



A SHOW MANAGEMENT COMPANY
7170 CODY DRIVE #400
WEST DES MOINES, IOWA 50266
(515) 537-2094 • FAX (515) 537-1598
www.jacksonexpogroup.com



39TH Annual
Cedar Rapids Home Show
FEB 23 - 25, 2018

2018 - SERVICE KIT

November, 2017

RE: 2018 Cedar Rapids Home Show
Hawkeye Downs Expo Center
4400 6th St SW, Cedar Rapids, Iowa
Friday, February 23 through Sunday, February 25, 2018

Dear Exhibitor:

Enclosed please find the following information regarding the 2018 Cedar Rapids Home Show.

1. Exhibitor Information Sheet
2. Information on Exhibitor Discount tickets now available.
3. Rules & Regulations for the Show which must be read by each exhibitor.
4. Spielman's exhibitor kits, which include furniture and equipment rental forms.
5. HELIUM FILLED BALLOONS ARE NOT ALLOWED IN THE CENTER.
6. PROPANE TANKS ARE NOT ALLOWED IN THE CENTER.
7. Electrical order form.

Should you have any questions, please feel free to call this office. I look forward to seeing you for another great show in Cedar Rapids.

Sincerely,

William R. Jackson





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EXHIBITOR INFORMATION

EXHIBITOR MOVE-IN

Exhibitors will have plenty of time to move in and set up their displays beginning at 8:00 a.m. Thursday, February 22. Exhibitors can work on their displays Thursday until 7:00 p.m. with the doors opening to exhibitors again Friday at 8:00 a.m. All displays must be completed by 4:00 p.m. Friday.

EXHIBITOR MOVE-OUT

Exhibitors may not begin dismantling their displays until 5:00 p.m. Sunday, February 25. All exhibitors are to be completely moved out of the Center by 12 Noon Monday, February 26, 2018.

DECORATOR

Spielman's Event Services is the official decorator for the Show. They will supply advance orders at a discount from the enclosed order form. They will also have a service desk open during the move-in to supply exhibitors with any rental equipment needed. Tables, chairs and carpeting are not included in the booth. You can order from the decorator or bring in your own. For special orders you can call their office at 319-366-3443.

SHOW HOURS

FRIDAY	4:00 P.M.	–	8:00 P.M.
SATURDAY	10:00 A.M.	–	6:00 P.M.
SUNDAY	NOON	–	5:00 P.M.

EXHIBITOR DISCOUNT TICKETS

Exhibitors may purchase exhibitor discount tickets in lots of ten (10) tickets for \$25.00. This is one-half of the box office price. These tickets may be purchased in advance from this office or during the Show at the pass gate.

Exhibitor Discount tickets will pass one adult through the gate at any time during the run of the Show. Exhibitors may use these tickets for employees, family or customers. These tickets may be purchased in lots of ten and there will be no refund on any tickets which are not used.

FORKLIFT

A forklift will be available at the Spielman service desk and they will charge for the time used.

SPECIAL NOTE

Individual booth carpet and displays are not to extend into the aisle. This can cause a very severe liability problem should someone be hurt or fall, as a result. Offending displays and carpeting will be removed by Show Management.





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SHOW RULES & REGULATIONS

1. All space contracts are non cancelable and nontransferable. There will be no subletting of space in any show. Exhibitors must restrict their displays to the space contracted for. Exhibitors may not use the aisles in any way to conduct sales.
2. Exhibitors must agree to set up exhibits and displays in keeping with the high standards of the other exhibitors.
3. All displays and exhibits must comply with all of the rules and regulations of the local Fire Department. Fire exits and alleys must be kept open at all times. All decorations must be made of fireproof material or be fireproofed.
4. Any exhibit or display that has an unfinished side facing another exhibitor's display must either have the side finished or draped.
5. All shipments of exhibitors' displays or material must be prepaid. Shipments should be made far enough in advance to arrive at least two (2) days prior to the opening of the show.
6. Exhibitors may not begin dismantling until the posted closing time of the show on the final day.
7. No signs or other articles are to be fastened to walls or electrical fixtures. The use of thumb tacks, scotch tape, nails, screws, bolts or any other tool or material which could mar the floors or walls is prohibited.
8. All exhibitors, show staff and entertainers must use the exhibitors pass gate. Passes will be issued to all exhibitors during the opening day of the show. Only paid-up exhibitors will receive passes.
9. Neither the sponsor of the show, show decorator, building management, Jackson Expo Group, officers thereof, those managing the show on their behalf, nor their employees will be responsible for any loss or damage that may arise to the exhibitor, his employees or his goods either while in transit to or from the building or while in the building from any cause whatsoever.
10. Exhibitors returning completed contracts to Jackson Expo Group later than fifteen (15) days after the date shown on the contract may be assigned a different space location than the space location stated on their contract.
11. All space rental charges must be paid prior to show opening.
12. No alcoholic or non-alcoholic beverages may be sampled, sold or given away before, during or after the show.
13. In Home & Builders Shows, any exhibit over 9 feet in height must be approved by show management.



