



HOME & TM GARDEN SHOW

February 24-26, 2023

**New Jersey Home & Garden Show
New Jersey Convention & Exposition Center
Edison, NJ**

EXHIBITOR SERVICE KIT

All Show Services
11140 Rockville Pike, Suite 100-340
Rockville, MD 20852
301-564-4050
www.newjerseyhomeshow.com



February 24-26, 2023

January 2023

Dear Exhibitor:

Welcome to the 2023 New Jersey Home & Garden Show in Edison set for February 24-26!

This documentation includes your official Exhibitor Service Kit with all the information to insure a successful show. Be sure to make yourself aware of all the deadlines, show rules and regulations. All of the pertinent information is included in the kit including advanced order discounts regarding your show needs.

Within this packet, you will find the following:

Move-in, Show Hours, Move-out
Water/Electrical Order Links
Deadlines & Decorator Information

Exhibiting Details / Discount Tickets
Exhibitor Badges
Tips for a Great Show

Marketing is a key ingredient for a successful event. We have a comprehensive marketing campaign. As an exhibitor, take advantage of purchasing discount tickets through us and invite your customers and friends to purchase discount (50% off) tickets to the show through our website. Pass along savings to your customers and tell them about using the discount code: THANKS.

We appreciate your business and look forward to seeing you in Edison. Please call me with any questions you may have.

Sincerely,

Gail Schell

Gail Schell
Operations Manager
gschell@allshowservices.com
502-376-8728



HOME & GARDEN SHOWTM

MOVE-IN, SHOW HOURS, MOVE-OUT

SET-UP	Wednesday, February 22	8 PM - 11 PM	<ul style="list-style-type: none"> Limited early set-up is available on Wednesday evening for companies exhibiting in 20x20 or larger booths. To make arrangements, contact Gail Schell at gshell@allshowservices.com or 502-376-8728.
	Thursday, February 23	9 AM – 6 PM	<ul style="list-style-type: none"> Trucks and vehicles with trailers are permitted to drive into the exhibit hall on a first-come, first-served basis. A thirty (30) minute limit will be imposed. Unload materials, remove vehicle, set-up booth. Forklift services (complimentary) are available on a first-come, first-served basis.
	Friday, February 24	8 AM – 11 AM	<ul style="list-style-type: none"> Drive-in access only down main aisle between drive-in doors. A thirty (30) minute limit will be imposed. Unload materials, remove vehicle, set-up booth. No vehicles allowed down cross aisles.
EXHIBIT HOURS	Friday	3 PM – 8 PM	Booth must be complete by 2 PM.
	Saturday	10 AM – 7 PM	Exhibitor access at 9 AM.
	Sunday	10 AM – 5 PM	Exhibitor access at 9 AM.
MOVE-OUT	Sunday, February 26	5 PM – 10 PM	<ul style="list-style-type: none"> No Early Breakdown – Booth Must Be Open Until 5 PM. Vehicles Permitted in the Hall at 6 PM. Trucks and vehicles with trailers are permitted to drive into the exhibit hall on a first-come, first-served basis. Forklift services (complimentary) are available on a first-come, first-served basis. All exhibits must be out by 10 PM.
	Monday, February 27	8 AM – 10 AM	<ul style="list-style-type: none"> Move-out Monday by appointment only. Please email Gail Schell at gshell@allshowservices.com no later than Tuesday, February 21.



EXHIBITING DETAILS

SHOW LOCATION & SHIPPING - SHIPPING DIRECT TO THE CONVENTION CENTER:

Any exhibitor materials arriving on February 23-24 will be accepted by Show Management. Freight sent earlier must be coordinated through General Exposition Services – details below. We are not responsible for loss of materials since we simply accept shipments and deliver boxes to your booth. In 22 years of producing shows, we have never had any problems. Check your insurance to make sure you are covered in case of theft. Please be sure to add your company name, booth number and number of boxes to the labels of any boxes you are shipping to the center.

