

THE GREAT BIG
HOME
+GARDEN
SHOW
—PRESENTED BY—



January 31—February 9, 2025



EXHIBITOR MANUAL

GreatBigHomeAndGarden.com

MARKETPLACE | **EVENTS**



January 31 – February 9, 2025

Dear Show Exhibitor:

We would like to take the opportunity to thank you for participating in the upcoming Great Big Home + Garden Show, taking place at the I-X Center January 31- February 9, 2025.

Attached you will find pertinent information, general guidelines and several exhibitor forms that will be helpful as you prepare for the Show. Please take some time to review them, noting that some of the forms have deadlines.

We appreciate your being part of the 2025 Show – should you have any questions or concerns, feel free to contact the show team at:

440.591.6974

Sincerely,

Rosanna Hrabnicky
*Group Manager
& Sponsorship*

Cathy Berthold
*Senior Exhibit Sales
Consultant*

Rese Pardue
*Senior Exhibit Sales
Consultant*

Kelsey Christopher
Operations Manager



SHOW HOURS	Friday	January 31, 2025	10:00 AM—9:00 PM
	Saturday	February 1, 2025	10:00 AM—9:00 PM
	Sunday	February 2, 2025	10:00 AM—6:00 PM
	Mon-Thurs	February 3-6, 2025	10:00 AM—8:00 PM
	Friday	February 7, 2025	10:00 AM—9:00 PM
	Saturday	February 8, 2025	10:00 AM—9:00 PM
	Sunday	February 9, 2025	10:00 AM—5:00 PM

SHOW OFFICE/EXHIBITOR ENTRANCE: located at door **35**. See page 4 for a map of how to get to door 35. We will be open during all move-in/move-out and show hours.

**EXHIBITORS ARE ALLOWED TO ENTER THE BUILDING ONE HOUR BEFORE THE SHOW
OPENS TO THE PUBLIC**

- ADMISSION**
- Adults (at the door) **\$15.00**
 - Adults (online only) **\$13.00**
 - Seniors (65+ Mon-Thurs) with ID **\$11.00** (*Monday-Thursday only, tickets must be purchased at show box office*)
 - Groups (min. 20) **\$10.00**
 - Children Ages 6-12 **\$5.00**
 - Children Ages 5 & Under **FREE**

LOCATION

I-X Center
 1 I-X Center Drive
 Cleveland, OH 44135
 P: (216) 676-6000
For directions, please click here: [SHOW INFORMATION](#)

SHOW TEAM

Group Manager and Sponsorship:

Rosanna Hrabnicky
RosannaH@mpeshows.com
440.591.6974

Senior Exhibit Sales Consultant:

Rese Pardue
ReseP@mpeshows.com
440.591.6977

Senior Exhibit Sales Consultant:

Cathy Berthold
CathyB@mpeshows.com
440.305.7337

Operations Manager:

Kelsey Christopher
KelseyC@mpeshows.com
440.591.6963

PARKING

NEW THIS YEAR: Beginning January 1, 2025, the daily parking rate for regular size vehicle will be \$12.00 per day. For the 2025 season only, exhibitors may pre-order full-show event parking permits at \$100.00 (\$10.00 per day rate) as long as passes are purchased **at least a week in advance of the start of the show or by Fri., Jan 24th, 2025.** As of Jan. 25th, full-show parking passes cost will be \$120.00 **OR** exhibitors will be required to pay the \$12.00 daily parking rate at the gates.

The Great Big Home + Garden Show is produced and managed by:

MARKETPLACE | **EVENTS**

2000 Auburn Drive | Suite 200 | Beachwood, OH 44122

www.marketplaceevents.com

Door 35 Location



Door 4 Location

(Drive in location for South Hall exhibitors)



MOVE—IN

You will be called and e-mailed a few weeks prior to the Show and will be assigned a specific move-in time. If you require a special date/time, please contact your sales consultant.

