



February 26-27 & March 2-6, 2011

CONTAINS  
IMPORTANT  
SHOW  
INFORMATION!

Welcome Show Exhibitors!

This Fact Sheet contains information on move-in/move-out, building regulations and other pertinent Show information. **Please pay special attention to the online badge form (Exhibitor Credential Form) which is due, Friday, January 21, 2011.** This form, as well as discount Ticket, Prize and Early Worker forms are each available separately online under Exhibitor Services for this Show at [www.hartproductions.com](http://www.hartproductions.com).

Any questions regarding the Show or information in this Fact Sheet can be addressed to:

Vicki Hart  
Hart Productions, Inc.  
2234 Bauer Road, Suite B  
Batavia, OH 45103

Phone: 513.797.7900 or 877.704.8130

Fax: 513.797.1013

Email: [vicki@hartproductions.com](mailto:vicki@hartproductions.com)

Web Site: [www.hartproductions.com](http://www.hartproductions.com)

# 2011 GARDEN MARKET<sup>SM</sup>

## SHOW DATES & HOURS

### **MOVE-IN HOURS** *(The hours are stated for security reasons. There will be no exceptions!)*

Please refer to your move-in/move-out form for your scheduled move-in day and time!

**\*Carts and porters will be on hand during move-in**

### **SHOW HOURS**

Saturdays, February 26 & March 5	10:30 AM – 9:00 PM
Sundays, February 27 & March 6	10:30 AM – 6:00 PM
Monday, February 28	CLOSED
Tuesday, March 1	CLOSED
Wednesday, March 2	Noon – 9:00 PM
Thursday, March 3	Noon – 9:00 PM
Friday, March 4	Noon – 9:00 PM

**(TICKET & EXHIBITOR ENTRANCE CLOSING ONE HOUR PRIOR TO POSTED CLOSING TIME)**

### **MOVE-OUT HOURS**

Sunday, March 6, 2011 . . . . . 6:00 PM – 10:00 PM

**\*Carts and porters will be on hand during move-out**

## ADMISSION

\$12.00 for adults (includes admission into the Fifth Third Bank Cincinnati Home & Garden Show<sup>®</sup> Presented by Cincinnati/Northern Kentucky Honda Dealers). \$3.00 off if you purchase your tickets at any area Kroger.

## HOTEL INFORMATION

### **Hilton Cincinnati Netherland Plaza**

35 West Fifth Street  
Cincinnati, OH 45202  
Phone: 513.421.9100 or 1.800.HILTON  
**RATES:** \$73.00/night (Single/Double)  
Plus Tax (currently 17%)  
Daily discount valet parking rate \$16.00  
Cut off date: 2/1/11  
AAA Hotel 4-Diamond Rating

### **Hyatt Regency Cincinnati**

151 West Fifth Street  
Cincinnati, OH 45202  
Phone: 1.888.421.1442  
**RATES:** \$69.00/night (Single/Double)  
Plus Tax (currently 17%)  
Daily discount valet parking rate \$22.00  
Cut off date: 2/5/11  
Group Code: BHAR

## ATM INFORMATION

An automatic teller machine will be located on the first floor of the Duke Energy Center in the Elm Street lobby.

## EXHIBITOR ENTRANCE & SHOW OFFICE

The **Exhibitor Registration** will be located in the Elm Street Lobby at the Hall A entrance of the Duke Energy Center. The **Show Office** is convenient to the Exhibitor Entrance.

**REGISTRATION** (during set-up and Show) will be conducted from the main Exhibitor Entrance. During set-up, registration will be open from 8:00 AM – 5:00 PM. During the Show, it will be open **one hour prior to Show opening until one hour before closing**.

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An entrance for MAIN FLOOR exhibitors will be open at the loading dock for the **one hour** prior to the Show opening. This is a **pass only** gate. Any exhibitor needing more than one hour prior to opening, to work on display, must fill out an **early-entry form one (1) day in advance**. Forms will be available online at **hartproductions.com** and the Exhibitor Registration/Entrance and must be approved by Show Management.

