



# HOME SHOW 2012

## EXHIBITOR MANUAL

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Show Dates: March 22—25, 2012

Eastern States Exposition

West Springfield, Massachusetts

Better Living Center—Young Building—Outdoor Area

Home Builders & Remodelers Association of Western Massachusetts

240 Cadwell Drive, Springfield, MA 01104

Phone: (413) 733-8158 or (413) 733-3126

Fax: (413) 781-8416

Email: [info@hbrawm.com](mailto:info@hbrawm.com) Website: [www.westernmasshideshow.com](http://www.westernmasshideshow.com)

# HOME SHOW COMMITTEE & STAFF

## Home Show Committee

Co-Chairman: Walter Tomala, Jr. & Thomas Silva



Andrew Crane  
Ken Kozlik  
Jason Pecoy

Ralph Fiore  
Ralph Page  
Michael Weber

*“Co-Chairman  
Silva & Tomala  
are hard at  
work with their  
committee  
working on  
bringing an  
array of great  
show  
promotions &  
attractions.”*

## Home Show Staff

Show Director:

Brad Campbell

Sales Director:

Tina Smith

Operations Coordinator:

Deborah Schaeffer

Special Event Coordinator:

Sandra Doucette

Bookkeeper:

Kelley Barker

Floorguards:

Harold O'Malley

Bob Mathieu

## Officers of HBRA of Western Massachusetts

President:

Lisa Mish

First Vice President::

Bruce Libby

Second Vice President::

A J Crane

Third Vice President:

Paul Giguere

Treasurer:

Robert Michel

Secretarty:

Paul Huijing

# **GENERAL SHOW INFORMATION**

“Original” Western Massachusetts Home & Garden Show  
Eastern States Exposition—Home of the Big E  
1305 Memorial Avenue, West Springfield, Massachusetts 01089

## **THE OFFICIAL SHOW**

**NAME IS THE**

**“ORIGINAL”**

**WESTERN**

**MASSACHUSETTS**

**HOME & GARDEN**

**SHOW OR HOME**

**SHOW 2012**

The hours of the show are as follows:

DAY	DATE	HOURS
Thursday	March 22	2:00 p.m.— 9:00 p.m.
Friday	March 23	1:00 p.m.—9:00 p.m.
Saturday	March 24	10:00 a.m.—9:00 p.m.
Sunday	March 25	10:00 a.m.—5:00 p.m.

Booth personnel should be in attendance at least one hour prior to daily scheduled show opening and should remain during all show hours. Special safeguards should be exercised with regard to personal items such as handbags, wallets, coats and attaché cases.

At the close of the show each evening, booth personnel should remain in their booths until the public has been cleared from the show floor and your booth has been secured for the evening to avoid any theft.

## **Show Purpose**

The purpose of the “Original” Western Massachusetts Home and Garden Show is to create the perfect forum for exhibitors to reach and inform the consumer about the latest innovations for the home including design, new construction, remodeling, new products and services, as well as items for the do-it-yourselfer, gardener and landscaper.

## **General Information**

SHOW OFFICE  
LOCATION  
& HOURS:

SHOW  
TELEPHONE:

The “Original” Western Massachusetts Home & Garden Show office will be located adjacent to Door #7 in the Better Living Center. This office will be staffed during regular set-up and public show hours. Information and questions about the show may be referred to the “Original” Western Massachusetts Home and Garden Show office at (413) 733-8158 or 733-3126. The fax number is (413) 781-8416. Email address is [tsmith@hbrawm.com](mailto:tsmith@hbrawm.com). The following number (413) 205-5061 will be in service beginning on Saturday, March 17 until Monday, March 26 as the Public Information Number Only. Public telephone service is also available throughout the buildings.



*“In order to make the move-in process flow more smoothly, please unload your vehicle as soon as possible and keep all the aisles clear for other vehicles.”*

## Move In & Set Up

The following is the set-up schedule for our show. If you need modifications to these hours, please call the Home Show Office.

<u>DAY</u>	<u>DATE</u>	<u>HOURS</u>
Monday	March 19	Noon—8:00 p.m.
Tuesday	March 20	8:00 a.m.—8:00 p.m.
Wednesday	March 21	8:00 a.m.—8:00 p.m.
Thursday	March 22	8:00 a.m.—Noon

**THERE WILL BE LIMITED ACCESS THROUGH DOOR #7 IN THE BLC BEGINNING TUESDAY. ALL BOOM TRUCKS AND OTHER LONG WHEELBASE VEHICLES THAT UTILIZE THIS DOOR SHOULD MAKE MATERIAL DELIVERIES BY 5:00 P.M. ON MONDAY, MARCH 19TH.**

## Arrival of Exhibit Material at Show

It is required that adequate personnel be present at your booth to receive shipment and take inventory. Remember that merchandise shipped in advance to the official drayage contractor will be delivered on the first day of installation. Any discrepancy in merchandise received through the drayage contractor should be reported to Special Event Rentals, Inc. service desk immediately.

