

Grand Rapids Remodeling & New Homes Show

EXHIBITOR KIT



Show Timeline at a Glance

JAN 10	11	12	13	14	15	16
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<ul style="list-style-type: none"> • Move-In* By assigned time 	<ul style="list-style-type: none"> • Move-In* By assigned time 	<ul style="list-style-type: none"> • Move-In Hand carry only (8a-10a) • SHOW OPEN (12n-9p) 	<ul style="list-style-type: none"> • SHOW OPEN (10a-9p)
			*Review move-in / move-out floorplans for detailed information!			
17	18	19	20	21	22	23
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> • SHOW OPEN (11a-5p) • Move Out by assigned time 	<ul style="list-style-type: none"> • Move Out by assigned time & ALL displays out by 12noon 					

Exhibitor Deadline Checklist: ★ Discounts may apply, if deadlines are met

December 18, 2020

- Official Show Program Advertising Form (ShowSpan, Inc.)
- Hotel★
 - Amway Grand Plaza – Downtown Grand Rapids
 - Embassy Suites – Downtown Grand Rapids
 - Holiday Inn – Downtown Grand Rapids – (Rate Based on Availability)



January 1, 2021

- Rental Furnishings, Labor, Forklift, Signs & Banners (Art Craft Display)
- Phone (SMG)
- Audio & Video Equipment (Bluewater Technologies-DeVos Place)
- Electric★, Internet★ (SMG)

January 8, 2021

- Certificate of General Business Liability Insurance – (ShowSpan, Inc.) – **PLEASE SUBMIT A COPY OF INSURANCE**
- Staff/Worker Exhibitor Credential – (ShowSpan, Inc) – **PLEASE ENTER STAFF NAMES ONLINE EXHIBITOR KIT**
- Review and confirm Move In and Move Out times

January 12, 2021

- Freight- shipments will be received no later than **12noon, Tuesday-January 12** (Art Craft Display)

Contacts

Show Producer	Mike Wilbraham, ShowSpan, Inc.	616-447-2860 x1072
Senior Show Manager	Carolyn Alt, ShowSpan, Inc.	616-447-2860 x1076
Show Office Mgr. Exhibit Space Payments	Rachel Pullman, ShowSpan, Inc.	616-447-2860 x1082
Promotions Sponsorships	Derek Lancioni, ShowSpan, Inc.	616-447-2860 x1012
Credentials Exhibitor Kit Questions Insurance	Molly Harrison, ShowSpan, Inc.	616-447-2860 x1077
Rental Carpet Freight & Signs under 150 lbs	Kary Dankenbring, Art Craft Display	616-791-8024
Utilities & Special Sign Hanging (over 150 lbs)	Katie Oquist at SMG	616-742-6534
Kent County Health Department	Caitlin Meek, Sanitarian	616-438-4827

EXHIBITOR INFORMATION

We recognize COVID-19 is impacting all of us this year.

The health and safety of our patrons, exhibitors and staff is foremost in our minds and we are taking all necessary precautions. Per ShowSpan's *OpenSafely* document, exhibitors will comply with all requirements outlined in **Kent County Health Department Guidelines** and **Michigan Department of Health and Human Services Emergency Orders** (as applicable) and the following adaptations at the **Grand Rapids Remodeling & New Homes Show**:

1. All exhibitors and their third-party contractors will follow/utilize all required staff safety protocols including face covering and health check upon entering the venue each day. Face masks or face coverings must be worn at all times when in DeVos Place.
2. Scanning of exhibitors and their third party contractors at entrances for elevated temperatures.
 - Temperatures must be below CDC recommendation of 100.4 F (38.0 C) or exhibitor/third party contractor will be denied admittance.
3. Increased sanitation of all displays, tables, etc. throughout the day with special attention to touch points.
4. Follow safety measures and updates posted on the show's official website as well as the venue official website prior to opening.
5. Social distance guidelines must be maintained between exhibitors, third-party contractors and patrons (with the exception of those attending event together).
6. Create an open layout within your space to follow social distancing guidelines.
7. Use designated areas for food and beverage consumption.
8. Use LeadGen touchless data collection for all register to win prize giveaways.

