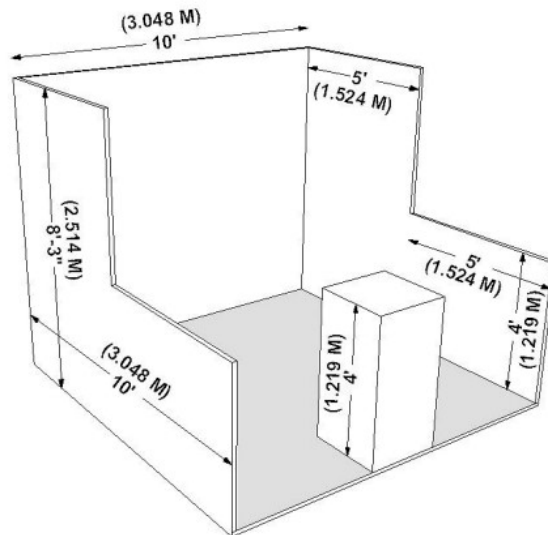




# NEW JERSEY HOME & GARDEN SHOW

## Booth Guidelines

- All drape is black.
- Linear booths (10x10, 10x20, etc.) will have an eight (8) foot draped back wall. On each side, a 32" draped side rail will extend from the back of the booth to the front of the booth.
- Pipe and drape is not provided for 20x20 or larger island booths. It is provided for 20x20 and larger peninsula booths and will be 8' high and 10" across centered in the middle – sides backing up to 10x10 booths will drop to 3' for the remaining 5'. Build your backdrop appropriately.
- Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back walls and sidewalls. If the height of your display exceeds 8 feet, please notify Gail Schell at [gschell@allshowservices.com](mailto:gschell@allshowservices.com) for approval.
- Solicitation/Sales Literature: No sales solicitation or distribution of literature outside of your booth space.
- **DISPLAYS:** Displays placed along the side drapes that are over 4 feet high should not extend into the booth more than 4 feet from the back. This will insure not obstructing the view of the neighboring booths.



- **DEMONSTRATIONS:** When sampling, demonstrating and/or entertaining attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits. If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.
- **AISLES:** The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire exposition. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.
- **SOUND:** Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.
- **GADGETS AND GIMMICKS:** The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise making devices are restricted to within the booth. Balloons, horns and odors are not allowed. Show Management reserves the right to determine when such items become objectionable.



## DEADLINES & INFORMATION TO KNOW

### December 20, 2019

- Booth Balance Due – no move-in without booth paid in full. Payment in full is required if registering after this date.

### February 7, 2020

- Request for water – see form in this Exhibitor Kit
- Early set up request due by: Friday, February 7 – contact Gail Schell, [gschell@allshowservices.com](mailto:gschell@allshowservices.com)
- Make sure you have the proper insurance

### February 8, 2020

- Hotel block expires – visit: [Hilton Garden Inn Edison/Raritan Center](#)

### February 14, 2020

- Advanced rate orders due by February 14 for electrical, internet, etc. Contact Nicole Mikic, 732-417-1400 x 1201 or email [Nicole@njexpoctr.com](mailto:Nicole@njexpoctr.com)
- Advanced rate orders for furniture, carpet, etc. are due by February 14. Contact: Barton Expositions at 848-200-6876 or email: [ExhibitorServices@Bartonexpo.com](mailto:ExhibitorServices@Bartonexpo.com)

### February 18-20, 2020

- Advanced shipments arrive to facility – anything outside of these dates will be refused.  
SHIP TO: New Jersey Convention Center  
**YOUR COMPANY NAME, BOOTH NUMBER and NJ HOME & GARDEN SHOW**  
97 Sunfield Avenue  
Edison, NJ 08837

### February 21, 2020

- Pick-up Exhibitors Badges

### February 21-23, 2020 – SHOW DAYS

### Immediately following the Show

- New Jersey Sales Tax (6.625%) must be collected and paid by Exhibitors for “cash and carry” sales
- Be sure to register for the 2021 Home & Garden Show



**INFORMATION TO KNOW continued....**  
**WE HATE RULES BUT HAVE TO HAVE THEM**

- Move-In / Move-Out is done on a first-come, first-served basis for loading / unloading ONLY. You will need to check in with Show Staff before entering the building with your vehicle.
- Exhibitors must provide their own carts and/or dollies – none are available for use.
- No tents larger than 10x10 will be permitted on the floor per the Fire Marshal.
- No damage to the facility including driving any nails, hooks, tacks or screws into floors, walls furniture, etc.
- No smoking
- No affixing of any materials to the facility including materials such as paste, tape or other adhesive including duct tape, double-sided tape, or masking tape, etc.
- No flammable materials may be used unless treated with a flame retardant including but not limited to bunting, tissue paper, crepe paper, etc.
- One company per booth – No sharing space.
- New Jersey Sales Tax (6.625%) must be collected and paid by Exhibitors for “cash and carry” sales.
- Helium tanks and helium balloons are strictly prohibited.
- Use only the specified entrance and exit. Opening of other interior doors creates a security breach which endangers you and your merchandise.
- Your booth cannot block the sight lines of neighboring Exhibitors. Refer to the Booth Guidelines located within this Exhibitor Kit. Endcap booth spaces cannot build a solid wall blocking neighboring booths.
- Exhibitors must be contained within the allocated booth space and cannot extend into aisles. Merchandise, displays and/or animals must stay inside your booth space.
- DO NOT pack-up your booth early. No unsold merchandise will be permitted to be removed from the hall prior to 5 PM on Sunday. Exhibitors moving out early will not be welcome at future shows.



## Tips for a Great Show!

1. Send free tickets via e-mail to your customers, prospects, friends and family. You get 20 free tickets and can buy additional for just \$5 each!
2. Promote your presence at the show in advance. Offer "SHOW ONLY" prices.
3. Remember that you are going to be spending long hours on your feet so wear comfortable shoes.
4. Order electrical and carpet, tables, etc. by February 14. You will save money. Check when you arrive to make sure that you have everything that you requested, and bring copies of your order forms with you.
5. Do not instruct customers to return another day to exchange items – attendees must pay each day (or get a free pass from you).
6. Set up early.
7. Be in your booth early. Doors will open promptly at 10 AM on Saturday and Sunday.
8. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away.
9. Make your booth inviting. Don't barricade yourself inside.
10. Do not allow your staff to be on their phones, read books or magazines (and don't do it yourself) in your booth. Customers hate to disturb someone happily engrossed in reading.
11. People are more likely to visit you in your booth if you are standing up and looking attentive. Smile and invite them into your booth. Customers don't want to interrupt you if you are all sitting around engrossed in a conversation.
12. Look happy -- even if you're not.
13. Offer service, advice and a friendly face – people always return to places they feel welcome.
14. Have a drawing for a special item – an excellent and easy way to develop a mailing list.
15. Come to the show prepared.
  - Bring your own hand truck or cart.
  - A vacuum for cleaning your carpet at night.
  - An extension cord. Your power source is not always where you need it.
  - An electrical power strip.
  - Sheets for covering your merchandise at night.