JACKSON EXPO GROUP INC.

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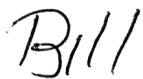
Dear Exhibitor:

The move out is scheduled to begin at 5:00 P.M. I ask that you not begin packing up your exhibit until 5:00P.M. for these reasons:

- The public can come in until that time, and many are still on the floor viewing the exhibits right up until closing. You can lose sales by tearing down early.
- It is unfair to other exhibitors who are still trying to sell. It distracts them from their customers. And if someone sees a torn down exhibit, it reflects poorly on all exhibitors.
- It is unsafe. You could easily hurt someone when hauling something out when there are people looking at exhibits instead of where they are going. It could result in a lawsuit – which would be your liability, not mine.
- You will forfeit your space in the show for next year.

If you are leaving at 5:00 P.M. Sunday and planning to come back later to pack up your exhibit do not leave any small valuable items in your display such as: TVs, computers, briefcases, lead sheets, sign up boxes, etc. It is your responsibility to take these items with you when you leave at 5:00 P.M. After 5:00 P.M. all of the doors are open for the move-out and there is absolutely no way to control the security in the building.

Thank you,



William R. Jackson
Jackson Expo Group





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**SPIELMAN'S EVENT SERVICES IS THE OFFICIAL DECORATOR FOR
THE CEDAR RAPIDS HOME SHOW.**

Please click the link below to order tables, chairs, carpet and other equipment:

<http://www.spielmans.com/trade-shows/general-trade-show-order-form/>

For any questions, please call 1.800.260.5250 and ask for Mark Spielman.

THESE ITEMS AND ELECTRICITY ARE NOT INCLUDED IN THE COST OF THE BOOTH.

**HAWKEYE DOWNS
4400 SIXTH STREET SW
CEDAR RAPIDS IOWA 52404**

**UTILITIES ORDER FORM
PH. 319.365.8656
FX. 319.365.1735**

Name of Event: _____ Date of Event: _____ Booth No.: _____
 Firm Name: _____ Phone Number: () _____
 Billing Address: _____ City/State: _____ Zip: _____
 Authorized By: _____ Signature: _____

PLEASE PRINT

CC Type: Visa Master Card

Card Number: _____ Expiration Date: _____

PAYMENT POLICY: To qualify for DISCOUNT RATES, your ADVANCE ORDER must be received ONE WEEK PRIOR to the start of the event (including fax transmissions). Orders received without full payment, orders received after the one week advance deadline or orders placed at the show will be billed at STANDARD RATES. Make all checks payable to: Hawkeye Downs

REGULATIONS: You are responsible for furnishing a standard 20 Amp/120V plug for your equipment hook-up. For safety reasons, no multiple hook-ups are allowed. With your 20 Amp/120V service you will be provided a box that allows 2 plug-ins. We reserve the right to refuse to hook-up equipment which is in need of repair or is determined to be unsafe. All equipment and cords must be listed and labeled by a nationally recognized standard testing laboratory (i.e. UL Approved) or have prior approval. We assume no liability for any damage to equipment. Any missing equipment will be charged to you at replacement cost. Exhibitors found using power where no outlets have been ordered prior to the show are subject to one and one-half times the standard rate for outlets used.

FILL IN THE QUANTITY AND CIRCLE THE PRICE OF THE APPROPRIATE CONNECTIONS

	120 Volt	120 Volt	208 Volt <i>Single Phase</i>	208 Volt <i>Single Phase</i>	Water (max 500 g)
	Discount Rate: (1 week before event)	Standard Rate: (Week of Event)	Discount Rate: (1 Week before event)	Standard Rate: (Week of Event)	Discount Rate: (1 Week Before Event)
20 amps Qty:	\$40.00	\$50.00	\$40.00	\$50.00	\$50.00
30 amps Qty:	\$50.00	\$60.00	\$50.00	\$60.00	Standard Rate (Week of Event)
Greater than 30 amps			Call for Quote	Call for Quote	\$75.00

Total \$ _____

PIERSON'S

flower shop  greenhouses

HOME SHOW PRICE LIST

RENTAL PLANTS

Boston Ferns	15.00
Fig Trees & Palms 3'-4'	15.00
Fig Trees & Palms 5'-6'	25.00

BLOOMING PLANTS

Tulips & Hyacinths 6" pot	12.99
Mum plants 6" pot	12.99

Delivery & Pick up 9.00

Please let us know your order 2 weeks before the show.

Pierson's Flower Shop & Greenhouses

1800 Ellis Blvd NW
Cedar Rapids, IA 52405
319-366-1826 Phone
319-366-1870 Fax