## Overnight Packages & UPS Deliveries

UPS will not leave packages without the signature of the exhibitor or his/her agent. If you are expecting a delivery, someone must be available to sign for it. Please notify our office if this is not possible. We accept no responsibility for delivered or refused packages. This is the role of the Drayage Contractor. If no one from your firm is present at the time of delivery, the Drayage Contractor will act as your agent at their published rate.

# Installation

All move-ins will be coordinated by the Operations Staff at (413) 733-8158 through Friday, March 16th. After that date, please call 413-205-5061. While setting up booths which contain small, easily picked up articles, use of individual booth safeguards should be made: i.e: chaining of items, covering materials with tarps or locking containers and showcases. **DO NOT PUT ANY ARTICLES OF VALUE IN A CRATE OR CARTON DESIGNATED FOR "EMPTY STORAGE"**

**Vehicles may be brought into the buildings for unloading only. As soon as they are unloaded, they must be removed and parked outside. This policy will be strictly enforced. When unloading for your booth, please utilize the common aisles, not another exhibitor's booth space. In inclement weather, unloading in another exhibitor's area causes problems, (i.e., exhibitor's booth getting wet or dirty). Any exhibitor who causes this problem will be responsible for drying or cleaning the booth. The show owner reserves the right to control vehicle access to all buildings, up to and including banning specific vehicles from entry; and may establish additional conditions for vehicle access.**

**No vehicles will be allowed in the buildings beginning 8:00 am on Wednesday, March 21 until the show closes on March 25. On the evening of Sunday, March 25, no vehicles will be allowed in the buildings until the carpet is removed by the decorator.**

**All major work must be completed on your exhibit by 8:00 p.m. on Tuesday, March 20. This is essential in order for the show decorator to install carpeting. Finishing touches on your display may take place between the hours of 8:00 a.m. and 8:00 p.m. on Wednesday, March 21 and 8:00 a.m. and Noon on Thursday, March 22. Any space not claimed and occupied by this time without prior show permission may be resold without refund.**

**All exposed, unfinished areas of your booth visible to show attendees must be covered at your expense so as not to distract from surrounding booths. These areas must be covered with painted plywood and/or fireproof drapery material. THIS IS AN EXHIBITOR RESPONSIBILITY AND WILL BE STRICTLY ENFORCED. The Home Show reserves the right to have such areas covered and bill the exhibitor for the cost. Exhibitors may not staple drapery material owned by the show contractor without the express consent of the contractor. The exhibitor will be responsible for the replacement cost of any such drapery.**

No displays or booths may be extended beyond the allocated size as indicated in the 2012 rate schedules and your contract.  
(See page 15)





*“Vendors must have an exhibitor pass to gain admission into the building during restocking hours. This is for the protection of vendors and their booth displays.”*

## Booth Restocking

For those exhibitors who are required to restock their booths during the show, the following schedule will be strictly enforced:

Friday	March 23	11:30 a.m.—12:30 p.m.
Saturday	March 24	8:30 a.m.—9:30 a.m.
Sunday	March 25	8:30 a.m.—9:30 a.m.

Restocking of booths during actual show hours is discouraged. For security measures, the above restocking hours will be strictly enforced. Vendor personnel must have an exhibitor pass to gain admission into the building during restocking hours.

## Breakdown Schedule

<u>DAY</u>	<u>DATE</u>	<u>HOURS</u>
Sunday	March 25	5:00 p.m.—8:00 p.m.
(Hand carried items only—no vehicles allowed until decorator removes carpet)		
Monday	March 26	8:00 a.m.—3:00 p.m.

All booths must be staffed through 5:00 p.m. on Sunday, March 25. No booths shall be dismantled nor their contents removed prior to that time. Violators may forfeit the opportunity to be invited to return to the show next year.

**It is recommended that all small and/or portable items be removed immediately after the show closes on Sunday, March 25 as there will be no uniformed security coverage after that time.** It must be stressed that exhibitor personnel must remain with merchandise until it is removed from the exhibit floor, or adequately secured against theft.

Each outbound carton or crate must be properly labeled or tagged for shipment and should not be left unattended in your exhibit booth.

While adequate guard service will be provided by the Show management around the clock, it is responsibility of each exhibitor to take whatever precautions he/she deems necessary to prevent loss or damage.

The “Original” Western Massachusetts Home & Garden Show assumes no liability or responsibility for any loss or theft. Therefore, it is incumbent upon exhibitors to provide their own insurance coverage.

Exhibitors must vacate the premises by 3:00 p.m. on Monday, March 26. Any materials or goods left on the premises after the conclusion of break down hours will be deemed abandoned in place and removed. The exhibitor shall be responsible for all costs related to this removal. Prior to March 25th, arrangements may be made with the drayage company to store such booth or materials.

## Forklift Services

A forklift may be hired at the exhibitor’s expense from Special Event Rentals, Inc. if required for set-up and/or breakdown. Insurance regulations require that all power equipment must be operated by a licensed individual.

