



*national home & garden*  
Show Series | presented by **dsh**  
NETWORK

2012

## EXHIBITOR MANUAL

**GREATER PHILADELPHIA EXPO CENTER AT OAKS**  
100 Station Ave  
Oaks, PA 19456

**FEBRUARY 23-26, 2012**

# **EXHIBITOR MANUAL**

## **SUBURBAN HOME & GARDEN SHOW**

**FEBRUARY 23-26, 2012**

### **THE GREATER PHILADELPHIA EXPO CENTER AT OAKS**

#### **GPS Directions**

1601 Egypt Rd, Phoenixville, 19460

Follow signs to Expo behind Target and Lowes

#### **Produced by:**

D & D EXPOSITIONS, INC  
235 Gibbsboro Road, Suite A  
Clementon, NJ 08021  
(856) 782-2222  
(856) 782-2221  
[www.phillyexpos.com](http://www.phillyexpos.com)

#### **SHOW STAFF**

<b>Joyce Mockus</b>	<b>Show Manager</b>
<b>David Mockus</b>	<b>Accounts Manager</b>
<b>Carol Zirbser</b>	<b>Office Manager</b>

# SUBURBAN HOME & GARDEN SHOW 2012

## LOCATION

GREATER PHILADELPHIA EXPO CENTER AT OAKS  
100 Station Ave  
Oaks, PA 19456  
[www.phillyexpocenter.com](http://www.phillyexpocenter.com)

## DATES & HOUR

<b>Thursday</b>	<b>February 23</b>	<b>12:00PM - 9:00PM</b>
<b>Friday</b>	<b>February 24</b>	<b>12:00PM - 9:00PM</b>
<b>Saturday</b>	<b>February 25</b>	<b>10:00AM - 7:00PM</b>
<b>Sunday</b>	<b>February 26</b>	<b>10:00AM - 5:00PM</b>

## DECORATOR

GENERAL EXPOSITION SERVICES      610-495-8866  
205 Windsor Road      610-495-8870 Fax  
Limerick Business Center  
Pottstown, PA 19464  
Refer to enclosed sheet regarding General Expo.  
information.

## HOTEL

Mention **SUBURBAN HOME & GARDEN SHOW**  
when booking your hotel room.

### **HOMEWOOD SUITES VALLEY FORGE**

(10 Minutes from Oaks Expo Center)  
681 Shannondell Blvd  
Audubon, PA 19403  
(610)-539-7300  
1 Bedroom Suites \$109.00 includes full breakfast.

## ELECTRIC

Form Included

## PHONE & INTERNET

Order on Site

## PUBLIC RELATIONS

“FIFTEEN MINUTES,” INC      **610-832-1515** Phone  
1982 Butler Pike      **610-832-1585** FAX  
Conshohocken, PA 19428  
Nancy Becker

**D & D EXPOSTIIONS, INC will maintain an office at the Expo Center for the duration of the show.**

## **BOOTH REGULATIONS**

Show Management will provide, without charge, draped back wall. The back wall is 8ft high. Exhibits are to be arranged so that they do not obstruct the general view nor hide the exhibits of others (unless D&D is advised of such displays). Exhibitor's sign must either be covered by the back wall or attractively finished on all sides. **Signs may not be two sided unless you have an island booth.** Unfinished signs are not permitted. **ALL EXHIBIT FLOORS MUST BE COVERED WITH CARPET, ASTRO TURF, VINYL FLOORING, ETC. THERE WILL BE NO EXCEPTIONS.**

## **CONTESTS**

Show Management must be informed of all contests well in advance of the show in order to decide on their suitability. Winning contestants' names must be provided to Show management. Contests must be of clean-cut nature, free of any obligations on the part of the winner. The award or awards, and the terms of the same must be clearly stated on the entry form.

## **DEMONSTRATIONS/DISTRIBUTIONS**

Displays, demonstrations, soliciting with products and advertising material, samples or souvenirs are not permitted in the aisles or anywhere outside the confines of an exhibitor's booth.