There will also be a **WILL CALL** station available at Exhibitor Registration/Entrance.

## SHIPPING & MOVE-IN/OUT INFORMATION

**BOOTH EXHIBITORS:** Booth Exhibitors **MUST** move in on their assigned day and time.

### NOTES:



**PLEASE DO NOT BLOCK THE FIREHOUSE LOCATED ON FIFTH STREET AT CENTRAL. ANY VEHICLES BLOCKING FIREHOUSE WILL BE TOWED IMMEDIATELY.**

- ALL BOOTHS MUST BE COMPLETED BY 8:00 PM, Friday, March 4.
- We urge you to avoid Downtown traffic between 4:00 - 5:30 PM.
- LABOR will be available to help you unload your vehicles!

**TRANSPORTING DISPLAYS:** Enter dock, Sixth Street at Plum Street (center, rear of building). Labor and equipment will be at dock to help **unload**. Directions are enclosed. After unloading, **VEHICLE MUST BE REMOVED FROM DOCK AREA IMMEDIATELY.**

### SHIPPING INSTRUCTIONS:

Shipments to arrive **PRIOR** to Tues., February 22 should be sent **PREPAID** to the following:

TO: (Exhibit Name)  
c/o George Fern Company  
645 Linn Street  
Cincinnati, OH 45203  
FOR: The Garden Market<sup>SM</sup>  
Booth # \_\_\_\_\_

Shipments to arrive **ON** or **AFTER** Tues., February 22 should be sent **PREPAID** to the following:

TO: (Exhibit Name)  
Duke Energy Center  
525 Elm Street  
Cincinnati, OH 45202  
FOR: The Garden Market<sup>SM</sup>  
Booth # \_\_\_\_\_

**PLEASE MAKE SURE BOOTH NUMBER IS ON ALL BOXES, CRATES, ETC.**

**HANDLING** for shipments consigned to the Duke Energy Center or reaching the dock by your transportation, will be accepted on or after Tuesday, February 22, 2011. Any items shipped via U.P.S., overnight carrier or common carrier is subject to drayage charges. The Show Decorator is also available for freight handling. Contact their office if you would like them to handle your drayage. (George Fern Company, 888.621.3376 or 513.333.7060).

**EXHIBITS ARRIVING PRIOR TO February 22, 2011** will automatically be sent to the George Fern Company and **WILL BE CHARGED** for shipping and handling.

**RECEIVING HOURS:** Tuesday through Friday . . . . . 8:00 AM – 6:00 PM

**FOR YOUR INFORMATION** The George Fern Company hours are 8:00 AM – 4:00 PM. If a forklift or any other special attention is needed, please plan your move-in and move-out schedules in advance.

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## MOVE-OUT INFORMATION

ALL exhibits MUST remain in place until closing, Sunday, March 6 at 6:00 PM. Exhibits may be removed Sunday after 6:00 PM or Monday, March Booth exhibits MUST be removed by Monday no later than noon!

## SHOW CONTACTS

		PHONE	FAX
Show Producer:	Vicki Hart HART PRODUCTIONS, INC. 2234 Bauer Road, Suite B Batavia, OH 45103 email: <a href="mailto:vicki@hartproductions.com">vicki@hartproductions.com</a>	513.797.7900 877.704.8190	513.797.1013
Show Program:	John Lunn CINCINNATI MAGAZINE Carew Tower, 441 Vine Street, Ste. 200 Cincinnati, OH 45202 email: <a href="mailto:jlunn@cintimag.emmis.com">jlunn@cintimag.emmis.com</a>	513.562.2752	513.562.2788
Show Decorator:	Henry Yellman GEORGE FERN COMPANY 645 Linn Street Cincinnati, OH 45203 email: <a href="mailto:hyellman@georgefern.com">hyellman@georgefern.com</a>	513.333.7060 888.621.3376	513.333.7067
Show Publicity:	Andy Sullivan POWERS AGENCY 1 W. Fourth St., 5 <sup>th</sup> Floor Cincinnati, OH 45202 email: <a href="mailto:asullivan@powersagency.com">asullivan@powersagency.com</a>	513.721.5353	513.721.0086
Show Advertising:	Marty Bauer/Gail Owens ST. GREGORY GROUP 4000 Executive Park Dr., #200 Cincinnati, OH 45241 email: <a href="mailto:marty@stgregory.com">marty@stgregory.com</a> or <a href="mailto:gail@stgregory.com">gail@stgregory.com</a>	513.769.8440	513.769.1640