MOVE-IN SCHEDULE:

DATE	TIME	INFORMATION
Tues, January 28:	8:00 AM—4:30 PM	Once in the building, exhibitors can work until 6:00 PM
Wed, January 29:	8:00 AM—4:30 PM	Once in the building, exhibitors can work until 7:00 PM
Thurs, January 30:	8:00 AM—Noon PM	Once in the building, exhibitors can work until 8:00 PM
Fri, January 31:	8:00 AM—10:00 AM	NO DRIVE INS, hand carry or 2- or 4-wheel dolly

Drive-In Pass: For those exhibitors using a car, mini or standard size van, SUV, truck & trailer, box truck or standard size pick-up truck to transport their exhibit:

If you plan to drive into the I-X Center for move-in and/or move-out, please note that everyone is required to purchase a “Drive-In Pass” from the I-X Center. One pass per vehicle. You may purchase a round-trip pass for \$50 (½ used for move-in and ½ used for move-out) or a one way passes for \$35. Please see page 6 of this [I-X Center Services Ordering Guide](#). If you do not wish to incur this additional cost, you may use 4-wheeled carts to transport your display to your booth.

1. Arrive at your assigned installation time.
2. Purchase a “drive-in pass” through the I-X Center at door 35.
3. Remove any snow from vehicle out in the parking lot prior to entering.
4. South Hall exhibitors will drive in through Door 4.
5. Drive-in door 35, turn on your headlights and present your drive-in pass to the doorman.

YOU MAY USE YOUR 2 or 4 WHEEL DOLLY/CART TO UNLOAD/LOAD YOUR VEHICLE.

MOVE—OUT

No exhibits may be taken down until Show closing on Sunday, February 9th at 5:00 pm.
*Please note Fern Labor will be double time—see schedule below.

Straight Time: Weekdays 8:00 a.m.—4:30 p.m. Overtime: Weekdays 4:30 p.m.—Midnight, Saturdays, 8:00 a.m.—4:30 p.m.

Double Time: Weekdays midnight—8:00 a.m., Saturdays after 4:30 p.m., Sundays and Holidays.

Double Time: Sunday, February 9th 5:05 p.m.—11:00 p.m. for move out only.

MOVE-OUT SCHEDULE:

Sunday, February 9: 5:05 PM—10:00 PM Vehicles cannot drive onto Show floor until carpeting is pulled up by Fern.

Monday, February 10: 8:00 AM—4:30 PM

REMEMBER - Remove your entire exhibit. Bring your own TWO WHEELED or FOUR WHEELED dollies for handling your exhibit material during move-out, there will be some four-wheel carts available from Fern. If you stack products and literature to be picked up later, be sure to mark "DO NOT TRASH...HOLD FOR PICK UP!" Keep in mind that even though we have security, move-in and move-out present the highest chance of damage and theft. We encourage exhibitors to remove as much as possible at Show closing.

BE PACKED UP AND READY TO MOVE OUT BEFORE BRINGING YOUR VEHICLE ONTO THE SHOW FLOOR

IF YOU BRING IT IN, HAUL IT OUT! Whether a display is removed from the Show to be used again, or is to be destroyed, remove your entire exhibit. The I-X floor should be left in broom-clean condition.

BOOTH GUIDELINES

BOOTH CONSTRUCTION: Marketplace Events will provide an exhibitor 8' high back drape and 3' high side curtains (where applicable). No signs, apparatus, shelving, or equipment may extend above 8' in exhibitor's booth space without written permission from Marketplace Events. **The exhibit may extend forward 10' from rear of booth out to the aisle at a maximum height of 8' on either side, however, the exterior of any part of the display or structure facing an adjacent booth or aisle must be finished or suitably decorated.** Signage may not read into neighboring booths. You may order masking drape from the Show Decorator at your own expense.

There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their own side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.

SAWING OF STONE AND BRICK: Dry and wet sawing of rock, brick, concrete, etc. is not allowed inside the I-X Center. This is a very strict rule. Dry and wet cutting is permissible outside the building only at door 4.

FLOORING

Flooring is **NOT** included in the cost of your booth space. It is mandatory that all exhibit booths are carpeted or have some type of professional looking floor covering. All edges must be secured. 100% of your booth space floor must be covered.

