



FEBRUARY 24<sup>TH</sup>~27<sup>TH</sup>, 2022

INDIANA STATE FAIRGROUNDS

EXPO HALL

INDIANAPOLIS, INDIANA

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## EXHIBITOR GUIDE

- ❖ SHOW DATES & HOURS
- ❖ SET-UP & TEAR-DOWN SCHEDULES
- ❖ BOOTH SET-UP INFORMATION & GUIDELINES
- ❖ INSURANCE REQUIREMENTS & INFORMATION
- ❖ SHOW DECORATOR INFORMATION
- ❖ EXHIBITOR RULES & REGULATIONS

Renfro Productions & Management, Inc. would like to thank you for being a part of the 24<sup>th</sup> Annual Indiana Deer, Turkey & Waterfowl Expo. Please thoroughly read this Exhibitor Guide. It will save you time, money, and help make the Expo a success for you.

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## SHOW MANAGEMENT CONTACT INFORMATION

Show Website: <http://indiana deer and turkey expo.com/>

Email: [info@renfroproductions.com](mailto:info@renfroproductions.com)

<u>Contact</u>	<u>Position</u>	<u>Phone</u>
Kevin Renfro	Show Director	(765) 400-5002
Mark Kaley	Operations Director	(765) 400-5003
Mitch Renfro	Operations & Sales	(765) 400-5004
Elaine Johnson	Exhibitor Services	(765) 400-5000
Candice Geyer	Exhibitor Services	(765) 400-5005
Todd Jameson	Marketing Director	(765) 400-5007
Chuck Evans	Sales	(765) 400-5001

## EVENT CONTRACTOR INFORMATION

<u>Contractor</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>
<u>Fern Exposition &amp; Event Services</u>	Tina Rembusch	(317) 714-1058	<a href="mailto:trembusch@ferneexpo.com">trembusch@ferneexpo.com</a>
	Kelly Weldy	(317) 635-9606	<a href="mailto:kweldy@ferneexpo.com">kweldy@ferneexpo.com</a>
<u>ERMCO</u>	Regina Rosebrock	(317) 423-3787	<a href="mailto:rosebrock@ermco.com">rosebrock@ermco.com</a>
	➤ Electrician Jake VanWye	(317) 416-7158	<a href="mailto:jvanwye@ermco.com">jvanwye@ermco.com</a>
	➤ WiFi/Phone Paul Gaddie	(317) 517-0853	<a href="mailto:pgaddie@ermco.com">pgaddie@ermco.com</a>

## EVENT LOCATION:

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

## EVENT SCHEDULE:

Thursday, February 24<sup>th</sup> ..... 12:00 p m – 7:00 p m  
Friday, February 25<sup>th</sup> ..... 12:00 p m – 8:00 p m  
Saturday, February 26<sup>th</sup> ..... 10:00 a m – 8:00 p m  
Sunday, February 27<sup>th</sup> ..... 10:00 a m – 5:00 p m

## CHECK-IN LOCATION

Check-in starts on Tuesday, February 22<sup>nd</sup> at 12:00pm. The exhibitors of the Indiana Deer, Turkey & Waterfowl Exposition will check-in at the Expo Show Office located at the East end of the EXPOSITION HALL.

**Any balance due on your space must be paid with cash, credit card or money order before you can set-up.**

## MOVE-IN / SET-UP HOURS

Tuesday, February 22<sup>nd</sup>

Bulk Space Only .....12:00pm – 8:00pm

Wednesday, February 23<sup>rd</sup>

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

Thursday, February 24<sup>th</sup> (NO TRAILERS – HAND CARRY ONLY)

Booth Spaces .....8:00am – 11:00am

## MOVE-OUT / TEAR-DOWN

Sunday, February 27<sup>th</sup> .....After Official Closing (5:01pm – 10:00pm)

Monday, February 28<sup>th</sup> .....8:00am – 12:00pm

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 27<sup>th</sup>. 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. Anyone found starting to tear-down before 5:00pm will automatically be removed from our mailing list. Be considerate of the attendees who make plans to come to the Expo on the final day, only to discover that half of the exhibits have already packed up and are ready to leave.