IF THE FORKLIFT PROVIDED BY SPECIAL EVENT RENTAL IS NOT LARGE ENOUGH FOR YOUR NEEDS, ONE FROM THE EASTERN STATES EXPOSITION **MAY BE RENTED AT THE EXHIBITOR’S EXPENSE** THROUGH THE HOME SHOW OFFICE. THIS SERVICE IS NOT AVAILABLE DURING THE ENTIRE SHOW SET UP SO PLEASE CONTACT OUR OFFICE AS SOON AS POSSIBLE SO WE CAN TRY TO MAKE ARRANGEMENTS WITH YOU.

## Vendor Permits

The Department of Revenue of the Commonwealth of Massachusetts Act of 1966 requires all exhibitors to be registered as a vendor if you are not already a registered business in MA. The responsibility of obtaining this vendor registration and collecting sales tax where applicable is yours. To obtain the correct forms and a copy of Massachusetts Act of 1966, Chapter 14, please write to: Massachusetts Department of Revenue, Leverett Saltonstall Building, Data Service Bureau, Room 407, 100 Cambridge Street, Boston, MA 02202. As a show promoter, we are required to submit the names of all show vendors to the Department of Revenue .



## Merchandise Sold on the Premises

All merchandise sold at the show must be accompanied by a sales slip.

# Ticket & Pass Information

## Exhibitor Badges

Exhibitor Badges: Exhibitor badges and passes will be distributed with the exhibitor kit upon check-in at the show during set up. They will not be mailed. Exhibitor badges/passes will be honored at all show entrances. Badges are for adult booth personnel only. Exhibitors will not be allowed into the show with just a company business card. All vendors must present a Home Show badge to the door guard to enter the show. Any other use will result in forfeiture of the badge.

Exhibitors may leave badges for employees to be picked up at the Will Call Booth outside of Door #4 of the Better Living Center. The Home Show will no longer provide escort service for exhibitors without a badge. It is not the show's responsibility to make sure that your co-workers leave badges on your behalf. Vendors will be able to drive up to the Will Call Booth and obtain their badges or tickets, then drive and park anywhere else on the show grounds. There will be a separate Exhibitor Parking Area located near Door #4 of the Better Living Center. You will need an exhibitor parking pass displayed on your dashboard to be able to do so. If a badge is not left at the Will Call Window, the employee **must purchase** a ticket for entrance into the show. You may contact the show office up to one hour prior to the show's opening to make arrangements for an employee who might not otherwise have an exhibitor badge waiting for them.

<u>Number of Booths</u>	<u>Number of Badges</u>
1 single	4 Badges
1 Double/2 Singles	6 Badges
1 Double & Single/3 singles	8 Badges
4-7 single Booths	10 Badges
8 or more single booths/feature areas	12 Badges

## Free Passes

Vendors will receive free one-day passes as follows:      Single booth—4 Passes  
 Double/ 2 singles—6 Passes                                      1 Double & 1 Single / 3 Singles—8 Passes

## Exhibitor Parking Tags

Each exhibitor will receive two free parking tags for the first booth & one parking tag for each additional booth. These tags are good for the entire four days of the show and may be interchanged among booth personnel prior to driving to the ESE parking area. There will be no variation to this rule. All parking passes will be signed for by a company rep at check-in & it is their responsibility to distribute these passes to the appropriate individuals. Show management will not be responsible for lost parking tags.



### “General

#### Admission Prices:

Adults: \$10.00

#### Children Under

12: Free

throughout the

show

#### Senior Rate:

\$9.00 every day

of the show”

# Special Exhibitor Promotional Tickets

Exhibitors may purchase special promotional tickets for clients and other guests. These tickets are good any day and will be available for \$5.00 each ( a \$10.00 value). These tickets are available until the supply runs out. Please use the Special Order Form on page 17 to order these tickets or purchase them at the Home Show Office in the Better Living Center during set-up and show hours.

ALL PASSES, BADGES & PARKING TAGS CAN BE PICKED UP AT THE SHOW OFFICE BEGINNING MONDAY, MARCH 19. THE OFFICE IS LOCATED IN THE BETTER LIVING CENTER BY DOOR 7. THESE ITEMS MUST BE SIGNED FOR AND WILL NOT BE MAILED.

## Special Rules & Requirements

The exhibitor agrees to abide by all the rules and regulations adopted by the “Original” Western Massachusetts Home & Garden Show, (“Owner”) and further agrees that the Owner has the final decision in adopting or exercising any rule or regulation it deems necessary for the best interests of all Home Show participants prior to, during and following the show. The Owner shall have the full power to interpret and to make or amend these rules. In the absence of specific references in the Home Show contract or this manual, the Home Show Committee reserves the right to make such rulings as may appear to be in the best interest of the Show and the exhibitor agrees to accept and abide by such rulings.

## Subleasing/Space Sharing

No subleasing or sharing of space is allowed without show management knowledge and approval.

