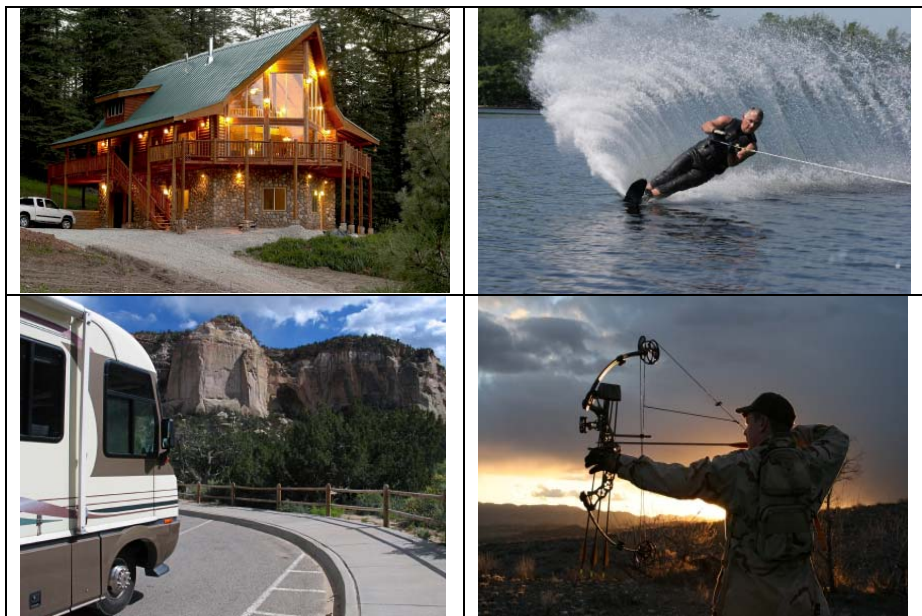




Outdoor Sports, Lake & Cabin Show

MARCH 16-18, 2012



ALLEN COUNTY WAR MEMORIAL COLISEUM
FORT WAYNE INDIANA

EXHIBITOR MANUAL

RULES, REGULATIONS, MOVE IN, MOVE OUT, DECORATOR, BADGES, PASSES,
PARKING, HOTEL AND MORE.

Coliseum Productions Inc.
19484 Whispering Woods Ct. - Noblesville IN 46060
P: 317.227.7419 F: 877.491.3743

COLISEUM PRODUCTIONS (CP) WOULD LIKE TO WELCOME YOU TO THE OUTDOOR SPORTS LAKE AND CABIN SHOW. THE ENCLOSED INFORMATION IS HERE TO HELP INSURE A SUCCESSFUL AND PROFESSIONAL EVENT FOR ALL EXHIBITING, ATTENDING AND SUPPORTING THE SHOW. LET'S ALL BE SURE TO MAKE A GREAT FIRST IMPRESSION TO OUR POTENTIAL CUSTOMERS, FELLOW EXHIBITORS, THE FACILITY, THE MEDIA AND ALL INVOLVED MAKING THIS A SUCCESSFUL EVENT FOR YEARS TO COME. THANK YOU FOR YOUR PARTICIPATION AND SUPPORT – LET'S HAVE A **FUN** SHOW!

GENERAL INFORMATION

SHOW HOURS

Friday, March 16 th	Noon – 9:00 pm
Saturday, March 17 th	10:00 am – 8:00 pm
Sunday, March 18 th	11:00 am – 5:00 pm

(BOX OFFICE CLOSING 1 HOUR BEFORE SHOW CLOSING. ACCESS TO SHOW FLOOR GRANTED DAILY 1 HOUR PRIOR TO SHOW OPENING)

SET-UP

Wednesday March 14 th	noon – 8 pm – large bulk by appt. only
Thursday March 15 th	8:00 am – 8:00 pm – see schedule
Friday March 16 th	8:00 am – 10:00 am – hand carry only

(BULK SPACE BOAT & RV DISPLAYS & WIDE LOAD CRANES NEED SCHEDULED AT A SET TIME EARLIER IN THE DAY WEDNESDAY THE 14TH. PLEASE CONTACT DAVE@COLISEUMPRODUCTIONS OR 317.714.6734 TO COORDINATE THIS. YES – PLEASE CONTACT IN ADVANCE – DO NOT JUST ‘SHOW UP’. THANK YOU)

TEAR DOWN

Sunday, March 18 th	5:00 pm – 10:00 pm
Monday, March 19 th	8:00 am – 12:00 noon

PLEASE DO NOT start tearing down until we have announced over the PA system that the show is officially closed. We cannot allow you to carry anything out of the building before said announcement.