## **EXHIBITOR BADGES**

Each exhibiting company is entitled to six personnel badges. They are to be worn by the exhibit personnel ONLY. You will be asked for company credentials. All Exhibitor badges will be available for pick up in the Show Office at the Expo Center during the move in.

## **MOVE-IN DAYS & HOURS**

TUESDAY	FEBRUARY 21	8:00AM – 4:00PM
WEDNESDAY	FEBRUARY 22	8:00AM – 5:00PM

**NO MOVE-IN ON THURSDAY** Exhibits must be Show ready by Thursday 23 at 10:00AM.  
**SHOW OPENS 12:00PM**

## **MOVE-OUT DAYS**

SUNDAY	FEBRUARY	5:01PM-10:00PM
MONDAY	FEBRUARY	8:00AM-12:00PM

## **MUSIC OR OTHER MATERIALS SUBJECT TO LICENSE OR RESTRICTIONS**

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music Photographs or other copyrighted materials in exhibitors' booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to D & D Exhibitions Inc proof satisfactory that the exhibitor has or does not need license to use such music or copyrighted material, D & D Expositions reserves the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor hold all licenses.

The exhibitor shall remain liable for the shall indemnify and hold D & D Exhibitions and The facility, their agents and employees harmless from all costs, claims, causes of action, Suits, damages, liability, expenses, cost, including reasonable attorney's fees arising from Or out of any violation or infringement (or claimed violation or infringement) by exhibitor, Exhibitor's agents or employees or any patent, copyright or trade secret rights or Privileges. For additional information, contact your local ASCAP BMI or other appropriate office.

## **ONLINE EXHIBIT KIT INSTRUCTIONS:**

\*The online kit is best viewed using Internet Explorer\*

To access our ONLINE kit for the **Suburban Home & Garden Show** please click on the following link or paste into your browser's window - [www.generalexposition.com](http://www.generalexposition.com)

Next, click on the Online Services button located in the upper right hand corner of the Web page. This will take you to a log in page - Enter the password: **SUBHOME 12**

Once you enter you will be given 2 options, Print and View Forms or View and Complete Forms Online.

### **PRINT AND VIEW OPTION:**

This option provides a complete list of all the forms that can be printed out individually. This option only allows you either to mail or fax your form(s) to General Exposition Services with payment.

To print a form without opening, simply place your mouse over one of the forms, right click, and choose "print to target". Otherwise, you can click to open then print.

### **VIEW AND COMPLETE FORMS ONLINE:**

This option allows you to fill out the forms and make payment directly online. This option requires a credit card to be submitted prior to entering the forms. We recommend that you print a copy of the order form, for your records, before clicking submit, we look forward to being of service to you. If you have any questions, please give us a call at 610-495-8866 mention the upcoming **Suburban Fall Home Show** and one of our Customer Service Reps will be happy to assist you.

***GENERAL EXPOSITION SERVICES  
CUSTOMER SERVICE DEPARTMENT***

***205 WINDSOR ROAD, LIMERICK BUSINESS CENTER***

***POTTSTOWN, PA 19464***

***TELEPHONE 610-495-8866; FAX NO. 610-495-8870***

***EMAIL ADDRESS: [INFO@GENERALEXPOSITION.COM](mailto:INFO@GENERALEXPOSITION.COM)***

**SECURITY**

Uniformed guards will be on duty 24 hours, during move-in and ending at move-out.

**SHIPMENTS TO SHOW**

Shipments will not be accepted before February 21st, 8:00AM-4:00PM  
Shipping charges must be prepaid

To \_\_\_\_\_  
Name of Company Exhibiting  
Booth# \_\_\_\_\_  
Suburban Home & Garden Show  
C/O Greater Philadelphia Expo Center at Oaks  
100 Station Ave  
Oaks, PA 19456

# GREATER PHILADELPHIA EXPO CENTER

P.O. BOX 835, OAKS, PA 19456  
 PHONE: 267.718.8013      FAX: 215.885.2744

## ELECTRIC FORM

**Return this form with payment to:**  
**AMERICAN EXPO CORP.**  
 P.O. Box 283  
 Fort Washington, PA 19034  
 267.718.8013 - FAX 215.885.2744