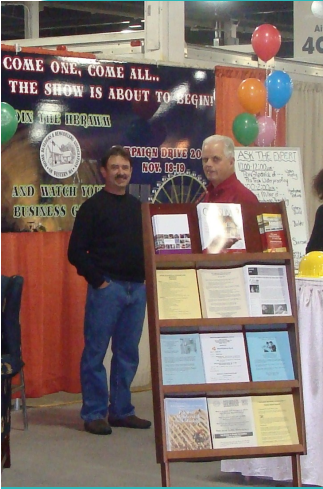
## Liability

Show Management, any of their corporate components, affiliates or any of their officers, agents, employees and other representatives shall not be held accountable or liable for, and the same are hereby released from accountability for any damage, loss, harm or injury to the person or the property of the exhibitor or any of its officers, agents, employees or other representative, resulting from theft, fire, water, accident or any other cause.

The exhibitor is entirely responsible for the space leased by him and shall not injure, mar or deface the premises. The exhibitor shall not drill or drive, nor permit to be drilled or driven any pins, nails, hooks, tacks or screws into any part of the buildings. Furthermore, exhibitors shall not affix to the walls or windows any advertisements, signs, etc. or use Scotch tape, masking tape or any other adhesive-type material on painted surfaces.

Exhibitor may not hang any signs from the ceiling, roof support system or any pipes. Please refer to page 10 (Aisles) regarding this matter.

Automobile, trucks & similar conveyances shall have a drip pan and/or protective material under them to safeguard the floor from direct, oil stains, etc. and all landscaped areas must have a similar barrier under them to safeguard the floor. The exhibitor agrees to reimburse the Owner and/or Eastern States Exposition for any loss or damage occurring to the premises or equipment. It is the exhibitor’s responsibility to remove all materials from his location during breakdown, including all trash.



***“No combustible oils or gases may be used as part of the exhibit, nor shall any exhibit have any open flames. All flammable material must be fireproofed.”***

## Literature & Souvenirs

Printed advertising, souvenirs, promotional activities, etc. may be distributed by exhibitors within the limits of their own booth. An exhibitor will not distribute samples and other materials nor engage in any other conduct or activity if the action blocks the aisles or interferes with nearby exhibitors. Failure to comply with these rules may result in immediate expulsion from the show. The decision of the Owner is final. Any souvenir or advertising which show management deems to be of an objectionable or undignified character will not be permitted. Souvenirs should not be of the noise-making variety. All such items are subject to the approval of the Owner.

No items may be offered for sale which use the name of the Owner or the Owner's show or, which features the image and likeness of any character associated with the "Original" Western Massachusetts Home and Garden Show without the written permission of the Show.

## Health & Safety

All exposed edges of carpeting and/or other floor covering must be taped down. All electrical cords and connections must be approved for their use. All exposed electrical wiring used by exhibitors must be covered and/or taped down with appropriate tape and fasteners. Exhibitors should take every possible precaution in and around their exhibit area to protect the health and safety of the general public.

## First Aid & Medical Emergencies

First Aid/Emergency Medical Services will be available from March 19—March 25. Their station is located in the Better Living Center by Door # 6. In the event of a medical emergency requiring immediate attention at the scene, please contact a home show employee or an Eastern States Security guard for assistance.

## Aisles

The aisles, passageways and overhead spaces remain under the control of the Owner, and no signs, decorations, banners, advertising matter or exhibits will be permitted in those areas except by written permission of the Owner. All exhibitors & their personnel must remain within the confines of their own spaces and no exhibitor will be permitted to erect signs or display products which will obstruct the view, occasion injury or become a disadvantage to the display of other exhibitors. The decision of show management shall govern. Show management reserves the right to remove any and all violations of this section after appropriate notice.

# Rental Space

For each single space booth contract, it is agreed that the rental price includes standard draped booth backgrounds and booth dividers. Booth carpeting, tables, chairs and other goods and services are not provided. They are the responsibility of the exhibitor.

## Electrical Requirements

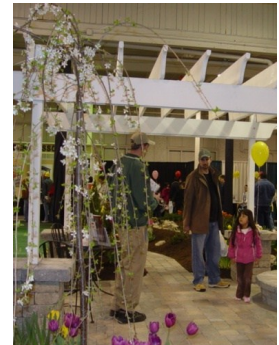
The Owner also agrees to provide the exhibitor with access to one 110 volt electrical outlet, if required. A 50-foot extension cord provided by the exhibitor may be needed for this access. Any additional electrical outlets and wiring shall be done by the official show electrician, and such wiring and connections shall be made at the exhibitor's expense. There shall be no charge to exhibitors for electrical consumption, heat or janitorial service in common areas. All exhibitors that plug into the electrical outlets must use an all rubberized extension cord (no home type extension cord may be used) which meet OSHA requirements. (Per order of the Electrical Inspector for the Town of West Springfield.)

## Booth Accessibility

Any vendors displaying sheds, gazebos, or outdoor buildings are required to have a ramp for accessibility. This structure may be permanent or portable in nature. Any built-up floors should have a transition to allow accessibility into and out of the booth/display. All other exhibitors are encouraged to keep their booths clutter-free and as accessible as possible in order that all may enjoy the show.

## Food Sale

Exhibitors may not sell or distribute food or beverages in the Exhibition Halls without the written consent of the Owner. Cooking demonstrations are allowed only by written consent of the Owner, and must be in compliance with all local health and fire regulations.



