



**FEBRUARY 19<sup>TH</sup>~21<sup>ST</sup>, 2021**

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## **EXHIBITOR GUIDE**

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

Renfro Productions & Management, Inc. would like to thank you for being a part of the 30<sup>th</sup> 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 2021 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 10 - 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 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 21, 2021, you are not permitted to start bikes to ride them out of the building until the show visitors have completely cleared out of 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 our show visitors.

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## SHOW MANAGEMENT CONTACT INFORMATION

Show Website: <https://indianamotorcycleexpo.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 CONTRACTOR INFORMATION

<u>Contractor</u>	<u>Contact</u>	<u>Phone</u>	<u>Email</u>
Fern Exposition & Event Services	Tina Rembusch	(317) 686-4468	trembusch@fernexpo.com
	Kelly Weldy	(317) 635-9606	kweldy@fernexpo.com
	Regina Rosebrock	(317) 423-3787	rerosebrock@ermco.com
ERMCO	➤ Electrician Jake VanWye	(317) 416-7158	jvanwye@ermco.com
	➤ WiFi/Phone Paul Gaddie	(317) 517-0853	pgaddie@ermco.com

## EVENT LOCATION:

Indiana State Fairgrounds  
Expo Hall  
1202 E 38<sup>th</sup> Street  
Indianapolis, IN 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

## CHECK-IN LOCATION

Check-in starts on Thursday, February 18<sup>th</sup> at 8:00am. The exhibitors of the **Indiana Motorcycle & Powersports Exposition** will check-in at the Expo Show Office located in the lobby at the East end of the **EXPOSITION HALL**.

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

## MOVE-IN / SET UP HOURS

Thursday, February 18<sup>th</sup> ..... 8:00am - 8:00pm  
Friday, February 19<sup>th</sup> ..... 8:00am - 12:00/noon

## MOVE-OUT / TEAR DOWN

Sunday, February 21<sup>st</sup> ..... After Official Closing (5:01pm - 10:00pm)

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 21<sup>st</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 Sunday, only to discover that half of the exhibits have already packed up and are ready to leave.

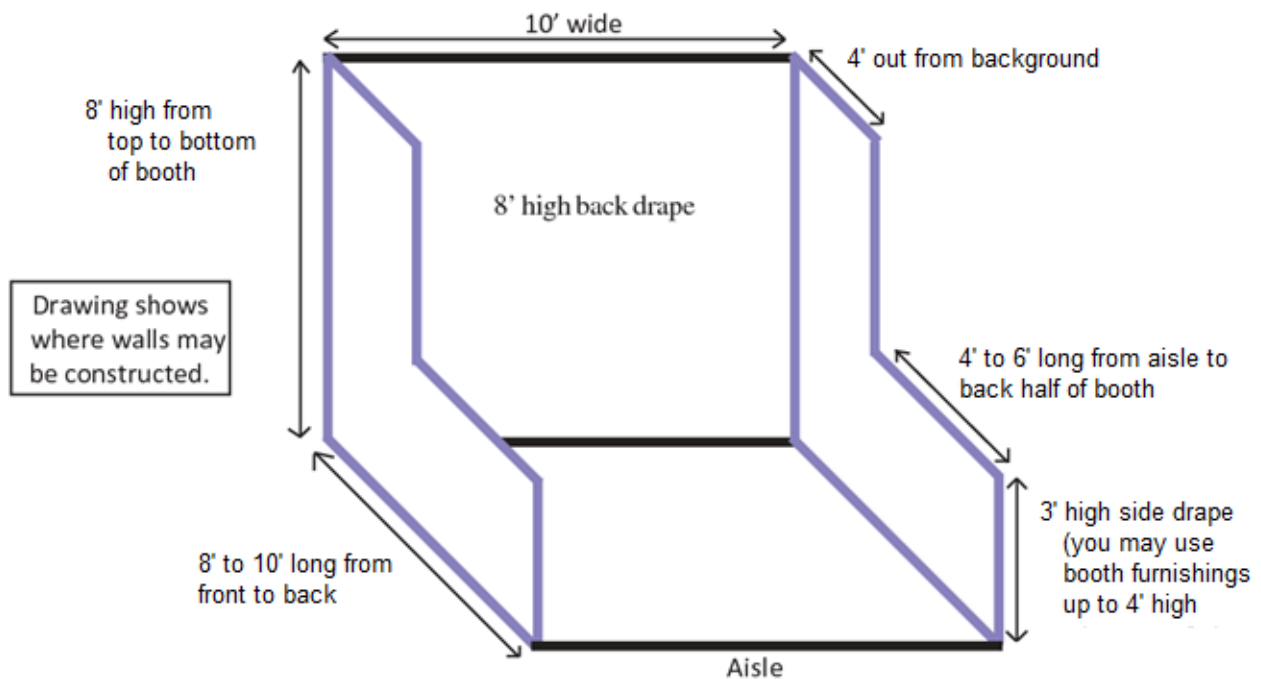
## BOOTH CONSTRUCTION INFORMATION

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

The show has made every effort to provide a quality buying environment for our guests. We hope you will want to be invited back next year. Please make every effort to have a quality appearing exhibit.