CHECK-IN

Please check-in at the show office located in the lobby entrance of the exhibit hall. We will be open at 4:00pm on Wednesday March 14th and will issue you your exhibitor credentials when you check-in at that office. All needed services such as badges, scanners, electric, VIP passes, decorator items, etc will be easily and quickly accessible on site at check in. NOTE – often premium prices are in place for some services not ordered in advance.

Any Balance Due on your booth space agreement must be paid before you can set-up.

EXHIBITOR BADGES – PASSES

All badges are processed via our computer registration system. Exhibitors have their own reg process separate from attendees. Access to that system is available at the following link:

<http://www.outdoorsportslakecabinshow.com/hotel-travel/>. You can register multiple staff members.

Upon check in at the show office, your badges will be printed. If on arrival you have not yet registered yourself or your staff, computers will be available to enter your information and print your badge. Badges are limited to 2 per 10 x 10 space (multiple booths thus more badges) and for your employees working the booth only. Extra badges are \$5 each.

Guest-VIP Passes

We encourage all exhibitors to invite as many guests, clients and potential customers as possible. Exhibitors will each be given 10 free passes for such invites and additional VIP passes will be made available for sale in advance for \$5 each. Email/mail our office your ticket request with payment and they will be mailed back. VIP tickets will also be available for sale onsite. The Coliseum ticket office has a will-call window that is very responsive. At anytime throughout the show, feel free to leave tickets for customers under their name at will-call and they will be accommodated. List of guest can also be accommodated there; just leave the corresponding number of VIP passes with the list. CP will refund any returned unused tickets within 2 weeks after close of the show. Custom printed VIP tickets (your company logo on them) can be purchased in groups of 100 – but there are no refunds.

Facility – directions

The Memorial Coliseum is quickly and easily accessible from I-69. Driving instructions coming from any direction along with printable maps are located at the following link:

<http://www.memorialcoliseum.com/directions-parking.aspx>

Show Site Team

CP staff will be onsite. Cell phone numbers for those that have been confirmed are:

David Marquart – 317.714.6734 dave@coliseumproductions.net

Jean Stockwell - 715.340.9437 jean@coliseumproductions.net

Hotel

CP has made a *very special* rate and accommodation arrangements with one of the closest full service properties to the facility. **Deadline for these discounted rates are March 1st – no exceptions**

Don Halls Guesthouse - Ft. Wayne - \$69 per night or \$79 with meals

Exit 112A or 111 and I69 – between Lima & Coldwater on Washington Center Road

1313 West Washington Center Road

Fort Wayne, IN 46825

Telephone: 260-489-2524

You may obtain this block by calling our hotel direct at 260-489-2524 and asking for the “Outdoor Sport Show Exhibitor rate”.

If blocks are full, please notify us to increase quantity of discounted rooms. Thank you.

RV Parking

Limited sites available on the Coliseum grounds. No water/sewage but there is electrical hook-ups. Exhibitor rates are \$30.00 per night for 30amps or \$50.00 per night for 50amps. Reservations are not accepted. Questions ~ (260) 482-9502

Parking – exhibitors

Each exhibiting company will receive 1 free unlimited parking pass per 10 x 10 booth space – limit 4. Additional unlimited in-and-out parking passes are available for \$12. Public parking is \$4 per vehicle per day with no in-and-out privilege. Trucks and trailers parked for the duration of the event in the exhibitor lot are free. There is a separate exhibitor lot with pedestrian access door at the southeast side of the facility. **No free advertising allowed through use of signs/names etc. on trucks, and trailers in the parking lot during show hours, specifically by Coliseum Blvd. and Parnell Ave. without express arrangements from CP. Show management controls this parking as well as the docks.** Thank you.

Registration – Attendee Badges – Scanners – Contact Info Cards

Thousands of qualified attendees at the show is a given – we average over 10,000 per year. We also provide you the opportunity to do business with those attendees after the show – back at your place of business. CP brings trade-show registration and bar code technology to all of its consumer events. Attendees register on computers – online in advance at our website or upon entering the show. Each attendee will receive their own bar-coded name badge and a sheet of personal “business cards” (sample below) to hand to exhibitors they want to keep in touch with. Scanners (the Gizmo) are available for rent (see decorator kit) to each exhibitor to scan all leads. Return the scanner at the end of the event and all your leads contact info and other demographic questions (age, income, property ownership, product interest, etc.) will be emailed in an Excel spreadsheet. As you can see, CP wants to do all we can to insure return on investment for it participating exhibitors.

