

# West Michigan Golf Show

## EXHIBITOR KIT



### Show Timeline at a Glance

FEB 6	7	8	9	10	11	12
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<ul style="list-style-type: none"> <li>• Move-In* Bulk Space (8a-5p)</li> </ul>	<ul style="list-style-type: none"> <li>• Move-In* hand carry only (8a-12n)</li> <li>• SHOW OPEN (2p-9p)</li> </ul>	<ul style="list-style-type: none"> <li>• SHOW OPEN (10a-6p) EXHIBITOR PARTY! (6p-8p)</li> </ul>
				*Review move-in / move-out floorplans for detailed information!		
13	14	15	16	17	18	19
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> <li>• SHOW OPEN (10a-4p)</li> <li>• Move Out* Begins at 4:15p</li> </ul>						

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

#### January 14, 2022

- Show Program Advertising (ShowSpan, Inc)

#### January 21, 2022

- Hotel★
  - Courtyard Marriott - Downtown Grand Rapids
  - Embassy Suites – Downtown Grand Rapids
  - Holiday Inn – Downtown Grand Rapids - (Deadline Date & Rate Based on Availability)
  - Country Inn Suites – Grand Rapids East

#### January 28, 2022

- Rental Furnishings, Labor, Forklift, Signs & Banners (Art Craft Display)
- Phone (ASM Global)
- Audio & Video Equipment (Bluewater Technologies-DeVos Place)
- Door Prize Promotion (ShowSpan, Inc)
- Electric★, Internet★ (ASM Global)

#### February 7, 2022

- 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**
- Create your FREE EventsPass LeadGen account to collect patron data at your booth. See login instruction email.

#### February 10, 2022

- Freight-shipments must be received by **12noon, Thursday, February 10** (Art Craft Display)

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

#### 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   Door Prizes	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
Special Sign Hanging (over 150 lbs)	ASM Global at DeVos Place	616-742-6500
Utilities   Electric   Phone   Internet   A/V	Katie Oquist at ASM Global	616-742-6534
Kent County Health Department	Sanitarian	616-632-6890

# EXHIBITOR INFORMATION

## ADMISSION

Adult: \$12.00  
Children (14 & under): FREE

## ADVERTISING OPPORTUNITIES

### OFFICIAL SHOW PROGRAM:

Producer: ShowSpan, Inc.  
Contact: Rachel Pullman  
Phone: 616-447-2860, ext. 1082  
Email: [rachelp@showspan.com](mailto:rachelp@showspan.com)

### Deadline: January 14, 2022

- Sent by email to all ticket purchasers.
- Distribution on site.
- Posted on our website 2/4/22-9/1/22.
- See Show 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 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.

## BOOTH FURNISHINGS

- Each booth includes:  
(1) 6' table, (2) chairs, (1) wastebasket

### You may bring all your own furnishings.

- Show Drape Colors: Dark Green, Black and White
- If you bring your own carpet, you must use CARPET TAPE approved by Art Craft (616-791-8024), or significant cleaning fees will be charged for cleanup.
- See Art Craft Service forms for additional booth rental furnishing.

## BUILDING REGULATIONS.

- No holes may be drilled, cored, or punched in the building.
- 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, Inc. at 616-447-2860 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.
- DeVos Place is a smoke-free environment.
- DeVos Place cleaning crews will not enter your display to clean. If you need anything thrown away, put it in the aisle each day after the show closes.

## DISPLAY RECOMMENDATIONS

- Create an open layout within your space to allow for social distancing.
- 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 CHECK-IN / 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: Thursday

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

#### Show Days: Friday - Sunday:

- **Please be sure to give yourself extra time to check in prior to your shift as there may be additional steps to go through following safety protocols set by the MI Health Dept.**
- Your staff will be required to show their ID for credential pick up at the Exhibitor Table located at the main public entrance on Monroe Ave.
- Manufacturers' representatives attending the show for just one day must enter here and show their business card or ID.
- **Early Admittance** - We maintain strict security from the close of the Show to open the following day. If you require early admittance (more than one hour prior to the Show opening), please coordinate with the Show Office the night before so you are not denied entrance by building security.

### EXHIBITOR LOUNGE

- Located in the SW Corner of Exhibit Hall B – behind the Seminar Stage.
- Open one hour before the show opens to the public each day.
- Please use for all food & beverage consumption as you take a break from being on the Show Floor.

### FOOD SAMPLES & SALES / HEALTH DEPT.

- 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 will be making random inspections throughout the show.
- To contact a Kent County Sanitarian with any questions, please call 616-632-6890 or email [KCEHMail@kentcountymi.gov](mailto:KCEHMail@kentcountymi.gov).

### 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 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/out days:

*West Michigan Golf Show – February 9-13, 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 | x1077  
Fax: 616-447-2861  
Email: [mollyh@showspan.com](mailto:mollyh@showspan.com)

In the event you do not hold General Liability Insurance, 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 and how it works, see the EventsPass flyer in your exhibitor kit or with your space contract.
- Create your free account with the login instructions emailed to you from EventsPass or email [vendorsupport@eventspass.com](mailto:vendorsupport@eventspass.com) with any questions.

## 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.

## • PENALTIES FOR EARLY MOVE OUT

- The Show is advertised to close at 4 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 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 Rachel Pullman, 616-447-2860.

## PARKING FOR EXHIBITORS

Special arrangements for this show:

- To help our exhibitors & patrons with the cost of parking, the West Michigan Golf Show will offer **\$2 Daily Parking** with a **FREE Trolley Shuttle to DeVos Place**.
- We will be using a dedicated trolley, 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.
- 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

**Located at the entrance to Hall B in the Grand Gallery**

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

Phone: 616-446-9151

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. Please refer to the VIP form in your online exhibitor kit.

## UTILITIES

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

## WILL CALL

VIP Tickets, Guest Passes, and Buy One, Get One Free Coupons may be left for patrons here. It is located at the main entrance off Monroe Ave, next to the Exhibitor Table.