## Lotteries

Exhibitors may conduct FREE drawings for goods or services sold in the normal course of their business, provided that tickets for participation are free of charge and there are no other requirements placed upon those choosing to participate. All such drawings shall be registered with the Home Show on the form on page 22 prior to the commencement of accepting participants, and all winners shall be reported to the Home Show office within three days of the close of the Home Show.

## Licensing

Any exhibitor required by law or regulation to hold a license, certification or registration for his/her business activity must do so during the period of the Home Show and provide proof thereof to the Owner, if requested. Failure to hold the appropriate registration, certification or license shall result in removal from the show. All contractors required by law to be registered under Chapter 142A of the General Laws of Massachusetts shall feature their registration number in a prominent place within their booth. Additional information on this subject is available from the association at (413) 733-3126.



*“The Eastern States Exposition strictly enforces all No Parking Zones including fire lanes and all handicapped parking spaces. Violators will be towed without notice.”*

## Music Licensing

No copyrighted music may be played or performed in the exhibitor’s booth. The exhibitor accepts full responsibility for any violations, and will indemnify the show owner for any fees or fines incurred for a violation of this rule.

## Noise Levels

Exhibitors are requested to observe common courtesy, as well as the rules and regulations regarding the level of noise which any exhibit or display may make. Exhibitors who need to demonstrate their product above acceptable levels must provide a sound proof booth for this purpose. The Home Show reserves the right to shut off the power to any exhibitor not complying with this regulation. The use of excessive sound devices, sideshow tactics or similar methods of attracting attention is prohibited without consent from Show Management.

## Show Services

### Food Area

Food concession stands are located within all buildings serving light snacks and sandwiches along with hot and cold beverages. The Young Building has a two-level restaurant and bar serving beer, wine and mixed drinks.

### Decorations & Furniture

Special Event Rentals, Inc., 35B New Street, Worcester, MA 01605, Telephone: (508) 757-3397, is the Official Show Decorator and a full-service professional show contractor. They will take care of all booth display material, equipment and drayage needs for the show.

Special Event Rentals, Inc. will mail all exhibitors a letter to direct them to their website which contains information on furniture, accessories, floor coverings, booth cleaning, material handling rate schedule, drayage and payment policies and billing forms. Their prices are competitive. They also offer warehouse services where material may be stored in advance of the show and delivered to the exhibit site. Exhibitors requesting additional information can call SER Inc. at (508) 757-3397: outside Massachusetts (800) 527-2175; Fax (508) 757-9136.

Both buildings of the show aisles will be carpeted to enhance the professional look of the show and provide additional comfort to the patrons.

# Security

The Show Management will provide 24-hour guard service for surveillance of the premises beginning 6:00 p.m. Monday, March 19 until 5:00 p.m. on Sunday, March 25, 2012. However, exhibitors are responsible for their own products. As with every show, **we still highly recommend that any portable or expensive products be removed from the exhibit or secured when it is not staffed.**

This service is included in the space cost charges except when the exhibitor requests special security service in his display area. Please direct such requests to the Show Director. We ask that you cooperate with all security guards working the show. All exhibitors and personnel working the show may enter and exit through any of the public entrances provided proper identification is shown.

Exhibitor personnel may not enter the booth of another exhibitor without permission. If you notice any unauthorized personnel in your booth or other booths, please contact the Home Show personnel immediately.

## Booth Signs

The "Original" Western Massachusetts Home & Garden Show will furnish each exhibitor with a booth number identification sign which must be visible in the booth at all times. These numbers will be used by all media in official directories.

## Telephone & Telephone Service

An order form for telephone service and installation is located on page 19. It should be completed and mailed directly to the Sales Department at the Eastern States Exposition. BIG SKY is the approved vendor for phone line installation at the Eastern States Exposition grounds. Please refer to page 19 of the manual for rate information.

**NOTE:** To prevent improper use of your telephone lines, Show Management strongly recommends that all telephones be locked in a secure place overnight.





*“The Show  
appreciates any  
show  
advertising and  
support which  
you are able to  
incorporate  
into your  
regular  
schedule & is  
happy to assist  
you.”*

## Advertising & Publicity

### Advertising

The “Original” Western Massachusetts Home & Garden Show will be responsible for the advertising and managing the placement & production of the multi-media advertising campaign (print, radio & television) related to our show. The majority of the advertising dollars will be spent in the Western Massachusetts area.

Each year, the Home Show arranges for a special supplemental section in the Springfield Republican and the Reminder Publication to promote our show. These are important features of the show and deserves your support. You will be contacted in March about advertising in these publications and we encourage your participation, as well as with our other media partners.

### Exhibitor Promotional Support

All exhibitors are requested to support the Home Builders & Remodelers Association of Western Massachusetts 2012 “Original” Western Massachusetts Home & Garden Show by advertising and promoting their participation in the show. If you are a member of the association, it is suggested that you promote this as well. Your usual radio, television and print ads may be supplemented with a voice-over, video font or drop-in Home Show mention. (Example” See us at the 2012 “Original” Western Massachusetts Home & Garden Show.”) The Home Builders & Remodelers Association greatly appreciates any show advertising and support which you are able to incorporate into your regular schedules and would be happy to assist you in your advertising needs. Artwork and logos will be made available to you or your agency at your request.