Sample badge: <http://www.outdoorsportslakecabinshow.com/wp-content/uploads/2009/12/badge-sample-sheet1.pdf>

Scanner info (see decorator kit for ordering): <http://www.outdoorsportslakecabinshow.com/wp-content/uploads/2009/12/GizmojrPLUScomboflyer.pdf>

See decorator kit to order your Gizmo scanner and leave the show with all you hot leads!

Show Specials – Featured Products Area

CP encourages all exhibitors to offer a “show special” of some kind at your booth. We are promoting online pre-registration for the show with a limited time offer of ‘2 for 1’ discount coupon to all show goers. As part of our ongoing show promotion, we will do a pre-show blast email to all last year’s attendees plus this year’s pre-registrants telling them the details of your special offer and your booth location. Please forward a very short description of your special offer, company name & booth number to dave@coliseumproductions.net and it will be included in this pre-show blast email at no cost to you.

The “featured product” area will be at the front entrance by the registration computers. Please contact dave@coliseumproductions.net about requirements to have you one of your products displayed in this feature area.

INSURANCE

All exhibitors must send us a *Certificate of Insurance*, with Coliseum Productions Inc. listed as named insured. \$1 million in general liability is required. Call your agent; they can do this for you. Fax to 877.491.3753

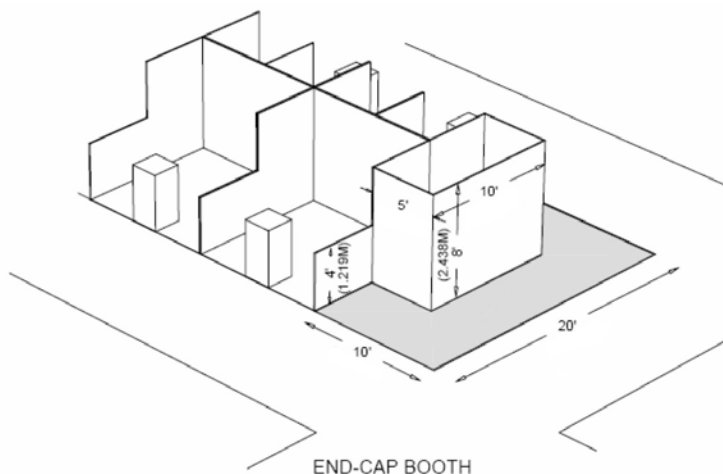
BOOTH CONSTRUCTION INFORMATION

The following information is intended to allow equal exposure of exhibits to all guests. The purpose of exhibiting is to sell. These rules are for your benefit as well as your neighbors' and will be strictly enforced.

The show has made every effort to provide a quality buying environment for our guests. Signs, clothing, or items with offensive wording or displays will not be allowed. Please make every effort to have an exhibit of the highest quality.

Any exhibitor using steps or platforms in the booth must have hand rails installed on them by show opening. This is a safety rule that must be complied with. No Exhibitor will be allowed to open their booth without railings.

Booth displays & signs are limited to 8' and shall not project more than 4' from the background. Decorations shall not obstruct adjacent exhibits nor project into aisles. Construction restrictions do not apply to island and large bulk area booths.



Balloons, stickers, and **handmade** signs are strictly forbidden.

Americans with Disabilities Act - Exhibitors are responsible for making their space accessible in accordance with the Americans with Disabilities Act.

Signage

- All signage must be suitable and compatible with signage in other exhibit spaces throughout the show. Show management has the sole right to make this determination.
- Height for free standing signs is limited to the following: the top may be no more than eight (8) feet from the floor.
- Elevated signs must be self-supporting and must meet all building codes for the supports and/or electricity.
- Signs may not run from floor to top of booth back-drop without written permission from show management and also must be self-supporting.
- Signs weighing more than 10 pounds may not be hung from drapery bar.