New Jersey Convention Center

Add: YOUR COMPANY NAME, BOOTH NUMBER and NJ HOME & GARDEN SHOW

97 Sunfield Avenue

Edison, NJ 08837

732-417-1400

www.njexpocenter.com

ADVANCED SHIPPING:

Exhibitors wishing to ship materials in advance should work directly with General Exhibition Services at info@generalexposition.com or 610-495-8866. There will be material handling fees.

SECURITY:

The Show will provide Security Guards Friday and Saturday nights after the show closes. However, attention is particularly called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on your exhibit from place of shipment to the exhibition facility and return, including the period during which materials remain in the exhibition facility.

LIABILITY:

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, etc. during the time they have contracted for the space (move-in and move-out included).

EXHIBITOR BADGES:

All exhibitors are required to wear badges starting Friday at 1 PM and during all show hours. Badges are to be picked up in immediately upon entering the Expo Hall at the Exhibitor Registration Area located in the main entrance lobby. Each exhibit is entitled to six (6) badges per 100 square feet of exhibit space. The maximum number of badges to be distributed to any one company is 20. Once your company badge allotment has been distributed, there will be a fee of \$5 per additional badge. If a badge is lost, forgotten, misplaced, or left in your booth, your staff will be required to purchase a badge for \$5 to enter the show. You are encouraged to drop off your badge each night so that your company does not run out of your allotment.

BOOTH INCLUDES:

Standard 10x10 booths are defined with drapes over pipe frames; 8-foot high back wall with 3-foot high side walls. All linear booths have a booth identification sign. Drape color is black.



EXHIBITING DETAILS Continued.....

FORKLIFT SERVICES:

Complimentary forklift service is available on a first-come, first-served basis for exhibitors.

Move-In:

Wednesday, February 22 – 8 PM to 11 PM

Thursday, February 23 – 9 AM to 6 PM

Move-out

Sunday, February 26 - 5 PM to 10 PM

Monday, February 27 – 8 AM to 11 AM

SIGNS & BANNERS:

Only one-sided signs and banners may be put above and within the confines of any peninsula booth that is a 20x20 or larger. Island booths can hang double-sided signs. Signs/banners may be suspended above any outer wall booths. Please note that written authorization is required. The convention center charges for hanging banners and signs. Contact Gail Schell – gschell@allshowservices.com for more details.

WATER: Deadline for advanced rates is February 14, 2023.

If your display will require water, please visit the facility's web site to order – Water Order -

<https://www.njexpoctr.com/event-planners/services/>

ELECTRICITY: Last day to order at the discounted rate is Friday, February 14, 2023.

Please refer to the order forms from the New Jersey Convention Center for your electrical needs.

<https://marketplace.njexpoctr.com/>

ELECTRICAL, WIFI, TABLES, CHAIRS, ETC. – Deadline is February 14, 2023

- The New Jersey Convention and Expo Center offers significant discounts when ordering electrical, wifi, etc. in advance. <https://marketplace.njexpoctr.com/>
- Questions about electric or Wi-Fi, call 732-417-1400 x 1201 or email services@njexpoctr.com.
- General Exposition offers significant discounts when ordering tables, chairs, etc. in advance.
- To order go to: <https://www.generalexposition.com/online-servicekit.php> (Code: NJHOMEGARDEN)

BOOK YOUR HOTEL ROOM AT COURTYARD MARRIOTT EDISON: Deadline to book is February 3

Courtyard Marriott - 732-738-1991

\$90/night. Book rooms here: tinyurl.com/364hnsk9

LIMITED EARLY SET-UP:

Exhibitors with 20x20 booths and larger can arrange for early set-up on Wednesday from 8 PM to 11 PM. Contact Gail Schell at gschell@allshowservices.com by **Friday, February 10** to schedule. You **MUST** have prior approval to move-in early.

AUTOMOBILES IN BOOTHS:

Companies having a vehicle in their booth as a part of the display must make sure there is ¼ tank of gas or less, disconnect the battery and turn in a key to the Show Office. The Edison Fire Marshall checks all vehicles prior to show opening.

Vehicles must be placed in exhibitors' booth no later than **Thursday at 6 PM**.