- All flooring must be neat and clean.
- No frayed edges allowed.
- All edges of carpet must be taped down—double sided tape is acceptable. The followed two brands are acceptable: **Echo Brand—Double Coated Carpet Tape (DCW188F)** or **Shur Brand—Residue Free (DF545)**.
- Duct tape is not allowed to secure flooring.
- You must return the floor to its original condition—otherwise exhibitors will be charged for any damage.

Materials such as table draping, cut trees, wood chips and mulch used in the construction of displays must be fire resistant.

TABLES AND SKIRTING

It is mandatory that all tables are professionally skirted or have a tablecloth that covers the legs of the table. Skirting must go from edge of the table to the floor on all four sides.

Use of plastic or paper tablecloths, sheets, or any type of “residential” tablecloths are not permitted—this is strictly enforced.

The only exception is fine designer furniture, which need not be covered.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



STAFFING YOUR BOOTH

All exhibitors are expected to be in their booths during all published Show hours. We do receive complaints about un-manned displays. **Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during Show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.**

Working in the aisles or distributing brochures, etc. from any other area other than your booth is prohibited. All activity must take place inside your contracted space.

SIGNAGE

Trade Show Booth ID signs can be ordered from Fern Exposition. A booth ID sign will be provided with your booth. All linear booths' signs cannot exceed 8'. Signs must be professional. NO handwritten signs are permitted (dry erase markers, crayons, etc.) Nothing can be attached to I-X walls, pillars etc.

Please note: No double-sided signs.

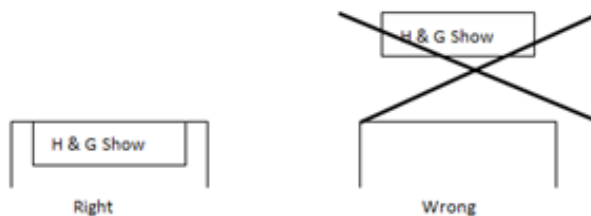
BANNER & SIGN HANGING

Exhibitors with 400 square feet (or larger) peninsulas OR island booths may hang banners in the center of their space 20 feet from floor to the bottom of the banner (there is a fee for banner hanging and removal from Fern Exposition). **NO BANNERS MAY BE HUNG ABOVE EXHIBIT SPACE LESS THAN 400 SQUARE FEET WITHOUT APPROVAL FROM SHOW MANAGEMENT.** BANNERS MAY INCLUDE COMPANY NAME AND LOGO; THEY MAY NOT BE USED TO ADVERTISE PRODUCTS AND SERVICES. OVERHEAD INFLATABLE SIGNS ARE NOT PERMITTED.

The height of the ceiling in the South Hall is 23', however there are light fixtures hanging throughout the space so 19' to bottom of lights. We will allow booths that are 20'x20' or larger to hang a sign but we will require that bottom of the signs all be consistently at 15' from ground (so 7' above the 8' booth drape) which leaves you between 4' – 8' of height to work with for your actual sign.

If interested to hang a sign above your 20'x20' or larger booth in the south hall, we'll determine if there is a light fixture above the space you booked and proceed from there.

Note: The above rules apply to your sign too. Your sign cannot extend above the top of the back drape.



SHIPMENTS **Shipments may not arrive prior to January 29th.

TO: (Exhibit Name)
c/o Fern Exposition Services
1 I-X Center Drive | Cleveland, OH 44135
Fern Exposition Services: 614.253.1500

FOR: The Great Big Home + Garden Show
Booth # _____

PLEASE MAKE SURE BOOTH NUMBER IS ON ALL BOXES, CRATES, ETC.

IMPORTANT, PLEASE NOTE:

If you ship product/stock to the I-X Center before or during the show, (shipments may not arrive prior to January 29th), you will be charged a handling fee (calculated by the weight of the package) by FERN. To save costs it is recommended that you have items shipped to your home or hotel in lieu of to the venue.

**FERN
DECORATING &
OTHER
SERVICES**

For all your decorating and labor and tow motor needs, be on the lookout for a New Account Invitation for The Great Big Home + Garden Show from Fern OneView (ptokar@fernexpo.com).

