

# HOME GARDEN & REMODELING SHOW

presented by:

**Window  
World**  
"Simply the Best for Less"

*Louisville's Original Home Show*

Sponsored by:



March 2 – 4, 2012

*www.LouisvilleHomeShow.com*

## Exhibitor's Manual

**Kentucky Exposition Center**  
South Wing B & C

*Produced by the*  
**Home Builders Association of Louisville**



# General Show Information

Website: [www.LouisvilleHomeShow.com](http://www.LouisvilleHomeShow.com) – make us your new home page!

## Show Dates

Friday, March 2 – Sunday, March 4, 2012

## Contact Information

### Show Management

Home Builders Association of Louisville  
Gail Schell, Show Director ([gail@hbal.com](mailto:gail@hbal.com))  
Jessica Embry, Asst. Show Director ([jessica@hbal.com](mailto:jessica@hbal.com))  
502-429-6000  
502-429-6036 fax

## Show Services

**Decorator** ..... Geo Fern Company  
..... 502-367-0254  
**Electrical/Water** ..... Kentucky Exposition Center  
..... 502-367-5321  
**Phones** ..... Convention Communications Provisioners  
..... 800-453-5419  
..... [www.ccpi.net/kec](http://www.ccpi.net/kec)  
**Internet** ..... Convention Communications Provisioners  
..... 800-453-5419  
..... [www.ccpi.net/kec](http://www.ccpi.net/kec)

## Daily Event Hours

Friday, March 2<sup>nd</sup> ..... 10 a.m. – 9 p.m.  
Saturday, March 3<sup>rd</sup> ..... 10 a.m. – 9 p.m.  
Sunday, March 4<sup>th</sup> ..... 10 a.m. – 5 p.m.

## Same Day Re-Entry onto the Show Floor

Exhibitors can simply have their hand stamped at either entrance for re-entry that day. The stamps will be different each day.

## Show Office/Hours

The Show Office during Move-in will be located in the South Wing B Lobby near the escalators along with Service Desks for Geo Fern and The Kentucky Expo Center. \*During the Show the Show Office will be in booth # 1149

Monday, February, 27<sup>th</sup> ..... 1:00 p.m. – 5 p.m.  
Tuesday, February 28<sup>th</sup> ..... 9:00 a.m. – 5 p.m.  
Wednesday, February 29<sup>th</sup> ..... 9:00 a.m. – 6 p.m.  
Thursday, March 1<sup>st</sup> ..... 8:30 a.m. – 6 p.m.  
\*Friday, March 2<sup>nd</sup> ..... 9:30 a.m. – 9 p.m.  
\*Saturday, March 3<sup>rd</sup> ..... 9:30 a.m. – 9 p.m.  
\*Sunday, March 4<sup>th</sup> ..... 9:30 a.m. – 5 p.m.  
Monday, March 5<sup>th</sup> ..... Move-out until 5 p.m. – NO OFFICE HOURS

## **Show Location/Shipping Information**

Kentucky Exposition Center – South Wing B & C  
937 Phillips Lane, Louisville, KY 40209  
502-367-5000

# **Exhibitor Credentials/Parking Passes**

## ***Exhibitor Credentials Must be Signed Out Pick-up begins February 8<sup>th</sup>***

All Exhibitor Credentials can be picked up at the Home Builders Association Office (1000 N. Hurstbourne Pkwy., 40223) beginning Wednesday, February 8, 2012. HBAL Office hours are 8:30 a.m. to 5:00 p.m. Monday – Friday. Beginning Monday, February 27<sup>th</sup> all credentials must be picked up at the Show Office at the Kentucky Exposition Center. *See the Show Office hours for when you can pick up your credentials.*

## ***Distribution of Passes:***

### **EXHIBITOR CREDENTIALS**

10' x 10' Booth = 5 credentials per day (1 additional pass per each additional 10 x 10 space)

20' x 20' Bulk Space – 7 credentials per day

20' x 30' = 8 credentials per day

OVER 700 Sq. Ft. = up to 10 Credentials per day or what Show management approves.

### **PARKING PASSES**

PARKING PASSES WILL BE \$15 EACH if purchased prior to December 31, 2011. The passes will be valid for February 27<sup>th</sup> – March 4<sup>th</sup>. Passes purchased after December 31, 2011 are \$24.00 each. To order, please see the parking pass order form enclosed. No parking passes will be sold after February 29, 2012. All parking passes must be paid in full before you receive passes.

### **Parking and Entrance to Show (There is no rear entrance.)**

All exhibitors are asked to park in the horse barn area or behind the stadium. Exhibitors are encouraged to use the walk-over located behind the North Wing - the breezeway takes you right to the South Wing A lobby where you will then walk to the South Wing B lobby area. Exhibitors may enter the Show through the main doors in the South Wing B lobby at the “Exhibitor Entrance”. We understand this is a walk but we would like to have as many spots for consumers in the front of the buildings as possible.

## **PLEASE NOTE:**

- 303 Kentucky Administrative Regulation 1:030, Section 1 states: No person shall carry or transport into the premises any beer or other alcoholic beverages.

