



EXHIBITOR GUIDE

- ❖ EXHIBITOR SET-UP DATES, HOURS & GUIDELINES
- ❖ SHOW DATES & HOURS
- ❖ EXHIBITOR RULES & REGULATIONS
- ❖ INSURANCE REQUIREMENTS
- ❖ SHOW DECORATOR INFORMATION

Renfro Productions & Management, Inc. would like to thank you for being a part of the 30th Annual Indiana Motorcycle & Powersports Expo.

Please thoroughly read this Exhibitor Guide. It will save you time, money, and help make the Expo a success for you.

Even if you think you know everything contained within the 2025 Indiana Motorcycle & Powersports Expo Exhibitor Guide, **please read this page carefully. The following items will be strictly enforced:**

- Bikes cannot be started within the building once the Show has officially opened (see page 11 – **Indiana State Fire Marshal Regulations**)
- **Sound Systems** – We understand that you must demonstrate the range of sound in a sound system to effectively sell it. **We remind you that sound generated in your booth must not prevent your neighbors from having normal conversation with show visitors. When demonstrating the sound systems, you are allowed to turn up the sound momentarily PROVIDED you immediately turn the sound level back down.** Sound at sustained high levels will not be allowed under any circumstances.
- When the Expo closes at 5:00pm on Sunday, February 23, 2025, you are not permitted to start motorcycles or powersports equipment to ride them out of the building until ALL show visitors have completely left the building. Show Management will make an announcement once it has been verified the building is clear. We must have your cooperation on this matter for the safety of all.

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SHOW MANAGEMENT CONTACT INFORMATION

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

Email: 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) 400-5006
Todd Jameson	Marketing Director	(765) 400-5007

EVENT CONTACT INFORMATION

<u>Contractor</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>
Fern Exposition & Event Services	Randy Fisher	(317) 803-3779	Indianapolis@FernExpo.com
	Laura Harris	(317) 339-8301	rfisher@fernexpo.com
			lharris@fernexpo.com
Indiana State Fairgrounds ~ Internet / Wi-Fi / Telephone			
	Requests/Questions/Orders	(317) 927-7500	events@indianastatefair.com
ERMCO ~ Electric	Eric Edwards	(317) 423-3766	eedwards@ermco.com
	➤ Electrician Jake VanWye	(317) 416-7158	jvanwye@ermco.com
	➤ IT 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 14th 1:00 pm – 8:00 pm
 Saturday, February 15th 10:00 am – 8:00 pm
 Sunday, February 16th 10:00 am – 5:00 pm
 Monday, February 17th **CLOSED**
 Tuesday, February 18th **CLOSED**
 Wednesday, February 19th 12:00 pm – 7:00 pm
 Thursday, February 20th 12:00 pm – 7:00 pm
 Friday, February 21st 12:00 pm – 8:00 pm
 Saturday, February 22nd 10:00 am – 8:00 pm
 Sunday, February 23rd 10:00 am – 5:00 pm

EXHIBITOR CHECK-IN

Check-in starts on Tuesday, February 11th at 8:00am. SEE: **Move-In / Set-Up Schedule** below. All Exhibitors are to check-in at the Show Office located at the northeast entrance of the **CHAMPIONS PAVILION**. During check-in and set-up, the Show Office will only be open from 8:00am until 6:00pm; however, you may continue to set-up your exhibit area based on the **Move-In / Set-Up** schedule below.

Any balance due on your space must be paid with CASH, MONEY ORDER or CREDIT CARD before you can set-up. NO PERSONAL CHECKS PLEASE.

MOVE-IN / SET-UP SCHEDULE

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 11th

All Bulk Spaces 8:00am – 8:00pm

Wednesday, February 12th

All Bulk 8:00am – 8:00pm

Thursday, February 13th ~ NO VEHICLES RODE or DROVE INTO BUILDINGS

All Bulk (Carpeting is installed) 8:00am – 8:00pm

Friday, February 14th ~ NO VEHICLES RODE or DROVE INTO BUILDINGS

All Bulk 8:00am – 12:00/noon

MOVE-OUT / TEAR DOWN

Sunday, February 23rd 5:01 pm – 10:00 pm

Monday, February 24th 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 5:01 pm) on Sunday, February 23rd. **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 or move anything out of the building before said announcement. **Be considerate of the attendees who make plans to come to the Expo on the final day.**

BOOTH CONSTRUCTION & DISPLAY

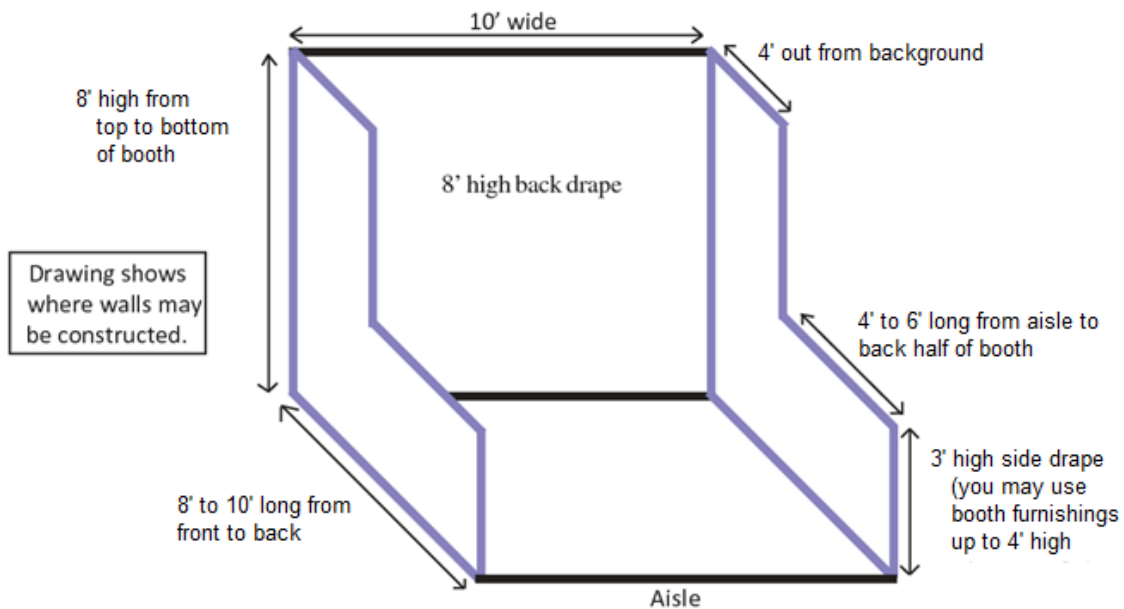
The following information is intended to allow equal exposure by all exhibits. The purpose of exhibiting is to sell. These rules are for your benefit and will be strictly enforced.