ADMISSION (TICKETS PURCHASED ONLINE ONLY)

Adult:	\$12.00
Children (6-14):	\$4.00
5 & Under:	FREE

ADVERTISING OPPORTUNITIES

OFFICIAL SHOW PROGRAM:

Producer: ShowSpan, Inc.

Contact: Rachel Pullman

Phone: 616-447-2860

Email: rachelp@showspan.com

Deadline: Friday, December 18, 2020

- Sent by email to all ticket purchasers
- Digital Distribution on site.
- Posted on our website 1/6/21-9/1/21.
- See Program Advertising sheet.

ADA REGULATIONS

Please take these ADA standards into account when designing your booth. Exceptions are allowed when the standards cause your business "undue hardship." Please make your displays as accommodating as possible.

- All aisles must be a minimum of 36" wide.
- Merchandise on display must be no more than 48" high or must have assistance.
- No protruding objects (trailer tongues, etc.) are allowed into the show aisles.

- No obstacles are allowed within 27" of the floor that a person with a visual disability cannot detect with a cane.
- Carpet must be less than 1/2" thick and tightly secured.
- The turning circle for a wheelchair allowance is a 60" diameter.
- All raised areas must be accessible by a ramp. Any item on display that is inherently inaccessible (i.e., boats, campers) is excluded from this.

BOOTH FURNISHINGS

- You may bring your own furnishings.
- Drape Colors: Blue & Silver
- ***If you bring your own carpet, you must use CARPET TAPE approved by Art Craft, or significant cleaning fees will be charged for cleanup.***
- See Art Craft Service forms for additional booth rental furnishing.

BUILDING REGULATIONS

- In accordance with local government and health authority requirements, everyone will be required to wear a face covering at all times when in DeVos Place. Masks/Face Shields will be provided in the instance where a person does not have one.
- No holes may be drilled, cored, or punched in the building.

BUILDING REGULATIONS – Cont’d

- No lighter-than-air balloons (helium, etc.) are permitted in the building unless special permission is granted by DeVos Place.
- No adhesive-back decals or similar items may be distributed or used in the building.
- Parking on loading docks or inside the building, except for loading or unloading, is prohibited. Violators will be towed away at their own expense.
- Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled, or otherwise fastened, to ceilings, walls, doors, painted surfaces, or columns.
- No sample food and/or beverage products may be distributed by exposition sponsoring organizations and/or their exhibitors without prior approval. Please call ShowSpan for information. (see food samples/sales regulations below)
- Passenger elevators and escalators are not to be used for transporting freight from level to level.
- No painting of signs, displays, or other objects is permitted in the building.
- The DeVos Place cleaning crews will not enter your display to clean. If you need anything to be thrown away, put it in the aisle each day after the show closes.
- DeVos Place is a smoke-free environment.

DISPLAY RECOMMENDATIONS

- Create an open layout within your space to follow social distancing guidelines
- To ensure the highest visual exposure for your display, we strongly recommend that if the sides of your display exceed 4 feet in height they should not extend toward the aisle more than 5 feet from the back, and the front 5 feet of your display should be 4 feet tall or less. **Please Note - This is NOT a rule, but a recommendation.** There will be booths in the show that do not follow these recommendations and will have high walls. Any exposed surface over the drape line must be covered. If you have questions or concerns, please contact us.
- All Structures, Gardens and Displays are subject to all Federal, State and/or Local laws, ordinances, codes or guidelines.

EXHIBITOR LOUNGE

- Located in the **Grand Gallery C**.
- Open one hour before the show opens to the public each day.
- Please use for all food & beverage consumption.

EXHIBITOR ENTRANCE & CREDENTIAL PICK-UP

Exhibitor Credentials are required for your staff to enter the show to work in your exhibit space, on show days, without having to purchase an admission ticket.

Move-In: Wednesday & Thursday

- Please stop by the Show Office in Grand Gallery E to verify that all paperwork has been received and pick up your credentials while you are setting up your booth.