# Exhibitor's Lounge

**LOCATED IN THE LOBBY HALLWAY BETWEEN THE LOBBY OF SOUTH B & C.**

Each exhibitor company will be issued 2 passes into the Exhibitor Lounge. We suggest you leave these in a secure place in your booth to pass along to the next shift. The Exhibitor's Lounge will offer exhibitors a place to sit and enjoy a drink, snack or meal away from the public. Soft drinks, water and snacks will be available in the Exhibitor's Lounge at no charge to exhibitors\*. Unopened drinks or more than one drink per person is not to leave the lounge area.

The hours for the Exhibitor's Lounge are:

Friday: 12 Noon – 7 p.m.  
Saturday: 12 Noon – 7 p.m.  
Sunday: 12 Noon – 3 p.m.

\*Drinks & snacks are provided on a limited basis and not guaranteed to be available during all hours the exhibitor lounge is open.

## DON'T FORGET !!

### WEB LISTING/LINK AVAILABLE !!

(Make [LouisvilleHomeShow.com](http://LouisvilleHomeShow.com) your home page)

Exhibitors have the ability to have their web site linked with the online listing(s) as seen on the web pages at [www.louisvillehomeshow.com](http://www.louisvillehomeshow.com). The cost for the link is \$25.00. All Exhibitors are allowed 2 product category listings with additional listings at a cost of \$5.00 each. Buying a website link will allow you up to four (4) listings with no additional charge. Exhibitors wanting to be included in this listing service should contact Gail Schell ([gail@hbal.com](mailto:gail@hbal.com)) or Jessica Embry ([jessica@hbal.com](mailto:jessica@hbal.com)) or call 429-6000.

### POINT OF PURCHASE MATERIALS AVAILABLE!!

The point of purchase materials that the HBAL has developed for the Home, Garden & Remodeling Show is a great way to promote your involvement in the Show and drive more traffic to your booth. If you have a showroom or counter that a small stand-alone sign can sit on, or a window or door that can accommodate a small poster then simply call us and we can get you what you need. The signs and posters have space allotted for your company name and booth number to be added. By participating in the point of purchase marketing campaign you can earn 10 free tickets to the Show. Once again – we are supplying the materials, you just display the signs. Call Gail Schell or Jessica Embry at 502-429-6000.

### NEW AND INTERESTING ITEMS TO PROMOTE

If you are an exhibitor promoting a new or very unusual product or service please send a written description for potential media purposes. If Show management deems appropriate, items will be promoted through Home Show public relations. Fax to Gail at 502-429-6036 or e-mail [gail@hbal.com](mailto:gail@hbal.com).

## Other Information

### Deadlines

- Booth balances due: January 13, 2012. PAY YOUR BALANCE BEFORE DECEMBER 31<sup>st</sup>, 2011 AND GET 10 FREE SHOW TICKETS.
- Advance Orders for the Geo Fern Company –February 1<sup>st</sup>
- Advance Orders for Electrical Orders – February 1<sup>st</sup>
- Prices on all orders will go up after February 5<sup>th</sup>

## **“Discount” Tickets**

The HBAL will sell SPECIAL discount tickets this year to all exhibitors. You can now purchase tickets for only \$3 a ticket when your order is placed before January 15, 2012. This is 70% off the regular ticket gate price. After January 15<sup>th</sup> all tickets will be \$4 for exhibitors. No minimum ticket order required. Tickets are required to be picked up or will be subject to a postage and handling fee. All tickets are non-refundable. Please use the order form enclosed or e-mail your order to [jessica@hbal.com](mailto:jessica@hbal.com) or [gail@hbal.com](mailto:gail@hbal.com).

## **Will-Call Instructions**

All Will-Call tickets or passes must be left at the main gate “exhibitor entrance” at the South Wing B Entrance in an envelope properly marked. Tickets or passes not claimed for that day will be carried over until the next day. The HBAL is not responsible for any tickets. **TICKETS MUST BE MARKED CLEARLY AND IN AN ENVELOPE.**

## **Move-In Particulars**

### **Move-In**

Mon., Tues., Wed., Thurs., February 27- March 1. Designated move-in times will be assigned to exhibitors by Show Management. Limited vehicles will be permitted inside the Exposition Halls and will be allowed in only during designated move-in times (see below). The times below are for vehicles coming into the building. Otherwise the hall is open from 2 p.m. – 10 p.m. on Monday, February 27<sup>th</sup> and 8 a.m. – 10 p.m. on Tuesday – Thursday, February 28<sup>th</sup> – March 1<sup>st</sup>. You can work on your booth during these times unless you are a 10 x 10 which would have to wait until Wednesday.

*Any 10’ x 10’ space (single or multiple) will not be allowed to begin set-up prior to 11 a.m. on Wednesday morning without written permission from the Show Management.*

## **DRIVE-IN PASSES**

**All Bulk spaces will have move-in times and two (2) DRIVE-IN passes given to them.** Any 10’ x 10’ that **REQUIRES** a drive-in pass must request the pass from Show Management. All 10’ x 10’ drive-in requests must receive approval from Show Management. (Please refer to Request Form for Drive-in Pass included in this manual.)