- Signs, clothing or items with offensive wording or displays will not be allowed.
- Any exhibitor using steps or platforms in the booth must have hand rails installed on them by show opening Friday, February 19<sup>th</sup> at 1:00 pm. This is a safety rule that must be complied with. No exhibit will be allowed to open without them.
- Booth displays & signs are limited to 8' and shall not project more than 4' from the background. Decorations shall not obstruct adjacent exhibits nor project into aisles.
- Balloons, stickers, and handmade signs are strictly forbidden.
- 24-hour security is in effect. We suggest you cover all merchandise at closing each evening and rope off your display.

The following diagram 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 tradeshow throughout the United States. Please complete a short application/questionnaire and you can obtain this coverage for \$65 plus tax\*, by accessing to the following web link:

[https://www.TotalEventInsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=kvi8S8Hjb5c\\$](https://www.TotalEventInsurance.com/app/Customer/ExhibitorAnnual.aspx?eid=kvi8S8Hjb5c$)

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 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 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.*

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](mailto:ejohnson@renfroproductions.com) or [cgeyer@renfroproductions.com](mailto: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 their price lists, brochures and order forms are also available on our website at:

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



The Show Decorator will have a service desk in the Champions Pavilion, directly outside of the Sports Show Office (in the Champions Pavilion). **It will save you money to have your orders placed by January 20, 2021.**

## **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.

## **FORKLIFT AVAILABILITY**

Forklifts must be contracted with the Show Decorator – *Fern Exposition & Event Services*; contact them prior to set-up for hourly rate and reservation. (See **SHOW DECORATOR** contact information 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; contract with the Show Decorator.

If you want to work in your booth, you may come into the building, with proper credentials one (1) hour prior to show time. You will only be allowed to go to your own booth. Clean-up crews (for motorcycles, ATVs, etc.) will be allowed into the building 2 hours before show time each day and should report to the **Exposition Hall Exhibitor Entrance** for admission.

## **FREIGHT**

**NO FREIGHT WILL BE ACCEPTED AT THE INDIANA STATE FAIRGROUNDS PRIOR TO WEDNESDAY, FEBRUARY 17, 2021.** Prior to February 17<sup>th</sup>, contact the 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  
**Expo Hall – Booth #** \_\_\_\_\_  
1202 East 38<sup>th</sup> Street  
Indianapolis, IN 46205

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

## **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's, DVD Player's, etc. **All spot lights, 500 watts and over, must be contracted with the show electrician – ERMCO – and fees paid to directly them.**

If you require internet access and/or a temporary phone line in your booth, you must make arrangements directly with ERMCO. Their price lists and order forms are posted on our website at:

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

ERMCO will have a service desk outside of the Sports Show Office in the Champions Pavilion. **It will save you money to have your orders placed by February 1, 2021**

## **STAFFING OF EXHIBIT**

Every exhibitor is responsible for having their display staffed at all times. Show Management **INSISTS** that all exhibits must be staffed during all hours open to the public.

## **EXHIBITOR CREDENTIALS**

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

### **Booth Space:**

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

### **Bulk Space:**

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

The 3-day credential is scanned at the point of entry and is good for all three days of the Expo; however, IT CAN ONLY BE SCANNED AND USED ONCE PER DAY.

The 1-day credential works the same way; however, IT IS A ONE TIME USE ONLY.

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 during the course of an exhibiting day the user of either credential needs to leave the building and then return to the Expo later in 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 Expo on that same day – short of using another exhibitor credential or purchasing an admission ticket.

### **IMPORTANT:**

- *If you wish to exchange a three-day credential for three (3) 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**. The Guest Passes are available in advance as well as during the Show by contacting Show Management. The Guest Passes can **ONLY** be purchased through the Show Office (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.

**ABSOLUTELY 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 of any vehicles or trailers will be allowed close to occupied buildings.**

## LITERATURE

Storage space will be provided. After opening day, we will deliver 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.

## 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.

## EXHIBITOR LOUNGE

Coffee and tea will be provided in the Exposition Hall Office **during move-in and set-up only**, after which this office may be closed.