### Publicity

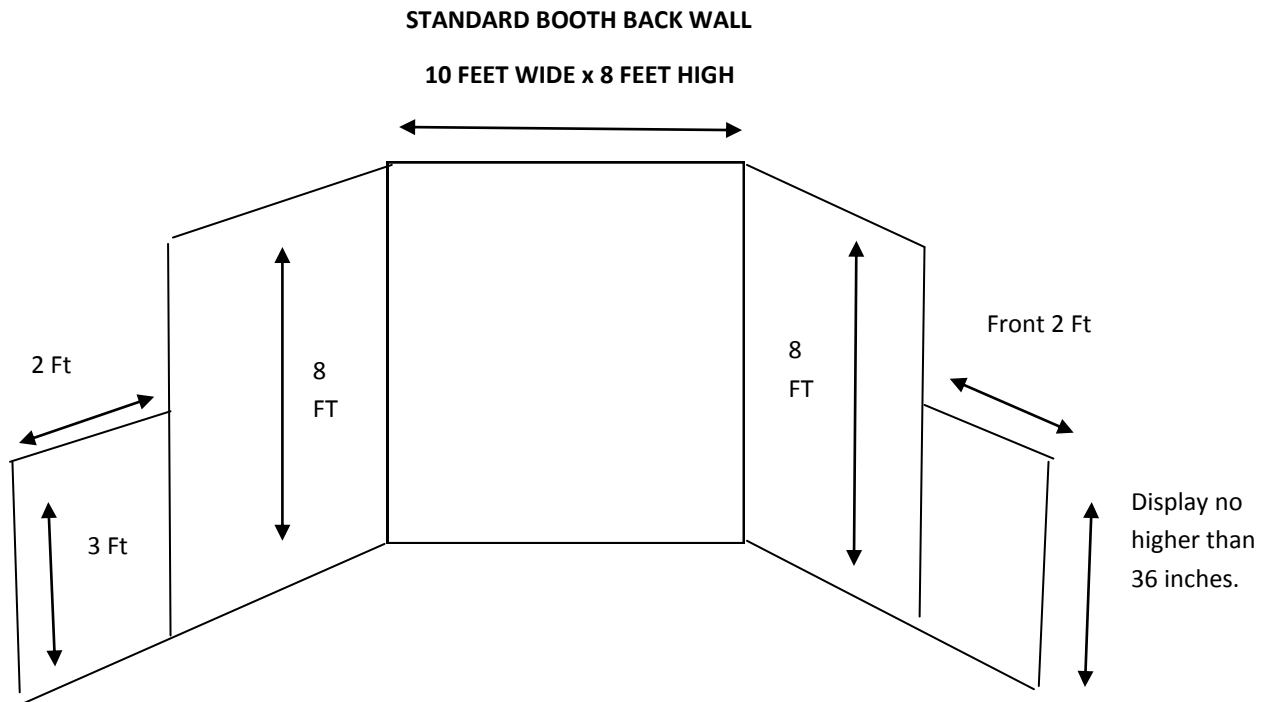
Press kits, pre-show releases and all promotional show publicity will be prepared and coordinated through the “Original” Western Massachusetts Home & Garden Show. The Home Show would like to feature in its publicity any new or special products which you will be displaying. All information or press releases should be mailed to the show office by February 3, 2012. Every attempt will be made to utilize any information received prior to this date. The show address is: HBRA of Western Massachusetts, 240 Cadwell Drive, Springfield, MA 01104, Phone: 413-733-8158, Fax: 413-781-8416 or email to [tsmith@hbrawm.com](mailto:tsmith@hbrawm.com).

# Booth Dimensions

If you are constructing a booth display, the standard booth configuration is 10 feet in width and multiples thereof as indicated below. All exhibitors must adhere to the following guidelines in booth construction. All booths must leave at least two (2") feet from the aisle a height not greater than three (3") feet. This restriction will prevent obstruction of adjoining booths. The diagrams below show graphically how this rule is interpreted and how your booth should look in conforming to the rules and regulations. Please note that from the two (2) foot point forward, display material must be no higher than 36" from the floor as well.

All exposed wood construction materials of your booth, i.e. 2 x 4s, 2 x 3s, etc. must be covered by the exhibitor as not to distract from the next booth. These areas must be covered with painted plywood and/or fireproof drapery material. THIS IS AN EXHIBITOR RESPONSIBILITY AND WILL BE STRICTLY ENFORCED.

The Home Show Committee will be charged with the enforcement of this rule, and any violations will be corrected prior to the official opening of the show.



## STANDARD SIDE OF STANDARD BOOTH

From the front of the booth, the first two feet of your booth can not be higher than 36 inches. This includes any display material in your booth as well. After the initial two feet from the front of the booth, your display may be as high as eight feet provided the back of the display is finished.