## BOOTH CONSTRUCTION INFORMATION

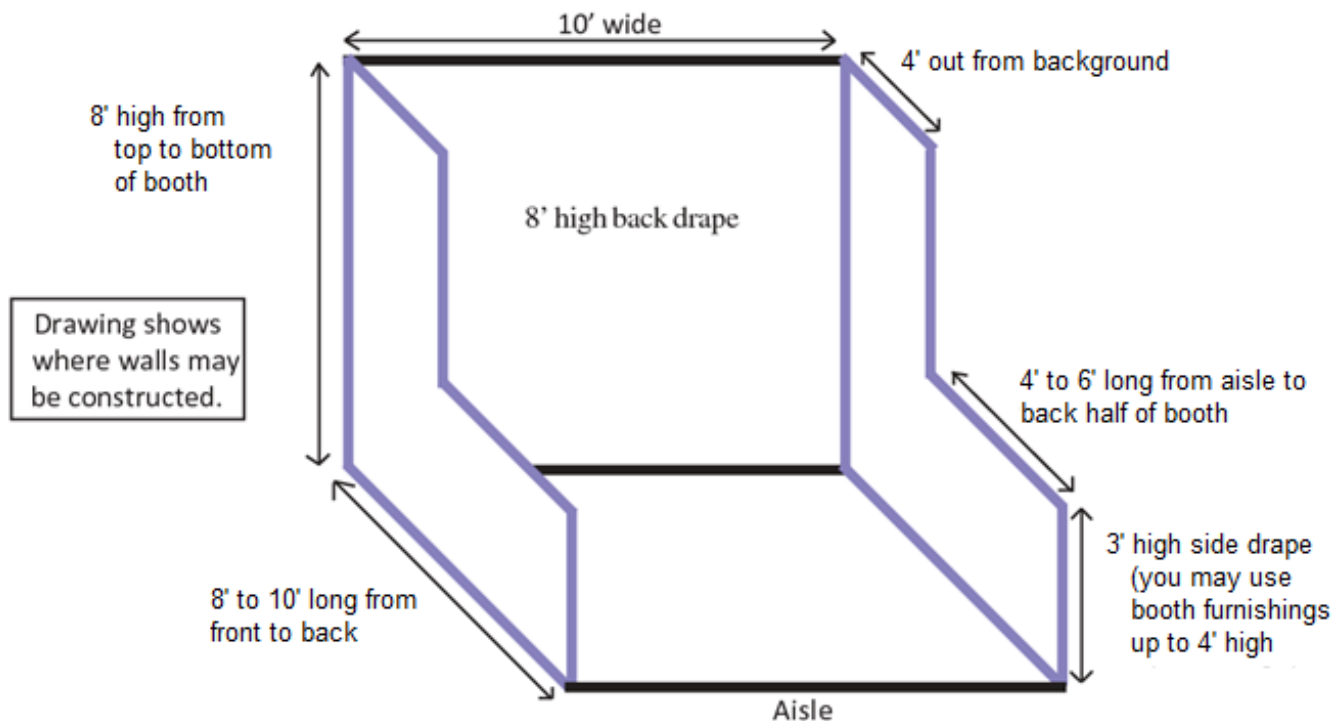
The following information is intended to allow equal exposure by all exhibits. The purpose of exhibiting is to sell. These rules are for your benefit and will be strictly enforced.

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 their booth must have handrails installed on them by show opening, Thursday, February 20<sup>th</sup> at 12:00pm/noon. 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.
- 24-hour security is in effect. We suggest you cover all merchandise at closing each evening and rope off your display.
- 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.

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 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

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 trade shows 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?e id=5MBtNfN3W3IS>

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 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 subcontractor'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 Renfro Expositions, Inc. are named as "ADDITIONAL INSURED".

***Certificate Holder section should read as follows:***

Renfro Productions & Management Inc.

Renfro Expositions Inc.

6405 Dr. Martin Luther King Jr. Blvd.

Anderson, IN 46013

*Make sure the dates of the policy cover the ENTIRE show, including setup and tear down dates.*

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 or faxed to our office at (765) 641-7756.