EXHIBITOR CHECK IN – Cont’d

Show Days: Friday - Sunday:

- **Please be sure to give yourself extra time to check in prior to your shift as there are additional steps to go through following safety protocols set by the MI Health Dept.**
- **NEW!** All exhibitors and their third party contractors will be required to be scanned for an elevated temperature upon arrival through the exhibitor entrance (Grand Gallery F). Please enter the service corridor across from the building’s security office and walk towards the west end.
- **NEW!** All exhibitors must fill out an online health questionnaire each day they are working the show. Please complete questionnaire before your arrival and be prepared to show your confirmation to our check in staff. **Include Link**
- Your staff will be required to show their ID for credential pick up at the Exhibitor Table located in Grand Gallery F.
- Manufacturers’ representatives attending the show for just one day must enter here and show their business card or ID.
- **Early Admittance (NEW)** - We maintain strict security from the close of the Show to open the following day. Unfortunately due to required contact tracing, access is limited to one hour before the Show opens.

FOOD SAMPLES / SALES REGULATIONS

- Amway Concessions has exclusive rights to food sales (for onsite consumption) within DeVos Place. Any packaged food sales or samples will need to be approved by Jeff Smith, Director of Amway Concessions, at 616-742-6532.
- Food and beverage sample distribution must be pre-approved by ShowSpan. Please contact Rachel Pullman at 616-447-2860, ext. 1082. Samples may be no larger than 2 ounces.
- If you are creating a beverage or food item onsite, you will be required to obtain a Temporary Food Service Establishment License from the Kent County Health Department. Contact the Kent County Health Department to receive an application at: 616-632-6900; or download the application from their website: <http://www.accesskent.com/Health/FoodServices/default.htm> or from your online exhibitor kit under “Service Forms”.
- There is a License Fee that is determined by the Health Department and the cost is less if ordered more than two weeks in advance of the show. The Health Department has the right to deny licenses to anyone who does not adhere to these deadlines, and the license fee may be double if ordered within 14 days of the show.
- The Health Department may be making random inspections throughout the show.
- Contact Caitlin Meek, Sanitarian at 616-438-4827 with any questions.

FUEL RESTRICTIONS

Fuel in gasoline and diesel powered equipment is "limited to not more than the lesser of ¼ tank or 5 gallons of fuel per vehicle when entering the building." All tanks will be subject to inspection by the Fire Department.

- When it is necessary to drain the excess fuel from the tank, the draining operation shall take place outside of the building.
- The fill cap shall be of a lock type or the cap shall be securely taped with a material that is not soluble in a petroleum fuel.
- The grounding cable shall be disconnected from the battery terminal. The grounding cable and exposed battery terminal shall be completely covered with tape to be electrically insulated.

INSURANCE REQUIREMENTS

All exhibitors are required to forward ShowSpan a certificate of Liability Insurance. ***Credentials will not be distributed until a valid certificate of liability insurance is provided.***

Certificates must contain the following information to be considered valid:

- Identify Show Michigan Corporation and ShowSpan, Inc. as certificate holder.
- Exhibiting Company's Name and ANY dba's that apply must be listed on the certificate.
- Commercial General Liability amounts and expiration dates (\$1,000,000 per occurrence).
- The certificate will need to include the following language:

Show Michigan Corporation., ShowSpan, Inc., and their respective owners, officers, officials, agents and employees are additional named insureds, and will be held harmless and indemnified for all related liabilities or costs, including but not limited to all defense costs. This insurance shall not be cancelled unless (30) days prior written notice has been given to the certificate holder.

List the specific name & date of the show:

Grand Rapids Remodeling & New Homes Show – January 11-18, 2021

- Fax request form for you to send to your agent is available in your online account
- E-mail, fax or mail certificate of liability insurance to:
ShowSpan, Inc. | Attn.: Molly Harrison
2121 Celebration Drive NE
Grand Rapids, Michigan 49525
Phone: 616-447-2860 | x1077
Fax: 616-447-2861
Email: mollyh@showspan.com

In the event you do not hold General Liability Insurance, [click here](#) and arrangements can be made with DHC Insurance, LLC to secure affordable show coverage. Fill out the online application and after payment has been processed, they will email you & ShowSpan a copy of the certificate. If you need further assistance from DHC Insurance, LLC, please contact Byron Capper at (630) 393-5662.

