

## *Exhibitor Manual (must read)*

### *Staff Parking*

FREE continuous shuttle buses operate one hour before to one-half-hour after the Show - all ten days!

1. Drive to the Stadium Lots on the North Shore.
2. Follow signs into the Steelers' Acrisure Stadium Gold Lot #1. (east of football stadium)
3. Pay \$8.00 to park all day. The garages adjacent to the lot are \$9.00.
4. Our free shuttle buses will take you from Gold Lot #1 right to the front door of the Convention Center in less than five minutes.
5. When you're ready to return, the buses will be waiting right at the front door of the Show.

### *Height of Exhibitor Signs*

Standard exhibit booths (any booth under 20' x 30')

The structure of a display MUST not be more than 10 feet tall. Exposed sides or rear MUST be dressed with black fabric. NO signage may project more than **8 feet above the floor**. If your sign is above 8 feet above the floor, **it will be removed**.

Exhibit booths (20' x 30' rectangle or larger)

The structure of a display MUST not be more than 10 feet tall at booth edges **and** must not be more than 16 feet tall at the center of display area. Exposed sides or rear MUST be dressed with black fabric. NO signage may project more than **8 feet above the floor** at both edges. Signage may project 12 feet **above the floor** at the **center** of display – **minimum 10 feet from any edge**.

### *Use Show Logo AD Snipes*

Drive traffic to your display. Advertise in advance the fact that you and your products will be at the Show. Place Show logos in your print advertising, mailings, invoices, etc. Be sure when buyers arrive, they're looking for YOU! Please go to our "Sharing Tools" section under "Let's Connect" for usable logos and more information.

### *Exhibitor Discount Tickets*

If you would like to purchase "tickets" to the show, you may do so at the exhibitor discount rate of \$9.00.

Please send a check with the number of tickets and the total amount to:

Pittsburgh Home & Garden Show, 857 Western Avenue, Pittsburgh, PA 15233

When paid in full, we can send the tickets to you or you can pick them up at the show office in the Convention Center (please indicate your preference when sending in the check).

## *Exhibitor Passes*

Exhibitor passes are issued to each exhibitor based on the size of exhibit space. Each exhibitor will receive 15 passes for each 100 square feet of space, with a minimum of 40 passes per exhibitor. Each pass is good for one admission, one person, on any one day of the Show. These are presented at the exhibitor entrance as booth staff enter the Show. Hand stamps are available for those who must leave and re-enter. Detailed instructions will accompany the exhibitor passes, which MUST be picked up by a representative of your firm DURING SHOW MOVE-IN in the Show Office at the Convention Center (Photo ID required). These are **solely for the use of booth staff** as they enter the Show to work. Exhibitor personnel are responsible for having their pass with them! Exhibitor passes may also be left for a specific person in a Will Call Envelope at the Show Exhibitor Entrance (next to the Box Office). You will need to write the staff member's name on the envelope. The staff member will then have to show ID to pick up the pass. One pass for each name on an envelope. **No replacements will be issued for lost or missing passes.**

## *Prizes*

All contests MUST be formally registered with Show Management. If you will have a prize drawing, tell us what it is and its retail value. All prizes MUST be awarded within one week of Show close, with Show Management receiving winner information. Entry blank MUST bear disclaimer: "Contest participants will be contacted to receive product information". All contact lists are for exhibitor use only and may not be given, sold or transferred. All prizes must be awarded without condition of purchase or demonstration. The Show prohibits "everybody wins" drawings or product pitch requirements. We would like this information by February 1.

## *Stage Presentations*

If you would like to present a demonstration, lecture, or Q and A session on one of our stages, please email us a proposal with: the program title, a description of the presentation, products or activities, presenter and details. Deadline for stage proposal is February 1.

## *Show Hotels*

If you are local, you may consider skipping the commute to and from the Convention Center, especially on the weekends when we're open from 10AM to 9PM. If you are from out-of-town, you'll need to stay somewhere. We have contracted with a few hotels in the area for a discounted rate. You can find the hotel information under the "Exhibitors" tab.