*“Be sure to complete the forms for all the services you need in connection with your participation.”*

## Supplemental Section

The next several pages contain the necessary information and forms for ordering the services and tickets listed below.

SPECIAL PRIVILEGE TICKET ORDER FORM	17
FIRE PREVENTION REGULATIONS	18
TELEPHONE LINE REQUEST FORM	19
EXTRA ELECTRICAL SERVICE FORM	20
INTERNET & DSL SERVICE INFORMATION	21
DRAWING REGISTRATION FORM	22

You should retain a copy of any order forms before sending it in to the Home Show Office or the company supplying the service.

# Advance 2012 "Original" Western Massachusetts Home & Garden Show Special Privilege Ticket Order Form

SHOW DATES: MARCH 22—25, 2012  
MAIL TO: The "Original" Western Massachusetts Home & Garden Show  
240 Cadwell Drive  
Springfield, MA 01104

Advance Special Privilege Admission Tickets Sell for \$5.00 each.

PROCEDURE FOR ORDERING YOUR TICKETS: Fill in the order form below indicating the number of tickets you desire. This order form must be accompanied by a check, and there will be NO REFUNDS.

This order form for tickets & your payment should be received by the Home Show Office as soon as possible to allow adequate time for distribution.

NUMBER OF TICKETS DESIRED: \_\_\_\_\_ @ \$5.00 EACH = \$ \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

BOOTH NUMBER(S): \_\_\_\_\_ TELEPHONE #: \_\_\_\_\_

AUTHORIZED BY: \_\_\_\_\_ TITLE: \_\_\_\_\_

(Please Print)

DATE: \_\_\_\_\_

This Order Form Must Be Accompanied  
By a Check For the Full Payment.

Direct Pickup is Available at the  
Show Office While Supplies Last.





West Springfield Fire Department  
44 Van Deene Avenue  
West Springfield, MA 01089-3214  
(413) 732-2650



**FIRE PREVENTION REGULATIONS EXHIBITION HALLS**

1. NO SMOKING ALLOWED IN BUILDINGS.
2. ALL FABRICS USED AS BACK DROPS AND/OR TABLE COVERINGS MUST BE FLAME RETARDANT. \* USE OF SPRAY FLAME RETARDANTS IS ACCEPTABLE \* WHEN PERMITTED, TREES AND VEGETATIONS SHALL BE LIVE, BALLED AND KEPT WATERED.
3. BURLAP MATERIAL IS NOT ALLOWED AS BACK DROP OR TABLE COVERING.
4. BARK MULCH, HAY BALES, CORN STALKS ARE NOT ALLOWED FOR DISPLAY MATERIAL\*
5. FLAMMABLE LIQUIDS AND GASES (PROPANE CYLINDERS) ARE NOT ALLOWED IN THE BUILDINGS. NON-FLAMMABLE GAS CYLINDER, LIKE HELIUM, SHALL BE SUPPORTED BY METAL STANDS.
6. DEVICES UTILIZING OPEN FLAME(S) ARE NOT ALLOWED.
7. BATTERIES ON ALL VEHICLES MUST BE DISCONNECTED.
8. VEHICLE FUEL TANKS SHALL HAVE ONLY THE MINIMUM AMOUNT OF FUEL NECESSARY.
9. FUEL FILLER CAPS MUST BE LOCKED OR SECURED WITH TAPE TO PREVENT THE PUBLIC FROM REMOVING THEM.
10. VEHICLE ENGINES SHALL NOT BE STARTED AND RUN AT ANY TIME WHILE THE BUILDING IS OPEN TO THE PUBLIC.
11. ALL EXITS SHALL REMAIN FREE AND CLEAR AT ALL TIMES.
12. ALL FIRE LANES SHALL REMAIN FREE AND CLEAR AT ALL TIMES.
13. ALL FIRE ALARM PULL STATIONS AND ANY OTHER FIRE PROTECTION EQUIPMENT SHALL BE FREE AND CLEAR OF OBSTRUCTIONS AND READILY VISIBLE.
14. ALL AISLES SHALL BE A MINIMUM 10 FEET IN WIDTH AND SHALL REMAIN FREE AND CLEAR AT ALL TIMES.
15. ALL FIRE EXTINGUISHERS SHALL BE ACCESSIBLE AT ALL TIMES.
16. NO SIGNS, DECORATIONS OR PRODUCTS SHALL BE ATTACHED TO ANY PART OF ANY SPRINKLER SYSTEM.

\* Exceptions: Home Shows and Garden Shows where Bark Mulch is an integral part of Vendor Business, (Landscape Contractors, Garden Center Distributors) and display is readily identifiable as Landscape or Garden Center exhibit. Bark Mulch shall be contained behind masonry or other non-combustible retaining wall. Bark Mulch shall be no more than three inches in depth. It shall be sprayed with water daily, before the show opens and after the show closes. Bark Mulch shall be kept damp at all times.

