

OUTDOORAMA EXHIBITOR KIT



Show Timeline at a Glance

FEB 20	21	22	23	24	25	26
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<ul style="list-style-type: none"> • Staging 24hour Security • Move-In* By assigned time (10a-6pm) <p><i>*Review move-in / move-out floorplans for detailed information!</i></p>	<ul style="list-style-type: none"> • Staging 24hour Security • Move-In* By assigned time (8a-6pm) 	<ul style="list-style-type: none"> • Move-In Cart/Hand carry only (8a-12p) • SHOW OPEN (1p-9p) 	<ul style="list-style-type: none"> • SHOW OPEN (11a-9p) 	<ul style="list-style-type: none"> • SHOW OPEN (10a-8p)
27	28	March 1	2	3	4	5
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> • SHOW OPEN (10a-5p) • Move Out* (5:15 until out) • Staging All boats out by Monday 5p 	<ul style="list-style-type: none"> • Staging All boats out by Monday 5p 					

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

January 9, 2022

- Program Advertising Order Form (Woods-N-Water News)

February 15, 2022

- Rental Furnishings, Labor, Forklift, Freight, Signs & Banners (Art Craft Display)
- Electric, Internet, Telephone, Water, Cleaning (BOCO Enterprises) ★
- 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**
- Parking Pass (BOCO Enterprises) ★

February 17, 2022

- Hyatt Place ★ (at the Suburban Collection Showplace)
- Comfort Suites Wixom ★

February 21, 2022

- Freight – shipments will be received no later than 12 noon, Monday, February 22 (Art Craft Display)

Don't forget your **MARKETING TOOL KIT** & to purchase **discounted VIP TICKETS** for customers, family & friends!

Contacts

Show Producer	Henri Boucher, ShowSpan, Inc.	616-447-2860
Show Mgr. Boat Staging Move-In/Out Sales	Ben Nielsen, ShowSpan, Inc.	616-447-2860 x2868
Promotions Sponsorships	Lisa Dalm, ShowSpan, Inc.	616-447-2860 x2865
Exhibit Space Sales Operations	Will Sprague, ShowSpan, Inc.	616-447-2860 x2878
Show Office Mgr. Exhibit Space Payments	Kari Dickerson, ShowSpan, Inc.	616-447-2860 x2874
Credentials Exhibitor Kit Questions Insurance	Molly Harrison, ShowSpan, Inc.	616-447-2860 x2877
Carpet Rental Sign Hanging	Doug Goin, Art Craft Display	248-380-0843
Utilities Electric Internet Telephone	Terri Freytag, BoCo Enterprises, Inc	248-380-3000
Program Advertising	Tom Campbell, Woods-N-Water	810-724-0254

EXHIBITOR INFORMATION

ADMISSION (PUBLIC)

Adults:	\$12.00
Children (6-14):	\$ 5.00
5 & Under:	FREE

ADVERTISING OPPORTUNITIES

Official Show Program

Producer: Woods-N-Water News
Contact: Tom Campbell
Phone: 810-724-0254
Email: wnw@pageone-inc.com

- **Deadline: January 9, 2022**
- Sent by email to all ticket purchasers
- Digital Distribution on site
- Posted on our website 2/28/22-9/1/22
- For more information, see Advertising Order Form.
- Products/Lines/Service listing changes should be emailed to: karid@showspan.com; or faxed to 616-447-2861; or mailed.

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 (deck steps, 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 is excluded from this.

BOATS

- New current and new non-current models will be allowed.

BOOTH FURNISHINGS

- You may bring your own furnishings
- Some furnishings available only by pre-order
- Show Colors: Drape: Blue and White
- Aisle Carpet: Blue (limited area)
- ***If you bring your own carpet, you must use CARPET TAPE approved by the decorator, or significant cleaning fees will be charged.***
- See Art Craft service forms for additional booth rental furnishing.

BUILDING REGULATIONS

- The Suburban Collection Showplace is a smoke-free environment.
- Food & Beverage: **NO ALCOHOLIC BEVERAGES** of any kind are permitted inside the building. Exhibitors are not permitted to bring in, distribute or sell food, unless it is ordered through BoCo Enterprises or approved by the Food Director at 248-662-0114.
- Food deliveries will not be accepted at any entrance.
- Helium balloons may be used only as part of a display and must be attached. They are not to be used for handouts. There will be a charge to remove balloons that are lodged on the ceiling or on any mechanical devices. (absolutely no use of helium during show hours)
- The use and storage of liquefied petroleum gases is not permitted. (Natural gas is available upon request; see BoCo Enterprises, Inc. Utility Form.)
- Burlap, fish netting or other similar type material shall not be suspended from the ceiling.
- No alcoholic beverages are allowed in the building.
- The Suburban Collection Showplace 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.