## *Helium Balloons*

Helium balloons may **NOT** be used for booth decoration or for distribution to visitors. This is a Convention Center regulation, because of ceiling heights. Balloons filled with ordinary air may be used for decoration or attached to sticks and distributed at your booth.

## *Move-In Day*

You will receive a vehicle dash pass in the mail, which tells you everything. It controls your access to the loading docks. We assign one move-in day and time for each exhibitor. This avoids delays for you. Plan your move-in for the day/time assigned to you, which is indicated on your vehicle dash pass. Early arrival within your day/time is suggested. Delays are possible, but minimized. Teamsters will unload merchandise/exhibits and move them to your booth location. Material arriving by sedan, pickups or vans may be unloaded by exhibitors. Larger vehicles must be unloaded by teamsters. Once your materials are in your booth, you can continue to set-up daily until the end of move-in on Thursday. There are no charges to exhibitors for any teamster labor. Your material must arrive on your move-in day. Please co-operate and be patient.

### Set-Up During Move-In

Union carpenters handle all construction/assembly of major exhibits inside the Hall. You will need to fill out a Carpenter form (see below). This does not generally include minor assembly or placement of merchandise. Exhibitors with major construction/assembly may work with the union people and may supervise, so long as the majority of the work is done by the union. We have developed a very comfortable relationship with the unions. Co-operation is the key!

Tip #1: Prefabricate and pre-assemble as much as possible before you arrive.

Tip #2: Have a knowledgeable person on hand to supervise a quick assembly

Tip #3: Be reasonable and patient. They are good workers.

## *Special Forms*

There are a few different forms that must be filled out, both for the Convention Center and our show decorator, ASAP (**no later than February 15**). Advance orders save you money and improve the service you receive. See each form for details. The forms include: Carpenter Labor, Electric, Air-Water Drainage, Telephone/Internet, Booth Furnishings, Booth Carpet, and Booth Cleaning. You can find these forms in the "forms" section under "Contracted Exhibitors".

## *Shipping to the Convention Center*

If you need to have something sent to the convention center, the shipping address is:

Your company name / booth number  
c/o The Pittsburgh Home & Garden Show  
Pittsburgh Convention Center  
1000 Fort Duquesne Blvd.  
Pittsburgh, PA 15222

## *Industry Night*

Industry night will be on opening day, Friday from 4PM – 9PM. Thousands of builders, architects, remodelers, interior designers, landscapers, and others who may purchase your products and services will be at the Show on opening night. Be sure that your display and your staff are ready to sell to these “Industry Buyers”!

## *Music*

Music played in your exhibit, live or recorded (video background, radio, TV, etc.), is subject to ASCAP/BMI licensing fees if it is still under US Copyright. Your three options are:

1. Use NO live or recorded music of any sort.
2. Perform or play music for which **both** the copyright on the music and the copyright on the specific recorded performance of that music have expired.
3. You secure an ASCAP or BMI license for your use at the Show, or written permission from all copyright holders for both the music and the performance. Exhibitors using music at the Show should be careful to comply with all applicable licensing restrictions and laws.

## *Move-Out*

### Sunday 6PM – 10PM

Exhibitor in critical loading areas MUST move out on Sunday night. This information is included on the Vehicle Dash Pass. These firms receive priority. For all other exhibitors, scheduling forms for Sunday night move-out will be distributed on the first Monday of the Show. It must be completed and returned to the Show Office in the lobby by 9PM on Wednesday. **Only exhibitors who return the move-out form will have access to the docks on Sunday night.**

### Monday 7AM – 1PM

No scheduling is required for Monday move-out. It is on a First-come First-served basis.

Carpenters and teamsters will be on hand both days. Please co-operate. **All displays and materials must be fully removed by 1PM on Monday!**

## *Other Information*

- All exhibits are required to be staffed during all show hours.
- Loading docks are open on Show weekdays one hour prior to Show opening.
- For weekend dock access, advise management in the Show Office the evening before.