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 rent through the **SHOW DECORATOR** (see their contact information on Page 8).

- 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 14, 2025 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.



MOTORCYCLE & POWERSPORTS DEALERS

Clean-up crews will be allowed into the buildings 1 hour before show time each day and should report to the **Champions Pavilion Exhibitor Entrance** prior to going to their booth.

See **INDIANA STATE FIRE MARSHAL REGULATIONS** (on Page 10) for additional information regarding the display of Motorcycles and Powersports.

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 (i.e., Motorcycles, Powersports)

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.

➤ **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 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 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/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 our office.

FOOD/BEVERAGE EXHIBITORS

In addition to the above, Exhibitors engaged in preparing, sampling and/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 S 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-indianapolis/>

It will save you money to have your orders placed by January 20, 2025. The Show Decorator will also have a service desk in the Champions Pavilion, just outside of our Show Office.

FREIGHT

NO FREIGHT WILL BE ACCEPTED AT THE INDIANA STATE FAIRGROUNDS PRIOR TO WEDNESDAY, FEBRUARY 12, 2025. Prior to February 12th you should 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/COMPANY NAME]

[Exhibit 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 EXHIBIT SPACE

Debris from your booth must be swept or placed in the aisles after closing each evening. We cannot clean inside your booth. You may arrange for janitorial 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 (an Exhibitor Credential) one (1) hour prior to show time. You will only be allowed to go to your own booth/exhibit space.

ELECTRICITY

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 (ERMCO) 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 – outside of what is provided – arrangements must be made directly with ERMCO at (317) 423-3766. ERMCO's price list/order form is also posted on our website at: <https://renfroproductions.com/existing-exhibitors-indianapolis/>

TELEPHONE / INTERNET

If you require Internet (WiFi) access or a phone line in your booth, you must make arrangements directly with the **Indiana State Fairgrounds**. The main switchboard number is (317) 975-7500 or their price list/order form is posted on our website at:

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

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 Exhibitors:

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

Bulk Space Exhibitors:

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

The eight-day credential is scanned at the point of entry and is good for all eight days of the show; however, **IT CAN ONLY BE SCANNED AND USED ONCE PER DAY.**

The one-day credential is also scanned at the point of entry and is only good for the one use. Once scanned, it cannot be used or scanned again.

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 to the Show later in the same day, the departing individual should leave through an "Exhibitor Pass Gate" to have their hand stamped. This is the only way the individual can re-enter the Show on that same day without using an additional exhibitor credential or purchasing an admission ticket.

IMPORTANT: *If you wish to exchange an eight-day credential for eight (8) 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 **\$10.00 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 **\$10.00 each**; a savings of \$6.00 off adult admission. The Passes are available in advance as well as during the course of the Show. 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 or workers, they **MUST** enter the Show at the Champions Pavilion main entrance and go to the Show desk to retrieve their passes/credentials. **ABSOLUTELY NO EXCEPTIONS.**

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 racetrack (see the **blue highlighted** areas marked on the Fairgrounds map on page 13 of this Guide).

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** located in the alleyway between the Champions and Blue Ribbon Pavilions. There is limited space available, therefore “Stock Trailer Permits” are extended on a first come, first serve basis. Exhibitors are to request a “Stock Trailer Permit” at time of check-in and must have it displayed in their vehicle or on their trailer prior to parking it.

Once your truck/trailer is parked, it will remain there until the end of the Show and cannot be moved out until the end (February 23rd).

CAUTION: Except for the above restricted area, there will be no parking of any vehicles or trailers close to occupied buildings, or the vehicle and/or trailer will be towed and impounded by the Indiana State Fairgrounds at your expense. This will be enforced by the Indiana State Fairgrounds parking attendants.

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. 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.

LOST & FOUND

Lost and/or found articles should be left or recovered at the Show Office in the Champions Pavilion (where you checked in). If a show attendee or fellow exhibitor inquires to a lost (or found) item, please direct them to our Show Office.

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.**

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 motorcycles, powersports, watercrafts, and/or forklifts:
 - Gasoline tanks on motorcycles or motor bikes are to be drained completely.
 - Gasoline tank caps must be locked, taped, or sealed and approved by the Indiana 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 or any other vehicles using LP.

STATE OF INDIANA, DEPARTMENT 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. More detailed information can be explored at:

<https://www.in.gov/dor/business-tax/remote-seller-information/>

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. The easiest way to register for multiple states, including Indiana, is through the Streamlined Sales Tax Registration System at www.sstregister.org. To register directly with Indiana only, visit the **INBiz** portal at: <https://inbiz.in.gov/BOS/Home/Index>

Contact the Indiana Department of Revenue, Sales & Use Tax Division at (317) 232-2240 with any questions.

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.

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.