EXHIBITING DETAILS Continued.....

FOOD VENDORS:

FOOD & BEVERAGE (Human Food) – SALES & SAMPLING GUIDELINES

- Companies selling or sampling consumables allowed on a case-by-case basis. Companies selling consumables (anything that can be consumed while at the show – popcorn, pickles, jerky, candies, chocolate, pastries, cookies, pretzels, coffee, smoothies/slushies) must be approved by Annie Daidone with Featured Catering. She can be reached at adaidone@featuredcatering.com or 201-815-0827. **Deadline is February 14, 2023.**
- Note: Food and beverage items that are consumed onsite are subject to a 35% commission on total sales to Featured Catering. Beverages such as bottled water and soda are not permitted to be sold.
- All food vendors including those sampling anything are required to have an Edison Health Department temporary food permit. Cost is \$75. <https://edisonnj.rja.revize.com/forms/44> **Deadline is February 21** – Application must be completed and fees must be paid.

INSURANCE:

All exhibitors must have a commercial general liability policy of not less than \$1,000,000.00 naming the New Jersey Home & Garden Show (NJHGS) as an additional insured (11140 Rockville Pike, Suite 100-340, Rockville, MD 20852. Feb. 24-26, 2023) Exhibitor agrees to carry adequate personal and property damage liability and workers' compensation insurance. Certificates of insurance must be furnished by Exhibitor if requested by NJHGS and must be available on-site during the event. Failure by NJHGS to request proof of insurance shall not relieve Exhibitor from carrying proper coverage. Exhibitor understands that NJHGS does not maintain insurance covering Exhibitor's property or person and it is the sole responsibility of Exhibitor to obtain such insurance.

If you do not already have insurance, you can purchase it for \$65 plus tax from Total Event: <https://tinyurl.com/46738p7k>

- Email your certificate of insurance for liability and workman's compensation to info@allshowservices.com.

NEW JERSEY DIVISION OF TAXATION REQUIREMENTS:

- New Jersey sales tax rate is 6.625% and must be collected on all retail transactions. All exhibitors selling products must submit NJ Tax Form NJ-REG to collect sales tax. **You must complete the NJ-REG at least 15 days before you begin business in New Jersey.** <https://nj.gov/labor/handbook/formdocs/FormIntroNJREG.html>
- You can register your business online in New Jersey here: <https://www.njportal.com/DOR/BusinessRegistration/>
- Frequently asked questions and answers can be found here: <http://www.state.nj.us/treasury/taxation/vendorpromoter.shtml>
- Companies that have questions regarding New Jersey Division of Taxation registration and taxes should contact Steve Varites at Steve.Varites@treas.nj.gov or 609-203-3259.
- The New Jersey Division of Taxation often canvasses shows. Please be prepared to avoid on-site challenges.

DISCOUNTED ADMISSION FOR YOUR CUSTOMERS:

Promote the show **to your customers and they can save \$5 by purchasing tickets online at www.newjerseyhomeshow.com** using promo code **THANKS**.

ADDITIONAL SHOW DETAILS HERE:

- <https://www.newjerseyhomeshow.com/exhibitor-info/>
- Please check your signed contract to review all agreed to Rules & Regulations.



40 COMPLIMENTARY EXHIBITOR GUEST TICKETS

There is no question the New Jersey Home & Garden Show is an extremely cost-effective way to gain visibility for your products and services and attract new customers. But are the people you especially want to see going to be there? Don't leave that to chance. Complimentary Exhibitor Guest Tickets give you the ability to invite up to 40 of your top customers and prospects to attend at no cost to them (or to you!).

