



—16th Annual—  
**HOME &  
GARDEN  
SHOW**  
— AUGUSTA —

# EXHIBITOR KIT

**LOCATION:**           **JAMES BROWN ARENA**  
601 SEVENTH STREET  
AUGUSTA, GA 30901

**DECORATOR:**       **GEMS – GILBERT EXPOSITION MANAGEMENT SERVICES**  
PHONE (214) 388-5722x1; FAX: (214) 388-5442  
EMAIL: [jill@gemsevents.com](mailto:jill@gemsevents.com)

**SHOW DATES:**     **April 23<sup>rd</sup>, 24<sup>th</sup> & 25<sup>th</sup>, 2021**

**SHOW HOURS:**

<b>FRIDAY</b>	<b>04/23</b>	<b>2:00pm-6:00pm</b>
<b>SATURDAY</b>	<b>04/24</b>	<b>10:00am-5:00pm</b>
<b>SUNDAY</b>	<b>04/25</b>	<b>11:00am-5:00pm</b>

**MOVE IN:**

<b>WEDNESDAY</b>	<b>04/21</b>	<b>11:00am-2:00pm (Bulk Space Only, 20x20+)</b>
<b>WEDNESDAY</b>	<b>04/21</b>	<b>2:00pm-6:00pm (Open to all size booths)</b>
<b>THURSDAY</b>	<b>04/22</b>	<b>9:00am-2:00pm (Open to all size booths)</b>
<b>THURSDAY</b>	<b>04/22</b>	<b>2:00pm-6:00pm (NO drive-in permitted)</b>
<b>FRIDAY</b>	<b>04/23</b>	<b>9:00am-1:00pm (NO drive-in permitted)</b>

**MOVE OUT:**

<b>SUNDAY</b>	<b>04/25</b>	<b>5:00pm-9:00pm (STRICTLY ENFORCED)</b>
<b>MONDAY</b>	<b>04/26</b>	<b>8:00am-12:00pm (STRICTLY ENFORCED)</b>

**ADMISSION:**       **FREE ADMISION**

**REMINDER! If you have floor covering in your booth, it must be secured with double-sided tape. For more information on facility-approved tape, contact GEMS.**

# WELCOME

Show Technology Productions sincerely thanks you for exhibiting with us and we look forward to bringing you buyers for years to come!

## SUGGESTIONS FOR A SUCCESSFUL SHOW:

- Make your booth as open and inviting as possible. Attendees are more willing to engage with you for longer periods if they can come into your booth and out of the crowded aisles; so they aren't getting bumped into by other people, but will only do so if they won't feel trapped. Easy entrance and easy exit is key and proven effective!
- Offer show-special pricing and be sure to have adequately sized signage so it can't be missed!
- **Do NOT** sit in the back of your booth and play with your phone. Stand up, smile, say hello and engage with these consumers as they walk by. After all, the reason they're at the show is because they're looking for you!

# BEFORE THE SHOW

## MAKE ALL REMAINING PAYMENTS:

- All payments are due 45 days prior to the show start. Any balance not received at least 7 days prior to the show date must be paid by **cashier's check, credit card or cash** at move-in and prior to set-up. Therefore, to make move in run smoothly, we sincerely ask for your cooperation.

## PROVIDE CERTIFICATE OF INSURANCE:

Exhibitors must provide our office with a "CERTIFICATE OF INSURANCE" and Show Technology must be named as an additional insured or a certificate holder.

- Show Technology has general liability insurance coverage. It does not cover the exhibitor's exhibit, its contents, visitors within the confines of the leased space, nor exhibitor's personnel.
- Show Technology will not be responsible for any injury, damage or theft occurring during, on the way to or on the way from the show.
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## ORDER TABLES, CHAIRS & CARPET IF NEEDED:

Chairs, table and carpet can be ordered through the show decorator. The official show decorator for the 15<sup>th</sup> Annual Augusta Home & Garden Show is:

### **GEMS – Gilbert Exposition Management Services**

Phone: (214) 388-5722x1; Fax: (214) 388-5442

Email: [jill@gemsevents.com](mailto:jill@gemsevents.com)

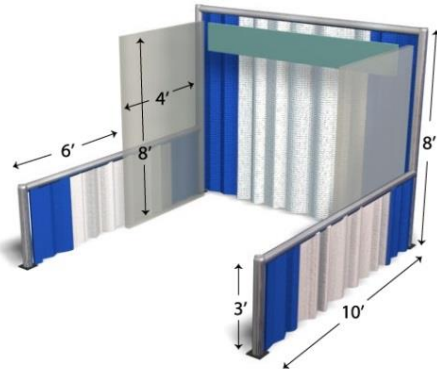
Show Colors:

- Dark green & white drapery with gray (tuxedo) aisle carpets.
- One 8' high back wall and two side rails per 10' x 10' booth will be provided  
(Please note drape and rails are not provided for bulk space)

In the email you received, as well as on our website under Exhibitor Login are links to order forms for carpet, furniture, electricity, utilities, including additional booth items from the decorator. The decorator will have a booth at the show and will be open during move-in & move-out hours.