You will receive instructions to log-in. Don't forget to check your spam folder!

To receive savings, order by Friday, January 8th

Below is Fern's contact information for any questions or if you have questions about placing your order:

E-mail: Paula Tokar - ptokar@fernexpo.com

Phone: 800.774.1251 ext. 1

WATER/DRAIN/GAS: Service order form is included in the Fern Exposition Service Guide.

ELECTRICAL: To order electrical, please use the link located on our website or [click here](#). All electrical orders are placed through Edlen Electrical. Advance rate deadline: **Friday, January 6th**

CLEANING SERVICE: Please keep your booth clean. If you require cleaning service, complete the form in the Fern Exposition Service Guide and place your order.

WIFI INTERNET SERVICE: If Wi-Fi is needed, please contact your exhibit sales consultant.

**EXHIBITOR
BADGES
&
COMPLIMENTARY
TICKETS**

EXHIBITOR BADGES (EXHIBITOR ADMISSION TO THE SHOW): Booth workers must have exhibitor badges for admission to the Show. Your exhibitor badges are available at the Show office at move in.

NO ADMISSION WILL BE AVAILABLE AT THE SHOW OFFICE WITHOUT AN EXHIBITOR BADGE. ENTRANCE FOR EXHIBITORS AT DOOR 35 ONLY WHEN USING EXHIBITOR BADGES.

If an exhibitor anticipates more booth workers than allotted number of exhibitor badges, order one day admission passes for \$10.00 in advance of the Show or at the Show office. Order form is included in this kit, see page 17.

If booth workers come to the Show without exhibitor badges and there are no exhibitor badges in your file, they must purchase a one-day admission pass for \$10.00 at the Show Office at door 35. If booth workers plan to leave the Show during the day, they must have their hands stamped by security guard at exhibitor exit/door 35.

Exhibitor Badges provided are determined by booth size:

6 exhibitor badges for 100-299 square feet

8 exhibitor badges 300-599 square feet

20 exhibitor badges for 600+ square feet

Complimentary Tickets

10 tickets for 100-299 square feet

15 tickets for 300-599 square feet

20 tickets for 600+ square feet

You **MAY NOT** distribute these tickets at random to consumers on the premises of the I-X center, or in the parking lot.

Your complimentary tickets will be e-mailed to you prior to the show. Please reach out to Kelsey Christopher at KelseyC@mpeshows.com if you have any questions.

RETAILERS AT THE SHOW

Business must have a valid State of Ohio vendor's license on hand for selling at the Show. Forms are available at the Ohio Department of Taxation; 615 West Superior Avenue, 5th floor, Cleveland, Ohio 44113. Phone number is 888-405-4039. These forms are to be made out in duplicate and kept with the Exhibitor during the Show and are to be sent with the required amount to Columbus, Ohio after the Show.

RETAILERS SELLING FOOD

There are very specific rules pertaining to the selling and/or sampling of food and beverage. Please contact your sales Consultant for approval. If approved and applicable, your food fee of \$1,500 (per 100 square feet) must be paid to the I-X Center BEFORE move-in. No exhibitors will be allowed to set up until this fee is paid. Food license is required.

FIRE REGULATIONS

Exhibitors who bring anything flammable as part of their exhibit (drapery, table skirting, artificial plants, etc.) should make sure that each item has been recently fireproofed. There are various solutions on the market that are acceptable; retailers such as Amazon and Home Depot sell this [fire-resistant spray](#). Be advised the fire marshal does check all exhibits prior to our Show opening.

- Candles that are lit must be covered with a hurricane globe.
- Vehicles displayed at your exhibit must have a 1/8 of tank of gas or less. (Note: There is an I-X Center fee to display a vehicle in your booth.)
- Use of portable tanked gas is prohibited.
- Natural gas is available in a few areas of the building. Gas service may be ordered from the I-X Center service desk.