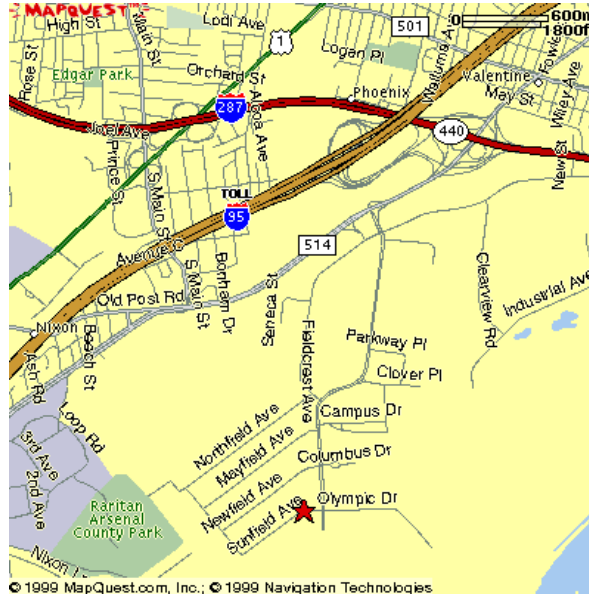
Here's how it works:

- Begin by making a list of the names and email addresses of those you want to invite.
- Send an email to each letting them know that you are inviting them to attend the show at no charge as your guest and be sure to include your assigned Coupon Code.
- Let them know the number of tickets you are offering them (*the system will allow up to 4 tickets per transaction*)
- Instruct them to go to www.newjerseyhomeshow.com
- Next, have them click on the Purchase Online Tickets button.
- After indicating the number of tickets you have offered them, they will click the Get Tickets button.
- Next, they will select their preferred delivery option – either Mobile or Print At Home.
- Finally, they will enter the special Coupon Code which will zero-out the cost.
- After inputting your Promo Code, click Apply Code to complete the purchase process.

Need additional tickets? They are available to you at a cost of just \$5 each (regular price is \$10). Contact Kate Peterson at kpeterson@allshowservices.com for more details.



Map and Directions to the NJ Convention Center



NJ Convention and Expo Center
97 Sunfield Avenue * Edison, NJ 08837 * 732-417-1400

NJ Turnpike:

Take New Jersey Turnpike to exit #10 right after tolls for Route. 514 West go to first Jug Handle for Raritan Center follow signs for Expo Hall.

From Garden State Parkway:

Driving Northbound, use Exit #127 and follow signs to I-287 and watch for Route 514 WEST exit, get on Route 514 West and watch for jug handle entrance to Raritan Center on your right.

From Garden State Parkway:

Driving Southbound, use Exit # 129 and follow signs for I-287 and watch for Route 514 West exit. Get on Route 514 West and watch for jug handle entrance to Raritan Center on your right. Follow signs to Expo Center located at END of Raritan Center Parkway.

From Route 1:

Heading north from New Brunswick/Princeton/Trenton watch for Route 440/NJ Turnpike Exit about 5 miles north of the Raritan River. Get on Route 440 and keep right and get off immediately after the NJ Turnpike Exit onto Route 514 West. (2nd exit). Follow signs into Raritan Center.

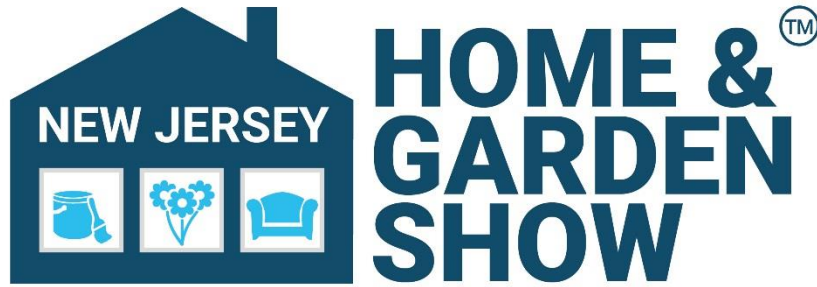


EXHIBITOR BADGES

- Badges are limited to a maximum of six (6) per 100 square feet of exhibit space.
- The maximum number of badges to be distributed to any one company is twenty (20).
- Badges may be picked-up when you arrive at the show on Friday morning.
- They are not mailed in advance.
- Badges are not personalized with individual names or company names.
- Once your company badge allotment has been distributed, there will be a fee of \$5 per additional badge. If a badge is lost, forgotten, misplaced, or left in your booth, your staff will be required to purchase a badge for \$5 to enter the show.
- You are encouraged to drop off your badge each night at the **Registration Desk by the Exhibitor Entrance** so that your company does not run out of your allotment.