- Official show decorator will supply you with free hooks so that you may hang lightweight signage or banners from the drapery bar.
 - Adhesive signs are not permitted on anything that does not belong to you.
 - Sign width is limited to eighty percent (80%) of the width of the exhibit.
 - Signs are only allowed in your exhibit space.
- Signs can be hung from the ceiling over large bulk booths for a fee – see the decorator

SHOW DECORATOR

Their price list and order form is included in this packet. They will be available during set-up. **Please submit forms in advance to take advantage of discount pricing.**

Advanced Expo Solutions International
 19484 Whispering Woods Ct.
 Noblesville, IN 46060
 Phone: (877) 504-3976
 Fax: (877) 491-3753

<http://www.advancedexposolutions.com/exhibitor-ordering/>

info@advancedexposolutions.com

Show Colors - Carpeting

Hunter green and black will be the 8' back drape and 3' side drape. Main center aisle will be carpeted in dark green. All other areas are concrete. 10 x 10 booths come with side drape, back drape and a small ID sign. Bulk and island booths are not equipped with any booth dividers. Any drape needed must be rented a la carte from the decorator. We very much encourage floor covering for the best looking – feeling booth as possible. Carpet is available to rent from decorator and exhibitors are free to bring in their own – *just remove the tape 100%!*

UTILITIES ~ GAS, ELECTRICITY, WATER, TELEPHONE & INTERNET

Utility service is available for a moderate charge. Forms are available online with all exhibitor and decorator kit information. **To avoid extra costs, submit requests in advance of the show.**

TELEPHONE / INTERNET

Telephone service must be ordered in advance through the Allen County War Memorial Coliseum. Order form is posted online with all other forms

Wireless internet service can be obtained from within your booth space once your computer is setup, turned on, and connected to a web browser. You will be prompted for “log-in” and payment information. The fee is \$10.00 for 12 hours of “**log-in**” usage. Please be sure to “**log-out**” when not using the internet to preserve your usage time.

FREIGHT HANDLING AND STORAGE

Please see Advanced Expo Solutions freight handing form for all shipping instructions. The facility address is:

Allen County War Memorial Coliseum
 C/o Outdoor Sports Lake & Cabin Show
 Attn Advanced Expo Solutions
 4000 Parnell Avenue
 Ft Wayne, Indiana 46805

Please have all shipments marked with the appropriate booth number.

The Coliseum is a non-union right to work facility and all exhibitors are free to handle all of their display items themselves. There are plenty of carts and dollies available free of charge on a first come first serve basis – no reservations. There is also plenty of storage space for back stock and crates. Also, 5 drive in doors (diving in will be limited – see move in instructions) and 4 docks – easy access for all!

Exclusives

Advanced Expo Solutions is the sole provider of tables, chairs, signage, forklift, carpet and other equipment rentals. Exhibitors are free to bring in their own materials but no other- outside vendor is allowed on the property. The Coliseum has its own in house exclusive concession provider and reserves the right to not allow another food or drink into the building.

STAFFING OF EXHIBIT

Every exhibitor is responsible for having his/her display staffed at all times.- We owe it to our paying customers and fellow exhibitors (and CP requires it) to have professionally manned booth during all show hours.

FREE DRAWINGS

Coliseum Productions will be giving away and announcing prizes all weekend from our long list of registration give-aways. If your company wants to give something away in our hourly drawings we will be happy to do so. Your name and booth number will be announced. **NO OTHER GIVEAWAYS WILL BE ANNOUNCED – ONLY OFFICIAL REGISTRATION PRIZES THAT ALL OUR WELCOME TO PARTICIPATE IN.** Please notify CP prior to show opening of your registration prize so that it is included – scheduled in our PA announcements.

Vehicles on Display

Vehicles are allowed as part of your display with the following requirements met:

- Must fit completely inside booth dimensions – including mirrors, door steps, bumpers, hitches etc.
- Keys must be left in the show office in case of emergency
- Gas tank level 1/8 of a tank or less
- Gas tank 'lid' taped – sealed (please bring duct tape)
- Battery disconnected (please bring tools)

SECURITY

- It is your primary responsibility for guarding your merchandise.
- We do employ armed security for the show.
- The halls will be locked and alarmed from the inside when show is closed nightly.
- There are cameras in all halls, also for 24/7 security.
- Exhibitors may not have access to the facility beyond regular working hours without show management authorization.
- No drinking or selling alcoholic beverages while working in your booth, during show hours.