## **VEHICLES IN THE BUILDING**

The times listed below are simply vehicle times on the Show floor. Please enter through Door E-19 (along the South wall of South Wing C). *During this time we ask that you unload what you need for your booth and pull the vehicle out. You will not be allowed to work off of your vehicle. All vehicles are required to have a pass in the windshield in order to enter the building and must remain visible in the windshield of the car/truck while in the building.*

## **MOVE-IN SCHEDULE**

**South Wing B – Booth number 118 – 1149 (excludes 10 x 10 spaces)**

**Use doors E-13 thru E19** - Bulk Spaces in this area may have *vehicles* drive-in form to pull anything inside the building:

\* 2 p.m. – 6 p.m. (Monday, February 27<sup>th</sup>) and;

\* 8 a.m. – 5 p.m. (Tuesday, February 28<sup>th</sup>).

*Limited vehicles* will be allowed in Wednesday. All vehicles entering the building require a pass.

## **South Wing C – Booth numbers 1219 and higher (excludes 10 x 10 spaces)**

Use door E-16 thru E19 - Bulk Spaces in this area may have *vehicles* drive-in from:

\* 5 p.m. – 9 p.m. (Monday, February 27<sup>th</sup>) and;

\* 10 a.m. – 7 p.m. (Tuesday, February 28<sup>th</sup>).

*Limited vehicles* will be allowed in Wednesday. All vehicles entering the building require a pass.

***\* The Show management reserves the right to hold vehicles from pulling in if there is a traffic issue in the hall. This is what makes it important to unload your vehicle and move it out – since in many cases vehicles will not be allowed in until another pulls out.***

## **Move-In for 10' x 10' Booths**

### **All 10' x 10' Booths (single or multiple)**

All 10' x 10' booths will be able to begin move-in *Wednesday, February 29<sup>th</sup> at 11 a.m.* You are asked to carry or cart items in – otherwise you must obtain permission to drive-in. A vehicle pass will be required and you will not be allowed to drive in the hall without one. Please fax your request for a drive-in pass (attached) to 502-429-6036. Drive-in Passes will be distributed with the credentials. To enter the building prior to this time you must have written permission from the Show Management.

### **Move-Out - 10' x 10' Booth Spaces**

#### **MOVE OUT REQUIREMENTS FOR 2012**

Move-out for single 10 x 10 spaces will be SUNDAY, MARCH 4<sup>th</sup> by 10 p.m. Please note that due to the size of the Show and our need to get larger displays moved out in a timely manner all 10 x 10 single booth spaces are required to move-out prior to 10 p.m. on the night that we close.

### **Move-Out - All other exhibits**

Sun., Mon., March 4<sup>th</sup> & 5<sup>th</sup>. ALL exhibits must be moved out no later than 5 p.m. Monday, March 5<sup>th</sup>.

There will NOT BE any release slips issued – please take ALL valuable items out at the close of the Show.

Move out on Sunday, March 4<sup>th</sup> will be until 10 p.m. Monday, March 5<sup>th</sup> the move out will begin at 8 a.m.

## **Directions & Hotel Information**

### **Directions to the Kentucky Exposition Center**

The Kentucky Exposition Center is located at the junction of I-65 and I-264 in Louisville. Signs reading "KY Expo Center" on both interstates lead to the main gate. Visitors may want to beat the traffic by entering Gates 2 & 4 on Crittenden Drive or Gate 6 on Preston Highway. Visitors traveling from out of the state will find getting to the Kentucky Exposition Center easy as we are located just minutes from the Louisville International Airport. For more specific directions call the KY Expo Center switchboard at 502-367-5000 or look on the web at <http://www.kyfairexpo.org>.

## **Hotels** — *please call for rate information*

### **Crowne Plaza**

830 Phillips Lane, 40209  
502-367-2251  
1-800-626-2708

### **Hampton Inn**

800 Phillips Lane, 40209  
502-366-8100

### **Comfort Inn & Suites**

653 Phillips Ln, 40209  
888-527-4866

### **Courtyard by Marriott**

819 Phillips Lane, 40209  
502-368-5678

### **Hilton Garden Inn**

2735 Crittenden Dr. 40209  
502-637-2424

## **Security Tips**

*Nothing will ruin a successful exposition experience more than the loss or theft of expensive equipment or products. Here are some basic steps you can take to prevent theft.*

1. Show management, the building operator, the general contractor, and the security company provides a measure of protection, such as providing perimeter security. But only you and your staff are responsible for your valuables.
2. Don't identify the product or manufacturer on the outside of freight cartons. Mark cartons numerically to indicate the total being shipped (1 of 6). Include your company's name and booth number in your cartons. Furnish your freight forwarder with an accurate and complete bill of lading.
3. Escort your merchandise and/or goods to your booth if at all possible. The greatest risk of theft or loss occurs during set up or tear down. Be especially alert during these times.
4. Treat especially valuable goods such as prototypes as irreplaceable. If they are one-of-a-kind, hire your own security. Under no circumstances should such goods ever be left unattended. Televisions, computers and other electronic devices are particularly vulnerable to theft.
5. At the close of business each day, cover all display tables. This establishes a barrier to curiosity-seekers and other would-be thieves from selecting items to steal at a later time. Store excess supplies and merchandise with the material handling contractor or in a facility outside the hall. Never store your excess merchandise or supplies under tables or displays. That's the first place a thief will look!
6. During tear down, stay with your exhibit until your empty cartons are delivered and your goods are packed, sealed and properly labeled.
7. Obtain proper insurance coverage for your goods, including transit to and from the show site.