## 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@fernepo.com](mailto:indianapolis@fernepo.com)

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

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

The Show Decorator will have a service desk in the Champions Pavilion, just outside of the Sports Show Office. It will save you money to have your orders placed by January 20, 2022.

## FREIGHT

NO FREIGHT WILL BE ACCEPTED AT THE INDIANA STATE FAIRGROUNDS PRIOR TO WEDNESDAY, FEBRUARY 23, 2022. Prior to February 23<sup>rd</sup>, contact Fern Exposition & Event Services for pricing and shipping details.

Fern Exposition & Event Services will coordinate the handling of freight. 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  
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 package(s), as shown in the example above.



## FORKLIFT AVAILABILITY

Forklifts must be contracted with *Fern Exposition & Event Services*. Their contact information for obtaining price lists and order forms are available on our website at: <https://renfroproductions.com/existing-exhibitors-indianapolis/>

## SIGNAGE

The SHOW DECORATOR, Fern Exposition & Event Services, provides a booth identification sign. If you require different signage, contact them directly. Their contact information can be found within this Guide and online through the provided link above.

## 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. Clean-up crews should report to the Expo Hall Exhibitor Entrance.

## ELECTRICITY / INTERNET / TELEPHONE

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, DVD player, etc. All spot lights, 500 watts and over, must be contracted with the show electrician and fees paid to them.

If you require internet access and/or a temporary phone line in your booth, you must make arrangements directly with ERMCO.

ERMCO's price list and order forms are posted on our website at:

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

ERMCO will also 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, 2021.

## 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 CREDENTIALS

All exhibitor credentials must be picked up at check-in time. Exhibitor Pass Gates will be open one (1) hour before show time.

### Booth Space :

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

### Bulk Space :

Exhibitors with 400 sq ft will receive six (6) four-day credentials. For every 100 sq ft over the first 400 sq ft you will receive one (1) additional four-day credential.

The 4-day credential is good for all four days of the Expo; however, IT CAN ONLY BE SCANNED AND USED ONCE PER DAY.

There are also 1-day credentials available in exchange for the 4-day credential or to purchase. The 1-day credential works similarly to the 4-day credential; however, once it is scanned at the point of entry it cannot be used again.

On the back of each credential is a unique number and QR Code. We strongly 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 during the course of an exhibiting day 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 using an additional Credential or purchasing an admission ticket.

### IMPORTANT:

- *If you wish to exchange a four-day credential for four (4) one-day credentials, please let us know as soon as possible.*
- *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 \$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 only may purchase Guest Passes for customers and guests at a cost of \$9.00 each; a savings of \$6.00 off adult admission. The Passes are available in advance as well as during the course of the Show by contacting Show Management. The Guest Passes can ONLY be purchased through the Show Office (located at the east end of the Expo Hall); they CANNOT be purchased at the box offices.

## WILL CALL

Exhibitors have the option of leaving extra credentials and/or guest passes at our “Will Call” area which is located ONLY at the west entrance of the Expo Hall.

EXHIBITORS – the box offices are not to be used as “Will Call”. If you leave passes or credentials for guests, workers or dealer representatives, they MUST enter the show at the West Entrance of the Expo Hall and go to the “Will Call” entrance to retrieve their passes/credentials. ABSOLUTELY NO EXCEPTIONS.

## EXHIBITOR PARKING

Space is limited, therefore the Indiana State Fairgrounds will distribute the 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.

PLEASE NOTE: No parking 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 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 13 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 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

Storage space will be provided. After opening day, we will deliver stored materials upon request. Requests are to be made at the Expo 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.

## EVENT 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.

## FREE DRAWINGS, GIVE-AWAYS, RAFFLES, ETC.

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 your exhibit space.

## EXHIBITOR LOUNGE

Coffee and tea will be provided in the Expo Show Office during move-in and set-up only; after which this office may be closed.

## 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 or 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 motorbikes are to be drained completely. Battery cables must be disconnected and taped.