**LIABILITY &
INSURANCE**

Exhibitors are required to have:

- Comprehensive General Liability and All Risk Property insurance
- Coverage must be from the start of move into the end of move out
- Coverage of at least \$1,000,000 for each separate occurrence
- Name Marketplace Events LLC and the venue as additional insured
- Provide a copy of certificate of insurance to MPE

Exhibitors are responsible for damage they cause to the I-X Center including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the I-X Center.

EXHIBITORS MUST PROVIDE ADEQUATE INSURANCE FOR THEIR OWN PERSONNEL, EXHIBITS AND MATERIALS AGAINST ALL SUCH HAZARDS.

**ALCOHOL &
DRUG USE**

No alcohol may be consumed during Show hours. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees, or anyone else working at or attending the Show that does not comply with this policy will be removed from the Show and their credentials will be revoked.

SMOKING

No smoking and/or vaping is permitted within the I-X Center. Anyone caught smoking will be removed from the facility for the day and/or for the duration of the Show.

HOTELS

Hampton Inn-North Olmsted-Cleveland Airport

24601 Country Club Blvd. North Olmsted, OH 44070

Exhibitor Room Rate: \$115 + tax

Reservations: 440.617.6306

**Book by January 1, 2025*

Crowne Plaza Cleveland Airport

7230 Engle Rd. Middleburg Heights, OH 44130

Exhibitor Room Rate: \$114 + tax

Reservations: 1-877-227-6963 Group Code: HGS

**Book by January 18, 2025*

EXHIBITOR CHECK LIST

- Order Electrical Services from Edlen Electrical. **Advance deadline date is January 6th.**
- Order Decorating Services from Fern Expositions. **Advance deadline date is January 8th.**
- All booths must have carpet or other appealing flooring that covers the entire dimensions of the booth.
- Tables are to be professionally skirted with floor-length skirting.
- The exhibit space is no higher than a maximum of 8' high for the full length and depth of the exhibit space. All sides and surfaces, front and back of exhibits which are exposed to view must be properly finished and decorated by exhibitor at their own expense and to the satisfaction of Show management. Masking drape may be ordered from Fern Expositions.
- All signs are 8' or below. (Exceptions may be approved for 400 sf+ peninsulas or larger, please contact Show management). Flag banners on poles are not allowed. Signs must be one-sided and not face into other exhibitors' booths.
- Stay completely within the dimensions of booth without protruding into the aisles or into other exhibitors' booth space.
- Sharing exhibit space with another entity is prohibited. Each exhibit is restricted to the products and services contracted.
- Improve exhibits with flowers and plants.
- No pop-up tents.
- Admission with an exhibitor badge or one day worker pass is required each day, for every booth worker.
- Staffing booth from open to close each day of the Show is required.
- Exhibitors are allowed on the show floor one hour before the Show opens to the public.
- What you bring in, please take out. Leave the I-X Center floor in broom-clean condition.
- Move-out—All Exhibitors must be out by 4:30pm on Monday, February 10th.

DISCOUNT TICKET ORDER FORM

As an exhibitor of the 2025 Great Big Home + Garden Show, you will receive complimentary general admission tickets based off the square footage of your booth. Additional tickets are available by pre-ordering. Pre-ordering tickets are available starting December 1st. Paper tickets can also be purchased through the duration of the show at the Show Office.

PRICES FOR EXHIBITORS

General Admission: \$10.00 (Normal Price = \$15.00)

**Tickets will be sent digitally, or paper tickets can be picked up*

_____ Number of GENERAL ADMISSION tickets (\$10 each)

\$_____ has been included (check, credit card information or money order MUST accompany this form). *Make check payable to Marketplace Events. Checks or money orders can be mailed to:*

*Marketplace Events
2000 Auburn Road, Suite 200
Beachwood, Ohio 44122*

Make checks payable to:

Marketplace Events Card # _____ Exp. Date: _____

Or Charge: Sec. Code: _____ Zip Code: _____

Company Name: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

ADDITIONAL EXHIBITOR BADGES:

If you need to purchase additional exhibitor badges for you and your workers, they will be \$10 each and you can contact Kelsey Christopher at KelseyC@mpeshows.com.