*Show Management will not allow any exhibitors or their workers in the Exposition Hall after close of the Show each day. During Move-in all exhibitors and workers will be made to leave the building at 10 p.m. each night. Exhibitors and workers will not be allowed into the Exposition Hall until 9 a.m. on Show days and 8:00 a.m. on move-in/move-out days.*

*To help us secure the building to the best of our ability we ask that you cooperate with these rules regarding people in the building. THANK YOU.*

# Request for Drive in Pass



Sponsored by: **LGE**  
a PPL company

## March 2-4, 2012

For 10 x 10 Exhibit Booths Only (limit one) – Pass is ONLY VALID Wednesday, February 29<sup>th</sup> after 11:00 a.m. Not Valid on Thursday, March 1<sup>st</sup>.

***Bulk spaces (400 square feet or larger) will automatically get two drive-in passes.***

Not all requests are guaranteed to be honored. Please try to make arrangements to walk your exhibit materials in from the loading dock just in case. Drive-In passes will be handed out with credentials.

Company: \_\_\_\_\_

Name: \_\_\_\_\_

Booth Number: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

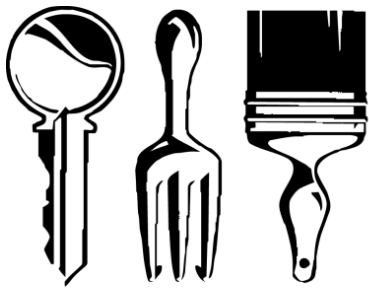
***Please explain why you have to drive to your booth space*** (Large or heavy items that a dolly cannot handle, more than one 10'x 10' booth, etc.)

\_\_\_\_\_

\_\_\_\_\_

Please fax to

# 502-429-6036



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KEC –South Wing B & C

**PARKING  
PASSES**

**PARKING PASSES**

**Advanced rate: \$15 each (until December 29<sup>th</sup>)  
After December 29<sup>th</sup> passes are \$24 each**

Sponsored by:



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

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

I would like to purchase \_\_\_\_\_ Parking Passes @ \$ \_\_\_\_\_ per pass for the 2012 Home, Garden & Remodeling Show. *When ordering before Dec. 29<sup>th</sup> passes are \$15 each – if after December 29<sup>th</sup> passes are \$24 each.*

Date ordered: \_\_\_\_\_

I understand these passes MUST BE PAID FOR IN FULL in order to pick them up with my exhibitor move-in packet. I also understand that no more passes may be purchased after Wednesday, February 29, 2012.

Please bill my HBAL account (HBAL Members ONLY)

\_\_\_\_\_ Check Enclosed \_\_\_\_\_ Please charge my Visa/MC

Visa/MC Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

_____ Authorized Signature	_____ Date
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**FAX to 502-429-6036**

# Exhibits

It is CRITICAL that your exhibit be set-up according to the Rules and Regulations as stated in your contract. This is especially true of all 10' x 10' booths.

***YOU CANNOT BUILD A 10' LONG and 8' HIGH WALL NEXT TO YOUR NEIGHBOR!!***

The following information is a guideline to help you understand the Rules and Regulations of your particular booth space. If your space is not covered by the information provided feel free to call our Office at 502-429-6000 or e-mail [gail@hbal.com](mailto:gail@hbal.com) for more information about your booth space.

## Linear Booth

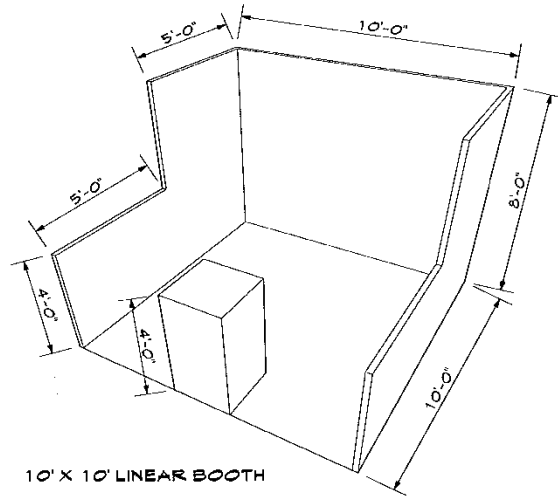
Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

### Dimensions

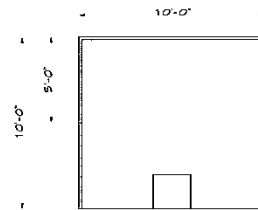
For purposes of consistency and ease of layout and/or reconfiguration, floor plan design in increments of ten feet (10') has become the de facto standard in the United States. Therefore, unless constricted by space or other limitations, Linear Booths are most commonly ten feet (10') wide and ten feet (10') deep, i.e. 10'x10'. A maximum backwall height limitation of eight feet (8') is generally specified.

### Use of Space

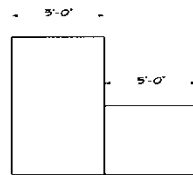
Regardless of the number of Linear Booths utilized, (e.g. 10'x20', 10'x30, 10'x40', etc.) display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of eight feet (8') is allowed only in the rear half of the booth space, with a four-foot (4') height restriction imposed on all materials in the remaining space forward to the aisle. (Note: When three or more Linear Booths are used in combination as a single exhibit space, the four foot (4') height limitation is applied only to that portion of exhibit space which is within ten feet (10') of an adjoining booth.)