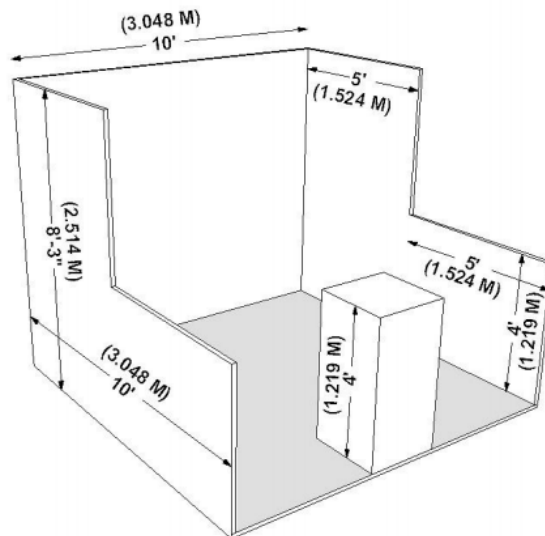
IMPORTANT:

- Minors (Under 18 Years of Age) may not receive exhibitor badges
- Exhibitors are required to wear badges during all show hours.
- Exhibitors will not be permitted into the exhibit hall without a badge.
- No exceptions to these requirements.



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 Eric Udler at udler@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

February 3, 2023

- Courtyard Marriott block expires on February 3 – visit: tinyurl.com/364hhs9

February 14, 2023

- **WATER** -Request for water – see form online - <https://www.njexpocenter.com/event-planners/services/>
- **EARLY SET-UP** request due by: Friday, February 10 – contact Gail Schell at gschell@allshowservices.com
- **INSURANCE** - Make sure you have the proper insurance on file with Show Management
- **ADVANCED RATE ORDERS FOR ELECTRIC/WiFi** - The **Convention Center** offers significant discounts when ordering electrical, wifi, etc. in advance. Contact Exhibitor Services at 732-417-1400 x 1201 or email services@njexpocenter.com. <https://marketplace.njexpocenter.com/>
- **ADVANCED RATE ORDERS FOR TABLES/CHAIR/CARPET**, etc. are due by February 10. Contact **General Exhibition** at info@generalexposition.com or 610-495-8866.
 - Order online: <https://www.generalexposition.com/online-servicekit.php>
 - Code to pull up Home Show pricing is: NJHOMEGARDEN

February 23-24, 2023

- Advanced shipments arrive to facility – anything outside of these dates will be refused unless other arrangements have been made with General Exposition Services.

SHIP TO: New Jersey Convention Center

YOUR COMPANY NAME, BOOTH NUMBER and NJ HOME & GARDEN SHOW

97 Sunfield Avenue

Edison, NJ 08837

February 24, 2023

- Pick-up Exhibitors Badges **starting at 1 pm** (Inside Entry Doors)

February 24-26, 2023 - SHOW DAYS

Immediately following the Show

- Be sure to register for **booth space by April 4, 2023** for the 2024 Home & Garden Show **to get the lowest rate.**



**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 10'x10' are permitted per the Fire Marshal. Material must be fire-retardant with a certificate sewn in by the manufacturer. If you have a tent and are using any electricity please make sure you have notified Show Management. You will need to have a fire extinguisher.
- No damage to the facility including driving any nails, hooks, tacks or screws into floors, walls furniture, etc.
- No smoking at any time.
- 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 10. 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. Set up early.
6. Be in your booth early. Doors will open promptly at 3 PM on Friday and 10 AM on Saturday and Sunday.
7. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away.
8. Make your booth inviting. Don't barricade yourself inside.
9. 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.
10. 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.
11. Look happy -- even if you're not.
12. Offer service, advice and a friendly face -- people always return to places they feel welcome.
13. Have a drawing for a special item -- an excellent and easy way to develop a mailing list.
14. 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.