**Booth No:** \_\_\_\_\_

Please install electric for the (Name of Show) \_\_\_\_\_ at the **GREATER PHILADELPHIA EXPO CENTER** on (Date of Show) \_\_\_\_\_. Outlets available as listed below are stated according to wattage or amperage. (One amp is equal to 120 watts). Costs are based upon ALTERNATING CURRENT ONLY, 115 volts, 60 cycles. One outlet (any size) consists of a duplex receptacle. Power (208 volt, single and three phase), available as listed below, is stated according to amperage. Power lines come furnished with a fused disconnect switch only. Larger power lines can be supplied at an additional cost which can be estimated by phoning our office for specifics.

### OUTLETS

#### PRICES FOR ELECTRIC WIRING ON A RENTAL BASIS

Booth Outlets for Single Electric Units Only

Number Required	Discount Price	Standard Price
_____ 10 AMPS	110.00	175.00
_____ 20 AMPS	140.00	205.00

### FLOOD LIGHTS

If you order flood lights, you must order outlets.

Number Required	Discount Price	Standard Price
_____ 100W Flood Light	25.00	40.00

### POWER FOR HEAVY EQUIPMENT

Number Required	208V SINGLE PHASE		208V THREE PHASE	
	Discount Price	Standard Price	Discount Price	Standard Price
_____ 2 HP or 20 Amps	250.00	350.00	350.00	450.00
_____ 3 HP or 30 Amps	275.00	390.00	375.00	490.00
_____ 7 HP or 50 Amps	320.00	435.00	420.00	535.00
_____ 10 HP or 60 Amps	340.00	475.00	440.00	580.00
_____ 12 HP or 80 Amps	420.00	555.00	520.00	655.00
_____ 15 HP or 100 Amps	490.00	655.00	700.00	900.00

- \_\_\_\_\_ We require 24 hr. service (50% additional).
- \_\_\_\_\_ We require an electrician for special installation.
- \_\_\_\_\_ We will require an electrician to dismantle.

Electrician straight time 8am-4pm Monday-Friday. . . \$60.00/hour  
 Electrician overtime rate. . . . . \$90.00/hour

Additional labor charge (1/2 hr. minimum) will be made for installing fixtures and connecting motors and equipment to circuit. This charge also applies to disconnecting and removing at the close of the show.

### GENERAL CONDITIONS

A separate outlet must be ordered for each piece of equipment to be connected that draws 1200 or more watts. This does not apply to light bulbs. The customer will be held responsible for full payment of charges after installation regardless of usage.

The electrical general foreman is obligated to refuse connections where wiring is not in accordance with the board of fire underwriters.

AMERICAN EXPO CORP. cannot be responsible for any damage to a customer's equipment because of fluctuating voltages in the convention area. Service will be supplied to equipment in the most convenient manner. Each outlet supplied has a standard three-pronged receptacle; it shall be the responsibility of the exhibitor to supply any adapters which may be necessary. Each motor of 3 HP or more must be equipped with a fusible switch.

OUTLETS & FLOOD LIGHTS	\$ _____
POWER	\$ _____
TOTAL	\$ _____
6% SALES TAX	\$ _____
TOTAL REMITTED	\$ _____

### PLEASE PRINT OR TYPE – DO NOT WRITE

COMPANY: \_\_\_\_\_  
 STREET ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_  
 STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 CHECK \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_  
 ACCT.# \_\_\_\_\_  
 EXPIRATION DATE: \_\_\_\_\_ BILLING ZIP CODE: \_\_\_\_\_  
 SIGNATURE: \_\_\_\_\_  
 PRINT NAME: \_\_\_\_\_  
 TELEPHONE #: \_\_\_\_\_

**NOTE:** DISCOUNT PRICES APPLY ONLY TO ORDERS WITH PAYMENT IN FULL INCLUDING 6% SALES TAX RECEIVED AT THE ABOVE ADDRESS 14 DAYS PRIOR TO START OF EVENT, AFTER WHICH STANDARD RATES WILL BE CHARGED AND MUST BE PAID BY CREDIT CARD ONLY.

