appears to be *Allpro Parking*, which is an open-air parking lot, located between 4th & 5th Streets and Plum & Home Streets. Entrance to the parking lot is located on 5th Street. **Allpro Parking is NOT a garage.**

Oversized vehicles can enter and park at the *84.51 Garage* located on the corner of 5th & Race Streets.

ELECTRICAL CODE

ALL electrical use in the exhibit area MUST comply with the OSHA National Electrical Code. Specifically, ONLY three-wire ground extension cords are permitted for use. **ALL electrical service must be ordered from the Convention Center.** Proper requisition forms will be included in the George Fern Company package, mailed under separate cover.

FIRE PREVENTION CODE

ALL materials used for decorations MUST BE FLAME RESISTANT; capable of meeting a MATCH FLAME TEST. No HAZARDOUS equipment or material is permitted in the exhibit area without written approval from the Fire Prevention Bureau. This includes open flame, hot coals, toxic liquid or gasses, flammable chemicals, liquid, solid or gas, LP cylinder, etc. ALL COMBUSTIBLES (cartons, crates, packing materials, etc.) MUST BE REMOVED from exhibit area. Storage will be provided.

For special approval form or information, contact the Cincinnati Fire Prevention Bureau at (513) 352-2301.

FIRE MARSHALL REGULATIONS

With regard to ALL 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 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.

Due to limited storage, all forklifts must be removed from the Convention Center.

SMOKING REGULATIONS

The Duke Energy Convention Center is a regulated non-smoking facility. Smoking IS NOT permitted in or around the facility.

FIRE EMERGENCY PLAN

- 1) An announcement will be made by security in the event of a fire emergency.
- 2) In the event an emergency announcement is made, you and your staff are to proceed and exit through the nearest fire exit.

- 3) Encourage everyone exiting to do so in a calm and orderly fashion.
- 4) Do not exit the building via elevators. Use emergency exit steps which are well-marked on upper levels of the Duke Energy Center.
- 5) Once the emergency is over, Exhibitors will be re-admitted prior to the public through the Exhibitor Registration area in the front lobby (Elm Street).

FIRST AID STATION

The First Aid Station is located off the main lobby (street level) near the Fifth & Elm Streets entrance. An EMT is on duty during Show hours.

HANGING SIGNS

"Business Name" signs hung from the ceiling may be used over BULK SPACE ONLY. Hanging signs over booths is not permitted. All sign sizes, sign copy and sign locations are at the discretion of Renfro Productions & Management, Inc. (Show Management). Renfro Productions reserves the right to make changes in sign specifics without prior notice. No other type of signs may be suspended from the ceiling other than Show directional and feature signs, except in the sole discretion of Show Management.

INSURANCE 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 Duke Energy Convention Center (\$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.

If you do not 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/Customr/ExhibitorAnnual.aspx?eid=CWJb4gLuIxES>

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.**

*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 (does not meet our criteria) 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” (required) 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 “Named 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 Cincinnati Shows, Inc. named as “ADDITIONAL INSURED”.

Certificate Holder section should read as follows:

Renfro Productions & Management, Inc.
Cincinnati Shows, 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.

ANY QUESTIONS SHOULD BE DIRECTED TO YOUR RENFRO PRODUCTIONS' SALES 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 Duke Energy Convention Center.

Certificates of Liability Insurance can be faxed to our main office at (765) 641-7756 or emailed directly to ejohnson@renfroproductions.com or cgeyer@renfroproductions.com.

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 (Sec. 4301.62). This section does not apply to liquor lawfully purchased through the liquor license holder of the building (concessionaire).

PUBLICITY & PROMOTION

Publicity starts with interesting and newsworthy releases and captioned photos. Alert us now of plans involving unique or exclusive products, history of invention or development of your product or a visiting VIP or celebrity.

Highlight your participation in your TV, radio, newspaper, advertising, general mailings, newsletters, or fliers. Treat it with the excitement it deserves!

RAFFLE REGULATIONS

Ohio law prohibits the sale of raffle tickets or the conducting of raffles by any company, corporation, non-profit organization, or any other entity in a facility which holds a liquor license. The Duke Energy Convention Center holds such a license, thus prohibiting this type of activity.

SERVICE ORDER FORMS

A complete service package will be sent to the Exhibitor by the Official Contractor, George Fern Company, approximately six weeks prior to the Show.

TRANSIENT VENDOR LICENSE

The State of Ohio requires a transient vendor's license when the person who, in the usual course of his business, transports inventory, stock of goods, or similar personal property to a temporary place of business in a county in which he has no fixed place of business, for the purpose of making retail sales of such property.

WHAT ELSE CAN YOU DO?

All sales, taking of orders for future delivery, conferences, lectures, displays and distribution of literature will be in a dignified manner consistent with the overall theme of the Show and within the confines of leased space.

No noise making devices, public address systems and/or sound systems of any type shall be allowed without specific prior written approval from Show Management.

All rubbish must be moved into the aisles at the end of each day of the Show.

No helium filled balloons or placement of stickers on persons or Convention Center grounds will be permitted.

All exhibits must have attendants during the Show hours unless other arrangements are made with Show Management.

- 1) Supply your staff with all Show information available.
- 2) Conduct meetings regarding the Show prior to, so that you are assured of your salespeople's responsibilities and capabilities.
- 3) Lay out your exhibit booth prior to the Show to be assured of its quality and components.
- 4) Solicit your current clients to "See you at the Show!"
- 5) Make sure that you have read all the "Rules and Regulations" of the Show which are spelled out in this Guide and on the Exhibitor's "Booth Space Lease Agreement".
- 6) Ask questions now, not at Showtime!