

THE GREATER CINCINNATI

HOLIDAY MARKETSM

presented by the Cincinnati-Northern Kentucky Honda Dealers



November 18 - 20, 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 badge form (Exhibitor Credential Form) which is due, Wednesday, October 24, 2011.** This form, as well as the Discount Ticket, Prize and Early Worker forms are each available separately online under Exhibitor Services for this Show at www.hartproductions.com.

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

Stephanie Jones
Hart Productions, Inc.
60 N. Second Street
Batavia, OH 45103

Phone: 513.797.7900 or 877.704.8190

Fax: 513.797.1013

Email: stephanie@hartproductions.com

Web site: www.hartproductions.com

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SHOW DATES & HOURS

Move – In Hours, Thursday, November 17.....8:00AM - 8:00 PM
(All exhibits must be completed by 8 PM Thurs. Nov. 17)

Friday, November 18.....10:00 AM – 6:00 PM

Saturday, November 19.....10:00 AM – 6:00 PM

Sunday, November 20.....10:00 AM – 5:00 PM

All entrances/box offices will close one hour prior to posted closing time.

ADMISSION

\$8.00 for Adults

KIDS 13 AND UNDER ARE FREE THE ENTIRE SHOW WHEN ACCOMPANIED BY A PAYING ADULT.

ADVANCED TICKET SALES

The Kroger Co. will be selling advance sale adult tickets at all of the Greater Cincinnati and Northern Kentucky grocery stores beginning October 24 through 1 p.m. November 20. Adult tickets at Kroger are only \$5.00 each with a Kroger Plus card.

HOTEL INFORMATION
CO-HOST HOTELS

**Hilton Cincinnati
Netherland Plaza**
35 West Fifth Street
Cincinnati, OH 45202
513.421.9100

RATES: \$73.00/night
(Single/Double)
Plus Tax (currently 17%)
Parking: \$17.00 per day
Cut off date: 11/03/11

ATM INFORMATION

An automatic teller machine will be located on the first floor of the Duke Energy Convention 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 Convention 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 the 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**.

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 may move in on Thursday, November 17 from 8:00 AM – 8:00 PM. The Show opens at 10:00 AM on Friday, November 18.

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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, Thursday, November 17.
- 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 Thurs., Nov. 17** should be sent **PREPAID** to the following:

TO: (Exhibit Name)
c/o George Fern Company
645 Linn Street
Cincinnati, OH 45203

FOR: The Greater Cincinnati Holiday Market
Booth # _____

Shipments to arrive **ON or AFTER Thurs, Nov. 17** should be sent **PREPAID** to the following:

TO: (Exhibit Name)
Duke Energy Convention Center
525 Elm Street
Cincinnati, OH 45202

FOR: The Greater Cincinnati Holiday Market
Booth # _____

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

HANDLING for shipments consigned to the Duke Energy Convention Center or reaching the dock by your transportation, will be accepted on or after Thurs., November 17, 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 November 17 will automatically be sent to the George Fern Company and **WILL BE CHARGED** for shipping and handling.

RECEIVING HOURS: Thursday through Friday.....8:00 AM - 5:00 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.

MOVE OUT INFORMATION

ALL exhibits **MUST** remain in place until closing, Sunday, November 20 at 5:00 PM. Exhibits may be removed Sunday after 5:00 PM or Monday, November 21 from 8:00 AM - noon. Booth exhibits **MUST** be removed by Monday no later than noon!

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SHOW CONTACTS

		PHONE	FAX
Show Producer:	Vicki Hart HART PRODUCTIONS, INC. 60 N. Second Street Batavia, OH 45103 Email: vicki@hartproductions.com	513.797.7900 877.704.8190	513.797.1013
Show Program:	John Lunn CINCINNATI MAGAZINE Carew Tower, 441 Vine St., Ste. 200 Cincinnati, OH 45202 Email: jlunn@cintimag.emmis.com	513.562.2752	513.562.2788
Show Decorator:	Henry Yellman GEORGE FERN COMPANY 645 Linn St. Cincinnati, OH 45203 Email: hyellman@georgefern.com	513.333.7060 888.621.3376	513.333.7067
Show Publicity:	Andy Sullivan POWERS AGENCY 1 W. Fourth St., 5 th Floor Cincinnati, OH 45202 Email: asullivan@powersagency.com	513.721.5353	513.721.0086
Show Advertising:	Marty Bauer/Gail Owens ST. GREGORY GROUP 4000 Executive Park Dr., #200 Cincinnati, OH 45241 Email: marty@stgregory.com or gail@stgregory.com	513.956.3859	513.769.1640

BOOTH DECORATION/CONSTRUCTION

8 foot high white back drapes, 3 foot high white side drapes, Madison (black & white spec) carpet and an ID sign are provided for the Show. You are responsible for your own floor covering and tables.

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 Convention 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).

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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 COMBUSTIBLES** (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 Streets entrance. An EMT is on duty during Show hours.

HANGING SIGNS

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.

LIQUOR CONTROL POLICY

ALL agents, employees, guests or exhibitors are prohibited from selling, giving away or bringing upon the premises, any intoxicating liquor, liquids or compounds. (Sec. 4301.62) This section does not apply to liquor lawfully purchased through the liquor license holder of the building (concessionaire).

PUBLICITY & PROMOTION

Publicity starts with 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!

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.

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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. All building service forms (i.e. electric, sample food form, etc.) can be found at www.hartproductions.com/holiday-market/building-services.html.

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 best do you 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 or Show Credential.
- 2) If you spot a lost child, please bring him or her to Exhibitor Registration.

TRANSIENT VENDORS LICENSE

The State of Ohio requires a transient vendor's license when the person who, in the usual course of his 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.

USE OF SPACE REGULATIONS

All sales, taking of orders for future delivery, conferences, lectures, 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.