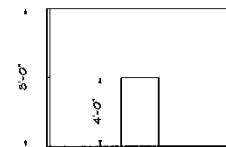
10' X 10' LINEAR BOOTH



Plan



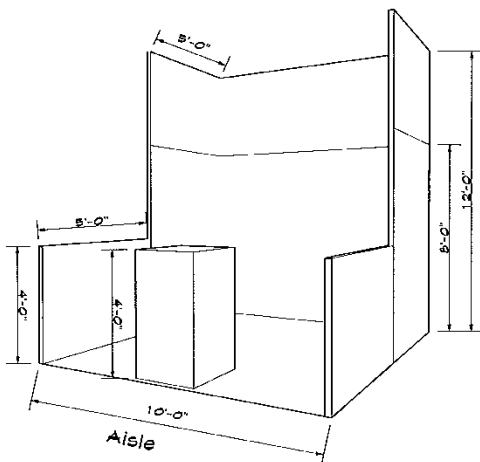
Left Side



Front

## Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

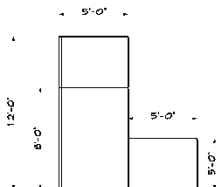


## Perimeter Booth

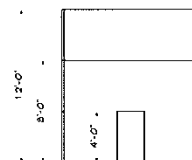
A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

### Dimensions and Use of Space

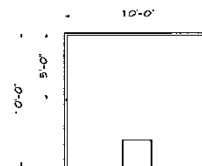
All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is twelve feet (12').



Left Side



Front



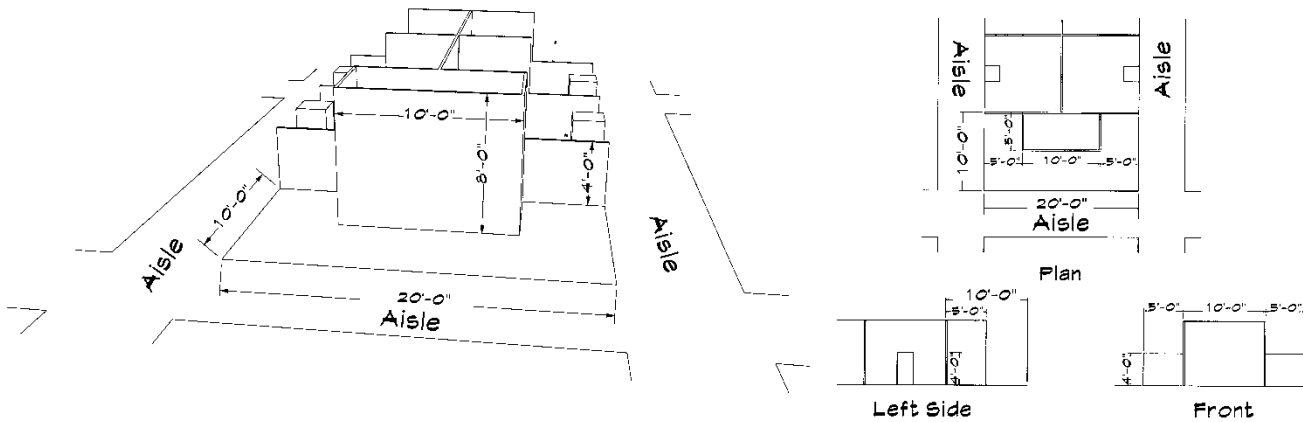
Plan

# End-cap Booth

An End-cap Booth is exposed to aisles on three sides and composed of two booths.

## Dimensions

End-cap Booths are generally ten feet (10') deep by twenty feet (20') wide. The maximum backwall height of eight feet (8') is allowed only in the rear half of the booth space and within five feet (5') of the two side aisles with a four foot (4') height restriction imposed on all materials in the remaining space forward to the aisle.

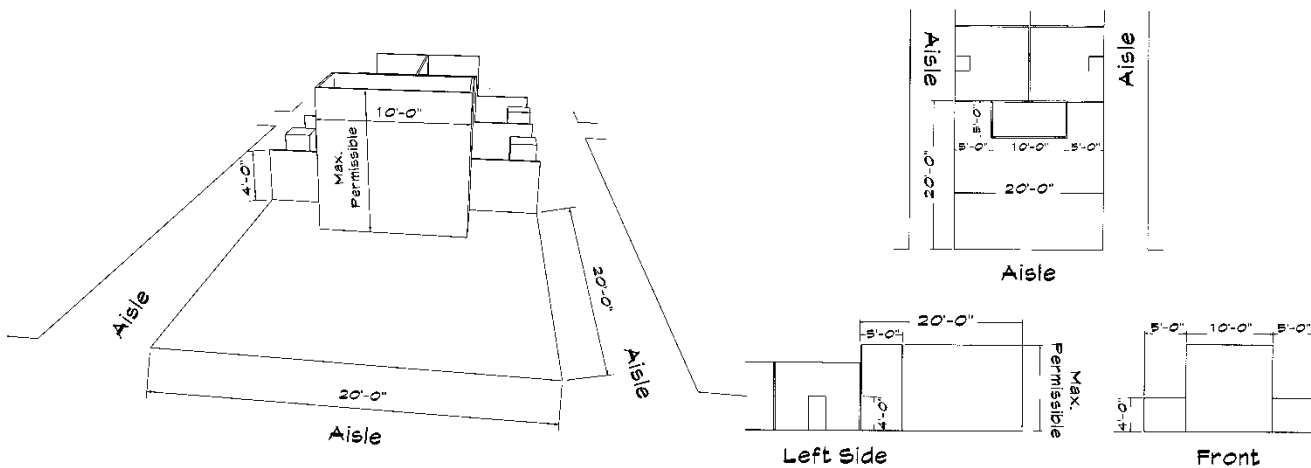


# Peninsula Booth

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a “Split Island Booth.”