# GREATER PHILADELPHIA EXPO CENTER AT OAKS

## INTERNET SERVICES ORDER FORM

Return this form with payment to:

**AMERICAN EXPO CORP.**

P.O. Box 283

Fort Washington, PA 19034

267.718.8013 • FAX 215.885.2744

NAME OF SHOW: \_\_\_\_\_

BOOTH #: \_\_\_\_\_

**WIRELESS INTERNET SERVICE IS AVAILABLE AT THE GREATER PHILADELPHIA EXPO CENTER FOR \$19.95 PER DAY OR \$39.95 PER FOUR (4) DAYS FOR BASIC BANDWIDTH 256/128. PREMIUM BANDWIDTH 512/256 IS ALSO AVAILABLE FOR \$29.95 PER DAY OR \$49.95 FOR FOUR (4) DAYS. WHEN ON SITE, YOU SIMPLY CLICK ON THE INTERNET AND YOU WILL BE GUIDED THROUGH A FEW SIMPLE STEPS AND WILL HAVE CONNECTION ALMOST INSTANTLY. PLEASE NOTE THAT YOU MUST HAVE A VISA OR MASTERCARD IN ORDER TO LOG ON.**

**IF YOU REQUIRE A HARD WIRED CONNECTION TO THE INTERNET, YOU MUST PRE-ORDER BY FILLING IN THE INFORMATION BELOW AND MAILING OR FAXING TO THE ADDRESS OR FAX NUMBER LISTED ABOVE.**

COMPANY: \_\_\_\_\_ STREET ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 CHECK \_\_\_ VISA \_\_\_ MASTERCARD \_\_\_ ACCT #: \_\_\_\_\_  
 EXPIRATION DATE: \_\_\_\_\_ BILLING ZIP CODE: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_  
 PRINT NAME: \_\_\_\_\_ TELEPHONE #: \_\_\_\_\_

<b>Hardwired connection – order &amp; pay for in advance</b>	<b>QUANTITY</b>		<b>RATE</b>	<b>\$450.00</b>
			<b>SUBTOTAL</b>	
<b>TOTAL PAYMENT MUST ACCOMPANY ORDER</b>			<b>6% PA Sales Tax</b>	
<b>MAKE ALL CHECKS PAYABLE TO: AMERICAN EXPO CORP.</b>			<b>TOTAL</b>	

**Notes:**

1. Greater Philadelphia Expo Center accepts payments in US dollars, checks drawn on a US bank. **Make all checks payable to: AMERICAN EXPO CORP.**
2. Unused portions of deposits will be returned with final billing.
3. Attach with this form any required additional floor plans or diagrams.
4. Servers, routers, switches, access points, private networks and wireless connections of any kind are not allowed without prior approval from Greater Philadelphia Expo Center.
5. SSID broadcasting or reselling of network or internet service is not allowed without prior approval from Greater Philadelphia Expo Center.
6. The standard network service includes one dynamic local IP Address to be used on one computer or electronic device and does not include computer equipment, NIC card, software or power.
7. A wired network connection includes bringing the service to the booth in the most convenient manner.
8. Due to the nature of the Internet, Greater Philadelphia Expo Center cannot guarantee level of performance or accessibility beyond our gateway.
9. The choice of Internet Service Provider (ISP) is at the sole discretion of Greater Philadelphia Expo Center.

# GREATER PHILADELPHIA EXPO CENTER

P.O. BOX 835  
OAKS, PA 19456  
484-754-EXPO

## TELEPHONE SERVICE APPLICATION

Telephone service will be provided at the following rates:

\$150.00 per telephone line for advanced orders  
(received 14 days prior to arrival)

\$200.00 per telephone line for late orders

\$100.00 for each additional telephone line

### These prices include the following:

- \*One standard telephone line
- \*One Princess type touch tone phone instrument
- \*Touch tone service
- \*One 25' cord

Call use will be monitored throughout the rental period.

An invoice will be mailed after the close of the event.

All local and long distance calls and other services will be billed at the prevailing rate.

All 800 calls will be billed \$.50 per call.

**All outgoing calls must be dialed with "9" then area code + number**

At least 14 days notice will be required for installation.