NEW - LEADGEN by EVENTSPASS

- FREE to all exhibitors!
- This patron data capture system allows you to scan patron tickets to retrieve and save registration data into your own leads database.
- To learn more of the benefits you have and opportunities to upgrade your free package, please refer to the EventsPass flyer in your exhibitor kit.

MARKETING TOOLS/BOOTH UPGRADE PACKAGES

- We want our exhibitors to have the most successful show ever. We have developed tools to assist your company in attracting qualified attendees to your display.
Most of these items are FREE!
- If you have not taken advantage of the Booth Upgrade Packages, now is a good time to consider adding one of these packages to enhance your show presence. Options include show program ads, premium website presence, at-show internet, and more, at discounted prices.
- See order form for ALL details.

MOVE IN/OUT INFORMATION

Please see the move-in/out floor plan, schedule and detailed instruction sheets under the "move-in/out" section of your exhibitor kit.

The Staging Lot is located in DASH Lot #9 at 299 Seward Ave NW (same as last year). Please reference the move-in/out information in your online exhibitor kit to get the detailed information and plan accordingly.

• PENALTIES FOR EARLY MOVE OUT

- The Show is advertised to close at 5 pm on Sunday. To maintain the integrity of the Show until the advertised closing time and the safety of patrons walking down aisles, please do not break down your booth early. If it comes to our attention that your booth was dismantled prior to the close of the Show, you will not be offered standard renewal opportunities.

MUSIC LICENSING

We remind you that by signing your contract you have agreed to indemnify and hold ShowSpan, Inc. harmless for all licensing and enforcement fees for recorded or live music played by you. ShowSpan, Inc. will take no responsibility for licensing fees that you may owe or charges that may result from your failure to obtain licenses from such licensing organizations as the American Society of Composers, Authors & Publishers (ASCAP) or Broadcast Music, Incorporated (BMI).

ONLINE EXHIBITOR KIT

This information is also available in your online exhibitor kit on the Show website for your convenience. For log-in assistance, please call Rachel Pullman, 616-447-2860.

PARKING FOR EXHIBITORS

Special arrangements for this show:

- To help our exhibitors & patrons with the cost of parking, the Grand Rapids Remodeling & New Homes Show will offer **\$2 Daily Parking with a FREE Shuttle to DeVos Place.**
- We will be using a dedicated bus, running a 10-minute loop from Lot #9 on Seward (just a few blocks over the river) to the front entrance of DeVos Place.

Enter DASH Lot #9 at one of the two Main Pay Station entrances. Pull a ticket to enter and pay the \$2 fee with cash or credit card on the way out.

SECURITY

Each exhibitor must take responsibility for the security of all items in their display.

- We will maintain strict building security from the close of the show, until the show opens to the public the following day.
- The building will be open for exhibitors, **with a credential one (1) hour before the show opens** to the public.
- Unfortunately due to new entrance policies, access is limited to one hour before the Show opens.
- Neither ShowSpan Incorporated, nor DeVos Place can guarantee full protection. Reasonable effort is made by each organization to guard against theft, damage, and other undesirable occurrences, but the ultimate burden falls on the exhibitor.

SHOW OFFICE

NEW Location: Grand Gallery E

Opens: 8 am move-in/out days
1 hr before show opens on show days

Phone: 616-299-6090

Fax: 616-447-2861

SIGNS & BANNERS

- Two-Sided banners are PROHIBITED for all booths that are only 10' deep and are extremely restricted for all other booths.
- Please see the enclosed **Banner Regulations Sheet** for details on banners allowed over your display.

TICKETS

- VIP tickets are a great way to provide tickets to your customers, family or friends at a reduced rate. Tickets are purchased online using a unique company code provided to you on request. Please refer to the VIP form in your online exhibitor kit or call us in the corporate office.

****Please note there will be no onsite will call. Tickets will need to be e-mailed to your guests prior to their arrival so they can register their tickets.****

UTILITIES

Please refer to the "Utilities" tab, (electric, internet, telephone or A/V) in your online exhibitor kit, to order directly from SMG at DeVos Place. If you should have any questions, please contact Katie Oquist at SMG at (616)742-6534.

WILL CALL - IMPORTANT

Due to safety protocols, there will not be an onsite will call. VIP tickets and Guest Passes will need to be sent to your guests prior to their arrival.