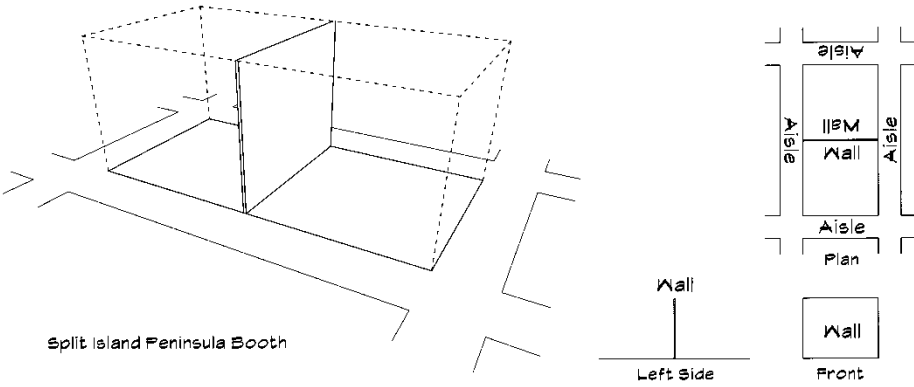
## Dimensions

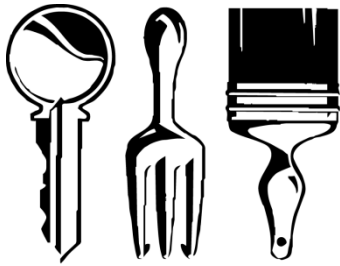
A Peninsula Booth is usually 20'x 20' or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to four feet (4') high within five feet (5') of each aisle, permitting adequate line of sight for the adjoining Linear Booths. Sixteen feet (16') is a typical maximum height allowance, including signage for the center portion of the backwall.



# Split Island Booth

A Split Island Booth is a Peninsula Booth which shares a common backwall with another Peninsula Booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. Sixteen feet (16') is a typical maximum height allowance, including signage. The entire cubic content of the space may be used up to the maximum allowable height.





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**Window  
World**  
"Simply the Best for Less"

**March 2-4**  
**KY Expo Center**

Sponsored by:



Produced by:



## Ticket Order Form

***ORDER NOW FOR YOUR CUSTOMERS and save 70%***

Exhibitors are allowed to purchase discount tickets to the Show at \$3 per ticket if ordered prior to January 15<sup>th</sup>. After January 15<sup>th</sup> each ticket will be \$4 each. Tickets will be available for pick-up with credential packets, any tickets mailed will be subject to a postage and handling fee.

Company Name: \_\_\_\_\_ Booth #: \_\_\_\_\_

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

# of tickets requested \_\_\_\_\_ Total Amount Due: \$ \_\_\_\_\_

*(\$3 per ticket if prior to January 15<sup>th</sup> - \$4 each if after this date)*

Please bill my HBAL account (HBAL Members ONLY)

\_\_\_\_\_ Check Enclosed \_\_\_\_\_ Please charge my Visa/MC

Visa/MC Card # \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Name on Card: \_\_\_\_\_

*I understand that my company will be charged for tickets as stated above. I also understand that these tickets are non-refundable.*

Signature \_\_\_\_\_

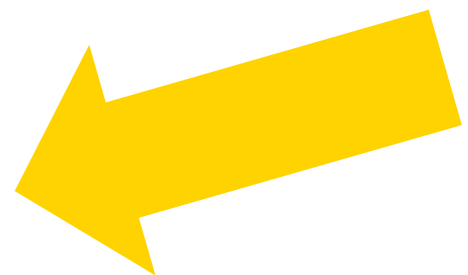
Date \_\_\_\_\_

***Fax to: 502-429-6036***

**ADVERTISE NOW!** The Home, Garden & Remodeling Show will publish a *Program Guide* that will be distributed at the door of the event in addition to a target specified mailing list. For more information on pricing, ad specs, and distribution of this quality printed publication, please contact Kimberly Greenwell (kimberly@hbal.com) or Melissa Mattingly (melissa@hbal.com) at 502-429-6000.

- **KEEP IT PROFESSIONAL!** Please remember – all tables must be professionally skirted, signs professionally made and absolutely no subletting or sharing of space.
- **NO FOOD OR DRINK!** No food or drink is to be distributed to show attendees by exhibitors at the Kentucky Exposition Center.
- **REVIEW, REVIEW and REVIEW AGAIN!** Please review your booth regulations for set-up as stated on your agreement. 10'x 10' booth spaces (including multiples) will be limited on move-in and will have a move out deadline of March 4<sup>th</sup> at 10 p.m. Please make arrangements to pre-build portions of your display prior to move-in and assemble during your allotted time and be prepared to tear down and move your booth on Sunday evening.
- **AUTOMOBILES, TENTS & SAND!** Automobiles, tents, and sand are prohibited. If any of these items are to be used in an exhibit the exhibitor must contact Show Management for specific rules governing said items. Written permission is required.
- **INTERNET IN THE HALL!** Please contact Convention Communications Provisioners w/ KEC, 800-453-5419 regarding internet connections during the show if this is needed.
- **LOAD IN and LOAD OUT!** Move-in and Move-out is to be through the dock areas and overhead doors. **DO NOT USE the front lobby doors.** Show Management has the right to assess a \$500 fine for each infraction.