## FREE DRAWINGS, GIVE-AWAYS OR RAFFLES

**MUST be authorized by Show Management!** Please contact Kevin Renfro at (765) 641-7712. **Winning name(s) and/or item(s) must be left in the Expo Office before you tear down.**

## INDIANA STATE FIRE MARSHAL REGULATIONS

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

## STATE TAX REGULATIONS

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

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

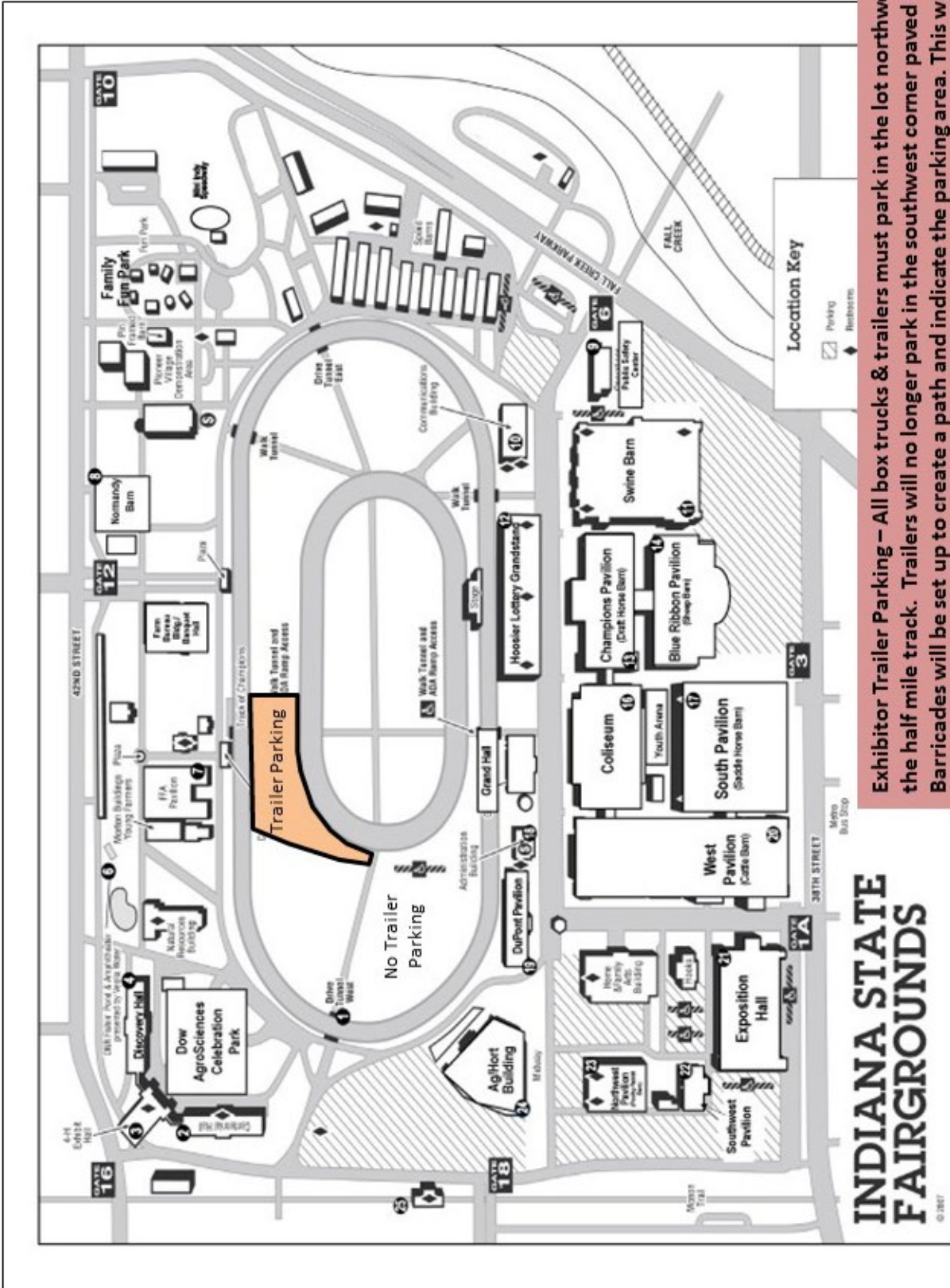
Merchant for the collection of Indiana sales/use tax. To obtain a copy of the Business Tax Application form, contact the Indiana Department of Revenue at (317) 233-4015 or follow the step-by-step instructions for applying online at <http://www.in.gov/dor/4323.htm>.

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

### **PETS / ANIMALS**

Exhibitors are not permitted to bring pets or live animals into the Show, with the exception of 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.**