**NOTE: Early order discount date for GEMS decorating needs is April 9<sup>th</sup>, 2021.**

- The James Brown Arena does not accept pre-show freight for exhibitors.
- Freight arrangements can be made through GEMS.



- Please note drape and rails are not provided for bulk space.
- For a standard, in-line booth, your display must not be higher than 8 feet at the back wall. Displays over 3 feet in height must be confined to the back 4 feet of the booth. This keeps walls from being created from the back of the booth to the aisle, blocking visibility of booths as attendees progress down the aisles.
- Corner booths may have such walls on the cross-aisle sides of the booths.
- All display material must be under these set size restrictions.
- Show Management holds the right to move an exhibitor if it does not meet these requirements.

## **ORDER ELECTRICAL & UTILITIES IF NEEDED:**

**The James Brown Arena** is the exclusive provider of electrical and utility services for the show. All electrical services and utility services are to be completed/performed by **James Brown Arena** personnel.

**NOTE: Early order discount date for Utility Services is April 12, 2021.**

**Phone: 210-408-0998; Fax: 210-408-0999**

- No credit will be issued on services installed and not used.
- Wall outlets and floor post outlets are not part of booth space.
- Separate outlets must be ordered for each booth requiring power.
- An order form for electrical needs is included in this email & under Exhibitor Login online.

**You may still purchase decorator/utility services up to show move-in, but at a more expensive rate.**

# **MOVE IN**

## **SET-UP:**

All booths are required to be set up and ready to open no later than 1 pm on Friday. **Be sure to bring your own dolly or handcart**, as they are not available for exhibitor use.

- Please check-in at show registration to verify your booth assignment and pick up exhibitor badges before proceeding to your booth (exhibitor badge details below).
- Any vehicles that are not actively unloading will need to be removed from the facility.
- **Children under 17 are not allowed** on show site **during move in** or move out hours.

### **Wednesday**

11:00 am- 2:00 pm - Exhibitors with booth sizes of 20'x20' or larger *only*

2:00 pm- 6:00 pm - All Exhibitors

### **Thursday**

9:00 am- 2:00 pm - All Exhibitors

2:00 pm- 7:00 pm - All Exhibitors (Drive-In is **NOT** permitted)

**Friday** (Drive-In is **NOT** permitted)

9:00 am– 1:00 pm - All Exhibitors

**Again, set-up of all booths must be completed on Friday by 1pm (\*Any booth not ready may, at the discretion of Show Management, be re-assigned or filled with a new exhibitor.)**

### **EXHIBITOR BADGES:**

Exhibitor badges will be issued at the Show Technology show desk upon arrival for set-up, they **will not be mailed** to you. You will not be allowed to get your credentials or set up until the following is met:

- All balances are paid.
- As a reminder, any balance not received at least 7 days prior to the show date must be paid by **cashier's check, credit card or cash** at move-in and prior to set-up. Therefore, to avoid any situations at check-in we sincerely ask for your cooperation.

### **SHOW SIGNAGE:**

One (1) exhibitor identification sign 7" x 44" will be issued to each exhibitor. If the name on your sign is to be anything other than your company name as it appears on your contract, you must submit in writing how you want your sign to read no later than two weeks prior to the show. **EXHIBITORS ARE FINANCIALLY RESPONSIBLE FOR ANY NAME CHANGES THAT CAUSE A SIGN TO BE REPRINTED DURING THE EVENT.** Any other signage used must maintain a professional appearance.

### **PARKING:**

- Exhibitor parking will be \$3.00 per vehicle per day or \$9.00 for the whole weekend. Exhibitors will receive a parking ticket stub for in/out privileges each day.

### **SHOW SECURITY:**

Most facilities provide 24 hour security. However, please practice common sense and do not leave small valuable items out in plain sight. Show Technology is not responsible for lost, stolen or damaged items. Exhibitors **MUST** enter and exit through the "EXHIBITOR ENTRANCE", with an official Exhibitor Badge. Entrance is permitted one hour prior to show opening. Exhibitors must depart promptly at closing so the facility can lock down the halls.

# **MOVE OUT**

### **BREAK-DOWN**

- All exhibits **must** remain fully intact until the official closing of the show.
- We recommend that your booth is completely disassembled and all materials boxed before you retrieve your vehicle for move-out.
- **Children under 17 are not allowed** on show site **during** move in or **move out** hours.