CONSTRUCTION / Dock or Display Related

Any construction or displays are subject to all Federal, State and/or Local laws, ordinances, codes or guidelines.

DISPLAY RECOMMENDATIONS

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 must be covered. If you have questions or concerns, please contact us. All Structures and Displays are subject to all Federal, State and/or Local laws, ordinances, codes or guidelines.

EXHIBITOR ENTRANCE

Throughout the show, the **ONLY** entrance for exhibitors is located in the back of the building, next to overhead door #4, near the exhibitor parking area.

- **Tuesday-Wednesday (during move-in):** Your staff may pick up Credentials in the Show Office – concourse outside Hall B. Please stop by the Show Office to verify that all paperwork has been received.
- **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. Your staff will be required to show their ID for Credential pickup at the Exhibitor Entrance located in the back of the building, next to overhead door #4, near the exhibitor parking area.
- **Early Admittance Policy** - We maintain strict security from the close of the Show to open the following day. Unfortunately, due to new show entrance policies, access is limited to one hour before the Show opens.

FOOD SAMPLES/SALES REGULATIONS

- The Suburban Collection Showplace has exclusive rights to food sales (for onsite consumption) within the Suburban Collection Showplace. Any packaged food sales or samples will need to be approved by the Suburban Collection Showplace.
- Food and beverage sample distribution must be pre-approved by ShowSpan. Please contact Kari Dickerson at 616-447-2860, ext. 2874. Samples may be no larger than 2 ounces.
- Please refer to the Food Samples & Sales Form found on the "Show Info & Forms/Service Forms" tab in your online exhibitor kit.

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 Corp. 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 (recommended minimum, \$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 including move in & move out dates:

Outdoorama – February 22 – February 28, 2022

- 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:
Attn.: Molly Harrison | ShowSpan, Inc.
2121 Celebration Drive NE
Grand Rapids, Michigan 49525
Phone: 616-447-2860 | x2877
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.

MARKETING TOOLS

- We want our exhibitors to have the most successful show ever. Partnering with you, we have developed these tools to assist your company in attracting qualified attendees to your display. **Most of these items are FREE!**
- If you have not yet taken advantage of this opportunity, now is a good time to consider adding a Highlighted / Linked Exhibitor Listing in our Online Show Program to your marketing efforts. Please call with any questions.
- See order form for ALL details.

MOVE IN/OUT INFORMATION

Please see the move-in/out floor plan, move-in/out schedule and detailed instruction sheets for specifics.

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 which 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 Molly Harrison at 616-447-2860, ext. 1077 or email mollyh@showspan.com.

PARKING FOR EXHIBITORS

- Exhibitors must park in the designated exhibitor parking area, next to the exhibitor entrance, in the NORTHEAST corner of the building along I-96.
- Parking is \$5/day
- 4 day in/out passes are available for purchase \$10.00 prior to show (see order form).
- **Faxed and mailed orders will not be accepted after February 17, 2022!** After this date, passes will have to be purchased on site at the BOCO Enterprises Services Desk.
- **The discounted price will still apply up to the opening of the show at 1pm on FEBRUARY 24, 2022.**
- Regular rates will apply once the show has opened.

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 show entrance policies, access is limited to one hour before the Show opens.
- Neither ShowSpan, Inc., nor the Suburban Collection Showplace 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

Location: Concourse outside Hall B

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

Phone: 616-446-9151

Fax: 616-447-2861

SIGNS & BANNERS

- Signs and banners may NOT block the view of a neighboring display.
- Except with the permission of show management, all signs shall remain within the exhibitor's space and must be designed and constructed so as not to detract from adjacent exhibits.
- Two-Sided banners are PROHIBITED for all booths that are only 10' deep and are extremely restricted for all other booths.

TICKETS

VIP tickets are a great way to provide tickets to your customers, family or friends at a reduced rate. Please refer to the VIP form in your online exhibitor kit.

UTILITIES

Please refer to the "Utilities" tab for forms to order your electricity, internet or telephone through BOCO Enterprises at 248-348-5600. ALL the utilities order forms are available in your online exhibitor kit.

WILL CALL

VIP Tickets, Guest Passes and Buy One, Get One Free Coupons may be left at Will Call for your guests to pick up. Will Call is located next to the Box Office.