## BOOTH DECORATION/CONSTRUCTION

8 ft. high white back drapes, 3 ft. high white side drapes and an ID sign are provided for the Show. You are responsible for your own floor covering, tables, chairs and electricity.

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## RULES & REGULATIONS

### **FIRE EMERGENCY PLAN**

- 1) An announcement will be made by security in the event of a fire emergency.
- 2) In the event an emergency announcement is made, you and your staff are to proceed and exit through the nearest fire exit.
- 3) If at all possible, encourage everyone exiting to do so in a calm and orderly fashion.
- 4) Do not exit the building via elevators. Use emergency exit steps which are well marked on upper levels of the Duke Energy Center.
- 5) Once the emergency is over, Exhibitors will be re-admitted prior to the public through the Exhibitor Registration area in the front lobby (Elm Street).

**FIRE PREVENTION CODE** - ALL materials used for decorations MUST BE FLAME RESISTANT, capable of meeting a MATCH FLAME TEST. No HAZARDOUS equipment or material is permitted in the exhibit area without written approval from the Fire Prevention Bureau. (Includes open flame, hot coals, toxic liquid or gasses, flammable chemicals, liquid, solid or gas, LP cylinder, etc.). ALL COMBUSTABLES (cartons, crates, packing materials, etc.) MUST BE REMOVED from exhibit area. Storage will be provided. For special approval form or information, contact the Cincinnati Fire Prevention Bureau at 513.352.2301.

**FIRST AID STATION** – The first aid station is located off the main lobby (street level) near the Fifth & Elm Street entrances. An EMT is on duty during Show Hours.

**HANGING SIGNS** – over booths is not permitted. All sign sizes, sign copy and sign locations are at the discretion of Hart Productions, Inc. Hart Productions reserves the right to make changes in sign specifics without prior notice. No other type of signs may be suspended from the ceiling other than Show directional and feature signs except in the sole discretion of Show Management.

**INSURANCE REQUIREMENTS** – ALL exhibitors MUST furnish public liability insurance. Affidavits or other evidence of coverage must be sent to Hart Productions, Inc. This is an important safeguard for your company while exhibiting at a public show. Liability amounts can be found on the back of your contract.

**PUBLICITY & PROMOTION** – Publicity starts with an interesting and newsworthy releases and captioned photos. Alert us now of plans involving unique or exclusive products, history of invention or development of your product or a visiting VIP or celebrity.

Highlight your participation in your TV, radio, newspaper, advertising, general mailings, newsletters or fliers. Treat it with the excitement it deserves!

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**RAFFLE REGULATIONS** – Ohio law prohibits the sale of raffle tickets or the conducting of raffles by any company, corporation, non-profit organization or any other entity in a facility which holds a liquor license. The Duke Energy Center holds such a license, thus prohibiting this type of activity.

**SERVICE ORDER FORMS** – A complete service package will be sent to the Exhibitor by the Official Contractor, George Fern Company, approximately six weeks prior to the Show.