**Sunday**

**Sunday**

Exhibitors move-out 5:00 pm – 9:00 pm

Again, exhibits **must** remain open until 5pm Sunday evening. Exhibitors that begin to break down their booth before the show closes will not be allowed to participate in future shows.

**Monday**

Exhibitor move-out 8:00 am – 12:00 pm

Please note that the move-out start time is subject to the decorator, who will need time to roll the carpet up. Please keep the aisle free and clear of any material that would impede this process, so that the start of move-out is not delayed. No official move-out is permitted until all aisle carpet is rolled up. Exhibitors should dismantle in their booth to keep aisle carpet free and clear.

**If you are unable to remove your exhibit by Monday, March 2 at 12:00 pm, please notify show management. Any exhibits remaining after 12:00 pm without prior arrangements will be moved to a secure location by GEMS, and will be stored at the exhibitor's expense. GEMS has the right to retain all unclaimed exhibits, and neither the James Brown Arena nor Show Technology is responsible for any unclaimed items.**

**DAMAGE TO FACILITIES:**

Please note, exhibitor will be charged for any and all building and/or grounds damage caused by the exhibitor, to include exhibit personnel or sub-contractors of said exhibitor.

Exhibitors will be charged for removal of the following:

- Oil
- Grease
- Skid marks
- Adhesive tapes
- Floor abrasives or any and all debris remaining in the exhibitor's booth location.
- All garden and or floor displays must be **constructed on a poly-vinyl barrier (provided by exhibitor)** to prevent water damages.
- Wall, floor or blacktopped areas may not be painted, drilled, nailed or marred.
- Nothing may be attached to the walls, floors or ceilings.

**Exhibitor will be responsible for any damage-related charges.**

# SHOW RULES

Failure to adhere to show rules may result in your expulsion from the show and/or revocation in any future show participation with Show Technology.

- Official exhibitor badge provided by Show Technology, must be worn and visible while inside facility.
- No gas filled balloons, nor stick attachments to balloons permitted.
- Each booth must be open for business & staffed for the entire duration of the show.
- Exhibitors are required to keep their booths clean and neatly arranged. Public aisles will be swept daily by the facility custodial staff, but this does not include the areas within your booth.
- Reassignment or subletting of space is not permitted.
- Any music used in your booth must be licensed or approved for public usage. All sound producing items must be kept at a low volume, enough so that your neighbors can freely speak with attendees.
- Other than designated service animals, NO pets are allowed on site.

- Any raffles, drawings, contests, promotional giveaways or similar activity in the booth area of the exhibitor must be held in compliance with local and state governing laws and communicated to Show Technology. All promotional prizes and giveaways must be drawn at the show. The winner name(s), address, and phone number must be given to Show Technology at the conclusion of the show.
- The process of handing out samples, literature and acquisitions of leads must be contained inside your booth dimensions only and never in the aisle.
- All exhibitors are responsible for disposal & discarding of all debris and any shipping crates created from the construction and deconstruction of booth area.
- All exhibitors are responsible for following the fire regulations set forth by the Fire Marshall including, but not limited to, fire proofing materials, keeping aisles clear and proper storage of boxes, etc.
- Any material that does not meet the Fire Code will be removed at the Exhibitor's expense. We strongly recommend that you rent your material from the official show decorator.
- All equipment requiring the use of gas/natural gas will not be permitted in the facility at any time.
- The public address system is used for emergency announcements only.
- All motor vehicles exhibited inside the facility must be approved in advance and in compliance with the following rules and regulations:
  1. Fuel tanks shall be less than ¼ full.
  2. All gas caps must be of locking type or have other means to prevent tampering.
  3. Batteries must be disconnected and battery posts must be capped to prevent sparking.
  4. A protective mat and/or drip pan provided by the Exhibitor must be placed underneath the vehicle to protect the floor from oil or other fluids.
  5. No refueling or gas cans inside the building.
  6. No starting of vehicles during the show.
  7. A 40 BC fire extinguisher shall be available for use for vehicles only.

### **MUSIC DURING SHOW HOURS:**

Because of licensing demands made by ASCAP, exhibitors will not be able to have any musical work protected by copyright, staged, produced or otherwise performed, either live or via mechanical means at the show, unless the exhibitor is holding prior written permission from the copyright owner or the copyright owner's designee (e.g. ASCAP, BMI) for such use.

Any exhibitor that uses music will be fully responsible for the performance of all obligations under any agreement permitting them to use such music, including but not limited to, all obligations to report data and to pay royalty fees.

## **QUESTIONS?**

Should you have any questions or concerns please call:

Show Technology Productions  
 21023 Market Ridge, Ste. 101  
 San Antonio, TX 78258  
 Phone: 210-408-0998  
 Fax: 210-408-0999