CLEANING OF BOOTHS

Debris from your booth must be swept or placed in the aisles after closing each evening. We cannot clean inside your booth. You may hire janitor/vacuum service at your own expense; contract with the decorator. Daily restocking – cleaning access will be granted each show day 1 hour prior to opening.

MESSAGES & INFORMATION

You may pick up incoming mail, messages and incoming phone calls in the Show office. Return phone calls will be delivered to your booth. All out going calls must be made from the public phones.

STATE REGULATIONS

This is a **No Smoking** facility; smoking will be allowed in designated areas only.

Indiana State Fire Regulations & City Ordinances prohibits **ANYTHING** from protruding into the aisles. These rules will be strictly enforced.

FOOD VENDORS are required by the Indiana State Department of Health to file a **Registration Application for a Retail Food Establishment**. If you require an application, please contact our office or go to the State of Indiana website where you can print the form online:

<http://www.in.gov/icpr/webfile/formsdiv/49677.pdf>

COUNTY REGULATIONS

Allen County Health Department requires all temporary food establishments to obtain a *Temporary Food Establishment Permit Application* for this event. If you require an application, please contact our office or go to the Allen County Health Department website where you can complete and print the form online:

http://www.fw-ac-deptofhealth.com/PDF/Food_Protection/TempFoodEstPermitApplication.pdf

Important Deadlines and Phone Numbers

Decorator Order Forms for advanced show price: March 1, 2012
(Remit to Advanced Expo to address on forms)

Electrical order Forms: March 1, 2012
(Remit to decorator – Advanced Expo) for advanced pricing (see enclosed form)

Telephone order form (advanced pricing) March 1, 2012
(Remit to Allen County Memorial Coliseum)

Hotel discounts: March 1st, 2012

VIP ticket orders February 17th, 2012
Remit to Coliseum Productions (\$5 each) by this date to receive by mail. Exhibitors can still purchase tickets on site during move in and during show hours. No charge for first 10 VIP tickets

Health permits February 24, 2012

Remit to Allen County Health Department (forms included in packet if you are known to need them)

Exhibit Space Rental Fees due by January 15th, 2012

Remit to Coliseum Productions, Inc.

19484 Whispering Woods Ct.

Noblesville, IN 46060

Fax with credit card to: 877.491.3753

Certificate of Insurance due by March 1, 2012

If no liability insurance certificate provided, a signed waiver of liability release will be completed onsite.

Phone Numbers

Coliseum Productions 317-227-7419

Allen County Memorial Coliseum 260/482-9502

Advanced Expo Solutions 317/595-3534

Allen County Health Department 260/449-7561

Fanfare Catering Service (in house caterer) 260/484-6486 (food permits)

Indiana State Sales Tax 317/233-4015

Additional information

- All food and beverages to be sampled must abide by the following standards:
 - Solid foods will be limited to bite size portions.
 - Liquids will be no larger than a four ounce cup
 - Only companies who manufacture the sampled product, or use said product in the day-to-day process of doing business, are permitted to bring their own samples.
 - All other exhibitors will purchase said food from the building concessionaire at cost plus twenty percent (20%)
- It is the exhibitor's responsibility to comply with all health and safety requirements and to obtain all necessary permits required by the City of Fort Wayne, and the State of Indiana.
- All exhibit spaces are 10 feet by ten feet or increments thereof. Displays must be built and installed to comply with the enclosed guidelines of the International Association of Exhibitions & Events (IAEE).
- Exhibitor is responsible for collecting any sales or use taxes.
- Booths must be staffed at all times, during show hours.
- You are liable for any damages you may incur to the facility.
- Floors must be protected against any substance that can stain or damage floor.
- No photography allowed of any other booth space but your own.
- **No helium-inflated balloons are allowed except as a permanent part of your display.**
- Nothing may be fastened to building walls and/or floors without using approved tape or fastening materials.
- Do not leave anything in the aisles that you do not want thrown away.
- Any show-sponsored contest is for the sole purpose to draw patrons to the show, therefore no exhibitor, exhibitor family, show personnel and their families, or the media are eligible to win.

Notice

The use in advertising or promotion of any likeness, or other representation, of Coliseum Productions staff – or that of any exhibitor, celebrity, show décor, speaker, exhibit or patron without their express written permission, is illegal and may result in severe penalties.

Representation of **the Allen County War Memorial Coliseum** is also prohibited without express permission of coliseum management.

**If you have any questions concerning your exhibitor information,
please feel free to call our office or your sales representative.**

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