# Eastern States Exposition Telephone Line Request Form—2012 Non-Fair Events

## PAYMENT IN FULL IS REQUIRED PRIOR TO LINE ACTIVATION

I, we, understand telephone charges are to be as follows:

Number of Lines	1 Line	2 Lines	3 Lines	4 Lines	5 Lines
Total	244.90	451.30	657.70	864.10	1,070.50

Credit Card machines/Computers: Dial 9,,1-800-... Dial 9 for outside line, , for a pause, then your number  
Touch-tone, repair service and 800 # calling-free.

Yes  No  Long distance @ \$.11/min. / International @ \$.99 min. / local info @\$ .50 and long-distance info @ \$.75.

Number of Lines Requested: \_\_\_\_\_ Location: \_\_\_\_\_ Booth: \_\_\_\_\_

Service Start Date: \_\_\_\_\_ Service Stop Date: \_\_\_\_\_

Listed Name of Business: \_\_\_\_\_

Billing name: \_\_\_\_\_

Billing address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Business Telephone Number: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

CREDIT CARD#: \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

DISCOVER  MASTERCARD  VISA

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Personal Credit Card: \_\_\_\_\_ Company Credit Card: \_\_\_\_\_

### CHECK/CREDIT CARD MUST ACCOMPANY FORM PAYABLE TO:

EASTERN STATES EXPOSITION - ATTN: Sales Department  
1305 Memorial Avenue, West Springfield, MA 01089-3525  
Phone: (413) 205-2018 Fax: (413) 787-0127

Big Sky Communications, the exclusive authorized wiring vendor for the Eastern States Exposition fairgrounds, will install the telephone line from the point of demark to your booth.

\* EASTERN STATES EXPOSITION DOES NOT FURNISH TELEPHONE EQUIPMENT\*

# ADDITIONAL ELECTRICAL SERVICE ORDER FORM

**“ORIGINAL” WESTERN MASS HOME & GARDEN SHOW  
MARCH 22—25, 2012  
EASTERN STATES EXPOSITION  
WEST SPRINGFIELD, MA**

Under the terms of the Exhibitor’s Manual, each booth will be provided with **one 110 Volt electrical outlet at no charge.**

Any additional outlets must be installed by the designated exhibition electrician and paid for by you. Rates for an additional 110 line is \$100.00 and \$200 for a 220 line. If you need additional 110 outlets and/or special outlets (e.g., 220 Volt), please complete this authorization form below and return it to: Home Builders & Remodelers Association of Western Massachusetts, 240 Cadwell Drive, Springfield, MA 01104, or fax it to 413-781-8416 as soon as possible.

You do not need to return this form if you do not need any additional electrical service. You will just need to bring a 50 foot heavy duty electrical cord and power strip to plug into the nearest electrical outlet to your booth.

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BUILDING: \_\_\_\_\_ BOOTH NUMBER: \_\_\_\_\_

YES, I REQUIRE ADDITIONAL ELECTRICAL SERVICE \_\_\_\_\_

REQUIRED SERVICE: \_\_\_\_\_

REQUESTED BY: \_\_\_\_\_

# INTERNET PROVIDER FOR HOME SHOW 2012 VENDORS

Skytech, the exclusive provider of wireless Internet and DSL service to the ESE Grounds offers the following:

## I-4 DAY SHOW

\$ 3.99 per Hour for Wireless

\$11.99 per Day for Wireless

\$34.99 2012 Show Price for Wireless

DSL Service—\$234.99 Show Price

Skytech Communications hot spots are accessible throughout most of the Eastern States Exposition grounds now, including the Coliseum. Our hot spots run on the popular 802.11b-g Wi-Fi wireless platform from your laptop or PDA by clicking on your Internet Browser Icon. Connection speed range from 512—768kb/s.

Getting connected is simple! Click your wireless icon and select “Big E Hot Spot” from the available wireless networks list. Sign up for the session’s duration to suit your needs and pay with a major credit card. Skytech’s on-line payment program uses an SSL encrypted portal for a secure transaction. They accept Visa, Master Card and American Express at log on.

For More Information or Technical Support, Call: Skytech Communications, Inc.  
1-800-556-0037 or 413-731-5500

### **Recommended Requirements:**

Windows XP service Pack 2 or above. Apple users OS X or above. If your computer is operating on any systems below Windows XP (such as 95, 98, NT, 2000, ME), be sure your Windows Updates from Microsoft are current and up to date which will improve compatibility with our Wi-Fi network.

# HOME SHOW 2012 DRAWING REGISTRATION

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

PRINCIPAL AGENT: \_\_\_\_\_

BUILDING: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

PRIZE(S) TO BE AWARDED: \_\_\_\_\_

\_\_\_\_\_

DATE (S) AND TIME(S) \_\_\_\_\_

OF DRAWING(S): \_\_\_\_\_

\_\_\_\_\_

**PLEASE SUBMIT THIS FORM TO THE HOME SHOW 2012 OFFICE  
PRIOR TO THE START OF THE SHOW.**

\_\_\_\_\_

*FOR OFFICE USE ONLY—DO NOT FILL IN*

WINNER NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

TELEPHONE: \_\_\_\_\_

WINNER NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

TELEPHONE: \_\_\_\_\_