## **SPECIAL NOTES... ATTENTION EXHIBITORS!**

Why are you at the Show? ***To Sell!***

What is the best way to generate a lead for a possible sale? ***Your exhibit presentation & qualified exhibit staff!***

How do you best present your exhibit? ***In an imaginative & professional manner!***

How do you accomplish that? ***By creating a display with floor covering and signage that promptly identifies the company name and your benefits!***

Banners, handwritten posters and signs, concrete floor under your feet and sloppy display elements show results – *but not what you're looking for!*

Your competitors that have done their homework will out-class and out-sell you every step of the way. Consumer trade shows are made up of your competitors and you can bet they will be gunning for you. *So look alive, vibrant and give an accurate reflection of your business through your exhibit!*

## THINGS TO REMEMBER DURING THE SHOW

- 1) Make arrangements to meet your ride outside the Show. They will not be admitted to the Show without a ticket of Show Credential.
- 2) If you spot a lost child, please bring him or her to Exhibitor Registration.

**TRANSIENT VENDORS** – The State of Ohio requires a transient vendor's license when the person who, in the usual course of business, transports inventory, stock of goods, or similar personal property to a temporary place of business in a county in which he has no fixed place of business, for the purpose of making retail sales of such property. Fee is \$25. Log onto [http://www.tax.ohio.gov/divisions/sales\\_and\\_use/license.stm](http://www.tax.ohio.gov/divisions/sales_and_use/license.stm) and fill out then send to Ohio Department of Taxation with \$25.

**USE OF SPACE REGULATIONS** – All sales, taking of order for future delivery, conferences, lecturers, displays and distribution of literature will be in a dignified manner consistent with the overall theme of the Show within the confines of leased space. No noise making devices, public address systems, and/or sound systems of any type shall be allowed without specific prior written approval of Show Management. All exhibits must have attendants during the Show hours unless other arrangements are made with Show Management. All rubbish must be moved into the aisles at the end of each day of the Show. No helium filled balloons or placement of stickers on persons or Center grounds will be permitted.

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## **DIRECTIONS TO THE DOCKS OF THE DUKE ENERGY CONVENTION CENTER**

### **TRAVELING I-75 SOUTHBOUND (FROM DAYTON):**

Take I-75 South to the FIFTH STREET Exit (exit I-75 from the LEFT Lane). Exit at FIFTH STREET and go to the 3<sup>rd</sup> traffic light (Elm Street). Turn left on ELM. Go to the next street (SIXTH STREET) and turn left. The Docks to the Convention Center are halfway down the building on your left.

### **TRAVELING I-75 NORTH BOUND (FROM KENTUCKY):**

Take I-75 North. When you cross the bridge, follow the signs for the FIFTH STREET exit. Exit at FIFTH STREET and go to the third traffic light (ELM STREET). Turn left on ELM. Go to the next street (SIXTH STREET) and turn left. The Docks to the Convention Center are halfway down the building on your left.

### **TRAVELING I-71 SOUTHBOUND (FROM COLUMBUS, WILMINGTON, ETC.):**

Take I-71 South to DOWNTOWN/THIRD STREET exit (exit I-71 from the left lane). Take THIRD STREET to ELM STREET and turn right. Take ELM STREET to the Convention Center at Fifth and Elm Streets. Go to the next street (SIXTH STREET) and turn left. The Docks to the Convention Center are halfway down the building on your left.

### **TRAVELING ROUTE 32 FROM EASTERN OHIO (I.E. WEST VIRGINIA, BATAVIA):**

Take Rt. 32 west to I-275 into Kentucky then take I-471 (to Downtown Cincinnati). As you cross the bridge, stay to the right. Take the SIXTH STREET Exit. This will head one way West. After you cross ELM STREET, the Docks to the Convention Center are halfway down the building on your left.

### **TRAVELING FROM INDIANAPOLIS:**

Take I-74 East to Cincinnati, I-74 then ends at I-75. Take I-75 South to the FIFTH STREET exit (exits from the LEFT Lane). Take FIFTH STREET to the third traffic light (ELM STREET). Turn left on ELM. Go to the next street (SIXTH STREET) and turn left. The Docks to the Convention Center are halfway down the building to you left.