## STATE 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>

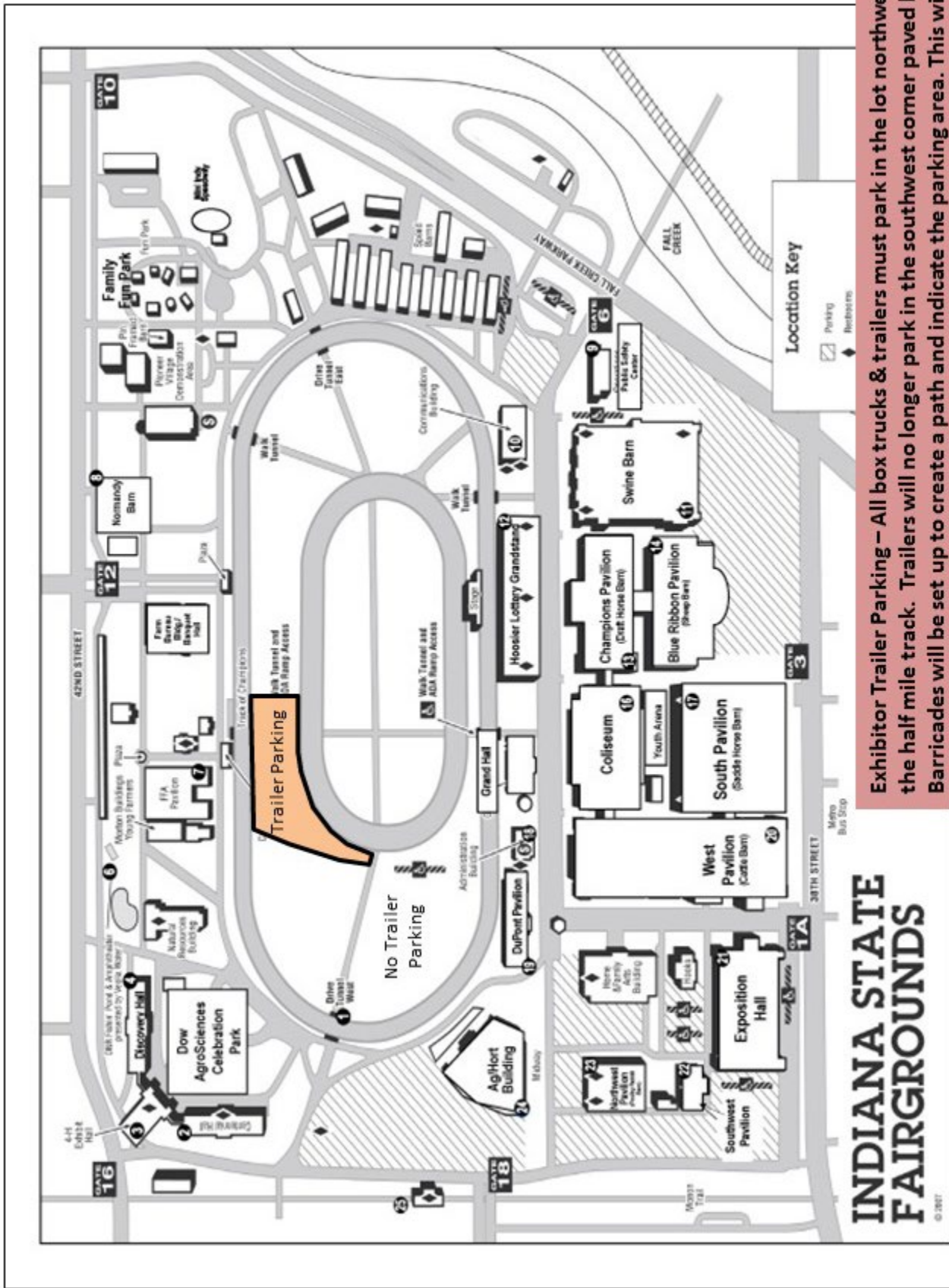
Since the Department of Revenue takes the position that an out-of-state vendor is doing business within Indiana, we recommend that you review the Indiana tax laws and regulations to make the determination if your business needs to register as a n

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 identification vest, collar or tag. Show Management reserves the right to have removed any animal it determines as a threat to people or other animals at the Show.



# 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.**