Contact us for an electronic version of the HGRS Logo:



**Include the Home Show logo on all your pre-show promotional materials !!**

**KENTUCKY STATE FIRE MARSHAL REQUIREMENTS  
SHOWS & EXHIBITS**

The following are the State Fire Marshal's minimum fire safety requirements and shall be applied at all shows-trade, commercial or otherwise, and shall apply whether the exhibit space is open or closed to the public.

1. Accurate-to-scale floor plans for the entire show shall be submitted in triplicate to the State Fire Marshal's representative in care of the Kentucky Exposition Center not less than 15 days prior to move-in and set up of the show being reviewed. Plans shall show size and location of booths, exits and aisles. One additional approved plan will be returned to the Lessee, if requested, subject to an on-site inspection by a representative of the State Fire Marshal.
2. The display and operation of any cooking or heat producing appliances, pyrotechnics, use of storage of flammable liquids, compressed gases or any other process deemed hazardous by the State Fire Marshal must have advance approval by the State Fire Marshal's representative before it is brought to KEC.
3. Any motor vehicles, gasoline powered equipment, tools, etc., on display shall have their batteries disconnected. All fuel tanks that are not equipped with locking gas caps shall have the gas caps sealed with tape. All such fuel tanks shall be less than one-fourth full.
4. No parking of any vehicles, unless approved, are allowed in the buildings. Cars and trucks shall be removed immediately after loading or unloading.
5. Decorations and displays shall not block or impede access to fire protection equipment (sprinklers, exit markings, exit doors or emergency lighting equipment, fire extinguishers.)
6. During occupancy hours, aisles and exit doors shall be maintained free of all obstructions and unlocked for immediate use in the event of an emergency.
7. Signs designating exits and the direction of travel to exits approved by the representative shall be provided by the Lessee and in place prior to the show's opening.
8. Additional fire extinguishers may be required at the discretion of the State Fire Marshal's representative.
9. All electrical devices and installations shall be in accordance with the applicable provisions of the National Electrical Code. All electrical devices shall be listed by an approved listing agency (Underwriters Laboratories, Factory Mutual, or Underwriters Laboratories Canada). All electrical extension cords used shall be of the heavy-duty type (at least 14-gauge wire). Lightweight cords of the lamp cord variety are prohibited; any cords and or devices that present a hazard will be subject to confiscation.
10. All decorations shall be fire retardant. The decoration companies shall be prepared to provide certificates of flame spread on all decoration items. Items that are not properly fire retardant shall be removed.
11. All other fire safety laws, regulations and codes that have been duly adopted shall be adhered to by all Lessees, exhibitors and show personnel.
12. Lessee will be responsible for making key personnel, including security, aware of and familiar with the facility's emergency procedures which would include but not be limited to fire, bomb threats, inclement weather, etc.
13. Kentucky Exposition Center shall provide security where occupants are allowed to reside overnight inside of any state owned structure on the grounds. These security personnel shall be familiar with emergency response in the event of fire or other emergency, and perform regular surveillance of the areas where lodging occurs.
14. Exhibitors shall provide a list showing the number and location of persons boarding with or in the general vicinity of their exhibits.
15. It shall be the responsibility of the show manager to see that the above regulations are followed.

For any additional information, please contact the Kentucky Exposition Center's Director of Operations at 502-367-5000, or the Kentucky State Fire Marshal's Office, Rob Goodwin at 502-376-7508 or [Robbie.goodwin@ky.gov](mailto:Robbie.goodwin@ky.gov)

**APPROVED:**

William Swope  
State Fire Marshal  
Kentucky State Fire Marshal's Office

Michael Sausman  
Director of Operations  
Kentucky Exposition Center

## Policies - Building Rules and Regulations

The following regulations will be enforced during KEC events. It is your responsibility to inform your exhibitors, attendees and service contractors of these regulations. It is requested that this information be included in show brochures, meetings and/or exhibitor manuals. Any labor or material costs incurred by KEC by violation or ignorance of these regulations will be billed to the show management or the appropriate party.