# *How To Design an Effective Display*

There are 5 basic elements, which should be included in the design of your booth:

1. Visual
2. Headline
3. Description
4. Company name & logo
5. Website

## 1. Choose graphics carefully

Select images that are simple, bold and clear. Too many images can overwhelm and confuse the customer especially when they are not easily understood. Although you may think your graphics look great, they can be distracting. That will reduce the effectiveness of your message. Use eye-catching, professional images that are attractive to your target audience. Make sure the images are relevant to what you are selling.

## 2. Create a simple yet striking headline

Besides images or graphics, the first thing people should notice is the headline. Create a headline that catches their eye and hooks them. Keep it simple, clear and short. If you try to go the humorous route, make sure the subject matter connects with your products and services. The headline is also the element that will quickly inform visitors what your display is about.

## 3. Keep description short yet informational

It can be tempting sometimes to write a lengthy description on your display. You may want make sure everything about your products and services is made known to your customers. However, you **MUST** avoid this temptation! Too many words on your display will only encourage possible customers to keep moving on to the next booth. Just remember, keep the description short yet informational. Be sure to include the most essential details about your company. Bullet points are a very effective way to list important pieces of information that keeps the attendees interested.

## 4. Make the company name prominent

Always make your company name be prominently displayed on your display. Most exhibitors take this for granted but displaying your company name correctly is an effective way to help your customers remember you in the future. Place company name in a highly visible portion of your display. This will usually be at the top making it easier for people to find you. Make your company memorable!

## 5. Feature your company website and other contact information

A simple but important element of an effective exhibit is the contact information. Customers must know how to get in touch with you. Featuring your website, social media accounts and contact information will help your customers get to know your company even more. Because you cannot show everything in your display that you do, people can visit your website to learn even more about your company. You can also incorporate interactive elements in your display that encourage your customers to visit your website.

## *How to Get the Most Out of Your Exhibit*

IF YOU READ ONLY ONE PIECE OF PAPER TODAY, MAKE IT THIS ONE!

WE WANT YOUR EXHIBIT TO BE SUCCESSFUL AT THE SHOW!

### TEN WAYS TO DO WELL AT THE SHOW (Try all ten!)

1. Be aggressive. Well-trained exuberant “meet the people” sales staff.
2. A dynamic, beautiful exhibit. One look says it all.
3. Get people into your booth with an attractive display.
4. Get people involved with the product: see-touch-participate.
5. Show the product or service in action. Be active. Be safe, too.
6. Obtain leads with vigor: hold a drawing or giveaway (to be approved by show first)
7. Pursue leads with vigor. Follow up every viable lead within two weeks!
8. Show as wide a range of products as possible.
9. Offer incentives to buy at the show: specials, show-only discounts.
10. Remember: your display is your busiest store location. DO IT RIGHT!

### TEN WAYS TO WASTE YOUR TIME AND MONEY AT THE SHOW (any one will do)

1. Have dull, lifeless, poorly informed sales people.
2. Sit down in the booth, read something, stare at your phone, and force people to “bother” you.
3. Design your booth with a table across the front to keep people out.
4. Have nothing interesting in the exhibit. Forget literature.
5. Don't staff all hours, set up late, or break down early.
6. Carry on a marathon conversation with fellow workers.
7. Eat, drink, do paperwork, or force people to interrupt you.
8. Fail to plan the purpose, strategy and follow-up actions.
9. Use unprofessional signage or literature to convey your firm's image.
10. Stand with your arms crossed. Stare blankly at the people passing by.

### OUR MOST SUCCESSFUL EXHIBITORS ARE PROFESSIONALS:

- They carefully plan their strategy, their exhibit and what they will do at the show to convert leads to sales.
- They actually do what they planned.
- Their booth is sharp, clean, well designed, and open to the public.
- All of their products and services are shown to their best advantage.
- Their very best sales people are ready for action.
- Signage and literature are just right and assist the sales effort.
- Everybody concentrates on just one thing: SELLING.
- After the show, the whole staff shifts into high gear: following up every solid lead within two weeks, working the leads to the fullest, and providing great service to build referrals and repeat business.