A \$25.00 fee will be charged if the telephone instrument is not returned at the end of the event.

**\*\*\*NO TELEPHONE WILL BE INSTALLED UNLESS CREDIT CARD INFORMATION IS FILLED IN BELOW.\*\*\*  
PLEASE PRINT - DO NOT WRITE**

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

NO. OF INDIVIDUAL LINES: \_\_\_\_\_ NO. OF TELEPHONE INSTRUMENTS: \_\_\_\_\_

SHOW NAME: \_\_\_\_\_ SHOW DATE: \_\_\_\_\_

BOOTH NUMBER REQUIRING TELEPHONE LINE: \_\_\_\_\_

REPRESENTATIVE NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

\_\_\_\_\_ X \$150.00 advance order first line

\_\_\_\_\_ X \$200.00 late order first line

\_\_\_\_\_ X \$100.00 each additional line

\_\_\_\_\_ SUBTOTAL

\_\_\_\_\_ 6% SALES TAX

\_\_\_\_\_ TOTAL RENTAL DUE

### SERVICE FEES:

I understand that a service fee will be charged for the following:  
1-800 Calls \$.50 Operator Assisted Calls (0 Plus) \$.75  
Local Calls .50 Other Carrier Access (Sprint, MCI) .50  
Local Directory .50 Long Distance Directory .75

Long Distance Billing at Operator Assisted Rate PLUS Mark-up  
Please Initial Here: \_\_\_\_\_

PLEASE INDICATE METHOD OF PAYMENT:

CHECK \_\_\_\_\_ VISA \_\_\_\_\_ MC \_\_\_\_\_ BILLING ZIP CODE \_\_\_\_\_

CREDIT CARD NO. \_\_\_\_\_ EXP. DATE: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

**Return this form with payment to:**

**AMERICAN EXPO CORP.**

P.O. Box 283

Fort Washington, PA 19034

267.718.8013  FAX 215.885.2744

# GREATER PHILADELPI EXPO CENTER

P.O. BOX 835, OAKS, PA 19456  
PHONE: 267-718-8013 FAX: 215-885-2744

## WATER ORDER FORM

Return this form with payment to:

AMERICAN EXPO CENTER

P.O. Box 283

Fort Washington, PA 19034

267.718.8013 • FAX 215.885.2744

NAME OF SHOW: \_\_\_\_\_

DATE OF SHOW: \_\_\_\_\_

BOOTH NUMBER: \_\_\_\_\_

### SCHEDULE OF PRICES FOR WATER GALLONS REQUIRED

<u>GALLONS</u>	<u>DISCOUNT</u> <u>PRICE</u>	<u>STANDARD</u> <u>PRICE</u>	<u>GALLONS</u>	<u>DISCOUNT</u> <u>PRICE</u>	<u>STANDARD</u> <u>PRICE</u>
1 - 100	50.00	75.00	1500 - 2000	275.00	412.50
101 - 500	100.00	150.00	2001 - 2500	350.00	525.00
501 - 1000	175.00	262.50	2501 - 3000	425.00	637.50
1001 - 1500	250.00	375.00	3001 - 3500	500.00	750.00

NUMBER OF GALLONS REQUIRED: \_\_\_\_\_

SUBTOTAL: \$ \_\_\_\_\_

6% SALES TAX: \$ \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

### PLEASE PRINT – DO NOT WRITE

COMPANY: \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

CHECK \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ AMEX \_\_\_\_\_ (BILLING ADDRESS ZIP CODE \_\_\_\_\_)

CREDIT CARD NO. \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_\_

SIGNATURE OF CREDIT CARD HOLDER: \_\_\_\_\_

PRINT NAME: \_\_\_\_\_

NOTE: DISCOUNT PRICES APPLY ONLY TO ORDERS WITH PAYMENT IN FULL, INCLUDING 6% SALES TAX, RECEIVED AT THE ABOVE ADDRESS 14 DAYS PRIOR TO THE START OF THE EVENT, AFTER WHICH STANDARD RATES WILL BE CHARGED AND MUST BE PAID BY CREDIT CARD ONLY.