- All exhibitors are subject to the Fire Marshal Regulations of the Commonwealth of Kentucky.
- The hanging of any type of signage, displays, etc., must be hung from structural steel ONLY. Hanging is strictly prohibited from sprinkler lines, water, gas or air lines, HVAC ductwork, electrical BUSS ducts or any other line. Items found hanging on these prohibited structures will be removed at owner's expense.
- No holes may be drilled, cored or punched in the building without prior written approval from facility management.
- No lighter - than - air (helium, etc.) balloons are permitted in any building. It is a violation of the City of Louisville ordinance to release lighter-than-air balloons into the atmosphere.
- No adhesive-backed (stick-on) decals, advertisements or similar items may be distributed or used at the facility.
- Decorations, signs, banner, etc., may not be taped, nailed, stapled or otherwise fastened to ceilings, walls, doors, painted surfaces or columns without prior written approval by facility management.
- All carpet tape applied by exhibitors, show management or their contract representatives will be removed by same immediately following the event.
- All freight and exhibit materials must be moved in and out through overhead doors with the following exceptions. The lobby pedestrian doors may be used for such items as carry in/ out materials, luggage and 2 wheel dollies. The wheeled items such as dollies, luggage, etc total weight shall not exceed 50 pounds and no more than 28" in width. All other freight and exhibit materials must use the loading docks.
- Passenger elevators and escalators are not to be used for transporting freight from level to level.
- No golf carts, forklifts, or any other motorized vehicles will be permitted in carpeted areas or lobbies without prior written approval from KEC management.
- No food or beverage samples may be distributed by an exposition sponsoring organization or their exhibitors without prior written approval from KEC's exclusive caterer.
- No alcoholic beverages are allowed at the facility except under the provisions of the Lessee's contract in Section 8.
- All food products distributed by exhibitors must be obtained through KEC's official concessionaire/caterer (Centerplate).
- No dog, cat, or other animal will be permitted on KEC property unless it is under leash control of its owner. Any animal not under such control will be impounded and removed from grounds by the Louisville and Jefferson County Animal Control Office. The Lessee has the right to ban animals in their leased areas except under the provisions of the Americans with Disabilities Act.
- No door shall be chained or blocked in any manner.

- No furniture shall be removed from the VIP suite, and the conference table shall not be moved within the VIP Board Room.
- No motorized vehicles may be parked outside any building, in the horse barn areas, in any fire lane, or any sidewalk, at any loading dock or any other area unless this area is a designated parking space. All vehicles will be towed at owner's expense.
- All motorized vehicles for display inside buildings will have their batteries disconnected and their gas tanks locked and/or taped as soon as places per Kentucky Fire Marshall Regulations.
- No bicycles are to be operated indoors without prior written approval from KEC management. No skates or skateboards are permitted to be used in or on any KEC property.
- No group or individual may sell items on the property without prior written approval of the Lessee and KEC management.
- Pamphlets, flyers, or any such advertising or informational materials cannot be distributed on non-leased property or in parking areas. Such materials can only be distributed from exhibitor booths with consent of the show management.
- No vehicles, freight, or other show materials shall be stored in any facility without prior written approval from KEC management.
- Tipping of KEC employees is strictly prohibited per Section 6 of the Lessee's contract.
- To comply with the Kentucky Standards of Safety in theaters, motion picture theaters, auditoriums and other similar assembly occupancies with an occupant load of 300 or more; and, in the occupancies where there are non-continuous programs, an audible announcement shall be made prior to the start of each programs to notify occupants of the location of the exits to be used in the event of fire or other emergencies.
- No meeting area shall be totally darkened for any presentation. This includes all audio and visual presentation.

## **Policies - Guidelines for Smoking**

- The Kentucky Exposition Center is a smoke-free facility.
- All exhibitors, attendees and contract personnel, as well as Kentucky Exposition Center employees are expected to smoke in outside areas only.
- Security and management personnel will be required to respond to complaints by patrons. The patron smoking in non-designated areas should be politely informed of the fact that smoking is permitted in outside areas only. This can be done verbally and/or by handing them the information card available from the Kentucky Exposition Career Event Coordinators. If a patron escalates the issue, then this matter needs to be handled on an individual basis at the discretion of the attending security.
- The smoking policy applies to indoor areas only.

## **Policies - Kentucky Sales and Use Tax**

Commonwealth of Kentucky  
Revenue Cabinet  
Frankfort, KY 40620

TO: Persons Using Facilities of the Kentucky State Fair Board

DATE: August 1, 1995

SUBJECT: Application of Kentucky Sales and Use Tax

This letter has been prepared to provide information concerning the Kentucky sales and use tax law to assist you in determining your liability for collecting and remitting the tax. The tax is imposed at the rate of six percent upon gross receipts derived from the sale of admissions and tangible personal property. Also, the renting or leasing of tangible personal property for consideration is treated as a sale subject to the tax.

Persons engaged in making sales of admissions to events such as concerts, rodeos, machinery shows, art exhibits, etc. are liable for the tax on such sales. In addition, sales of tangible personal property such as T-shirts, records, buttons, pins, food, etc. at such events are subject to tax. Further, persons engaged in renting or leasing tangible personal property, except motor vehicles used on public highways, for storage, use or other consumption in Kentucky, are retailers who must report and pay the applicable tax from the gross rental or lease receipts.

There are instances where the Kentucky State Fair Board, by signed contract, has agreed to handle admission sales. In these instances, the tax will be collected and remitted by the Board, thereby relieving the person of this responsibility. However, the person would still be liable for the tax on any sales, leases or rentals of tangible personal property.

Persons who will be conducting events at the facilities of the Kentucky State Fair Board should, at least a week in advance of the scheduled event, contact the Kentucky Taxpayer Service Center, 620 South Third Street, Louisville, KY 40202-2446, telephone number (502) 595-4512, or fax number (502) 595-4205 to obtain proper registration and more detailed information.

Department of Compliance and Taxpayer Assistance  
Revenue Cabinet