46100 Grand River Avenue
Novi, Michigan 48374
(p) 248.348.5600 · (f) 248.347.7720
www.NoviPetExpo.com

Exhibitor GUIDE & CONTRACT

DATES:
Friday, December 3rd – 2:00pm - 9:00pm
Saturday, December 4th - 10:00am - 8:00pm
Sunday, December 5th – 10:00am – 5:00pm
Vendor booths are required to stay open the entire duration of the expo. Please do not pack up until exactly 5:00 PM. If you fail to do so, you may be asked to not return to the event.

LOCATION:
Suburban Collection Showplace
46100 Grand River Avenue
Novi, Michigan 48374
Phone: 248.348.5600
Fax: 248.347.7720
www.SuburbanCollectionShowplace.com

QUESTIONS:
The show office will be located in Hall B if you have questions or issues during show hours.

ACTIVE HOURS:
Friday, December 3rd, 2021: 2:00 pm – 9:00 pm
Doors will open for Exhibitors at 9:00 am

Saturday, December 4th, 2021: 10:00 am – 8:00 pm
Doors will open for Exhibitors at 9:00 am

Sunday, December 5th, 2021: 10:00 am – 5:00 pm
Doors will open for Exhibitors at 9:00 am

***PROMOTIONS*:**
The Novi Pet Expo has fliers and email blast content available for distribution to your client base. Please contact our offices to request these materials.

BOOTH REQUIREMENTS:
All exhibit space is leased for the entire run of the Expo (3 days) on a per booth basis and may not be resold or leased to any other person/business/organization without notification and approval.

Each 10 x 10 For-Profit & Non-Profit booth space comes with 2 vendor badges and an 8' foot back drape. Additional equipment can be ordered through ArtCraft Display, Inc. Information related to the ordering of additional equipment can be found on-line and is also included in this packet. Parking is not free and you will need to fill out the attached parking form or purchase on-site during set up.

ARTCRAFT DISPLAY – DECORATOR:
ArtCraft Display, Inc is the exclusive decorator of the Novi Pet Expo and should be contacted for additional furnishings, labor and freight. ArtCraft Display, Inc forms can be found online or the

ArtCraft letter in this packet has more information. https://www.artcraftdisplay.com/ or call 248-380-0843

MOVE-IN HOURS:
Thursday, December 2nd – 9:00am – 6:00pm
Friday, December 13th – 9:00am – 1:00pm

*All move-in MUST be complete on Thursday, December 2nd if possible. Vehicles will only be allowed within facility on Thursday, December 2nd. **Absolutely NO vehicles will be permitted to drive into venue on Friday, December 3rd.**

ALL load-in must occur through the rear of the facility. Exhibitors should enter through Door 5 and check-in with Novi Pet Expo staff in the SHOW OFFICE before moving into their booth space. They will receive exhibitor badges and information. During this time ArtCraft Display, BoCo Enterprises and Show Management will be available for assistance.

Vehicles will be brought into the venue on a first come, first serve basis to unload. Venue staff will coordinate vehicle movement and do so in a manner that ensures safety.

MOVE-OUT HOURS:
Sunday, November 15th: 5:00pm – 10:00pm

All booths must be moved out completely on Sunday, November 15th.

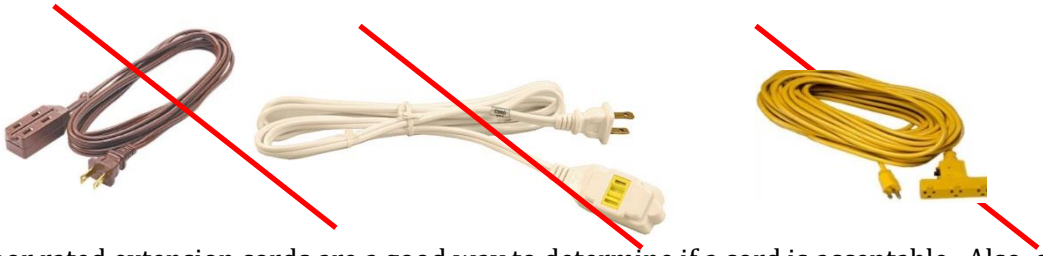
LABOR:
Vendors shall provide their own labor to set up, unload and dismantle. Vendors must also provide their own dollies and carts to do so. Additional labor can be hired through ArtCraft by calling (248) 380-0843.

SALES TAX:
The Novi Pet Expo does not collect taxes on behalf of the State of Michigan and it is the Exhibitor's responsibility to understand all tax regulations as it applies to them. Show Management is not allowed to answer questions about taxes for Exhibitors. To apply for a State Tax Identification number for sales tax on merchandise sold, collecting, and remitting at your booth, contact the Department of Treasury, Treasury Building, Lansing, MI 48922 or call 517-373-3200. You can also find more information at www.michigan.gov/taxes/.

BoCo ENTERPRISES – (WIFI OR ELECTRIC):
WIFI and Electric for your booth or stall is NOT included as it is ran through the building. BoCo Enterprises is the exclusive provider of all phone, internet, electrical and utilities for the Suburban Collection Showplace. All items can be ordered online at http://www.suburbancollectionshowplace.com/online_ordering.php?section=exhibitor.
The utility form is also included in this packet if you would prefer to fax your order in.

We have stricter electrical requirements that need to be followed. The Fire Marshall does come around at the start of the expo and checks every booth to ensure that these are followed. Please look over this information below so that you can make sure that your booth is up to fire code. We will have to charge if we need to come around and fix your electrical set up due to the Fire Marshall concerns.

Per the rules, here are the electrical requirements:
These types of electrical extension cords below are NOT allowed. <u>All extension cords MUST have 3 prongs.</u> **Multi-plug cords can only be used if they have a fused breaker* *



Outdoor rated extension cords are a good way to determine if a cord is acceptable. Also, computer type power strips are recommended and encouraged to plug many items into the end of the extension cords.

ELECTRICAL:
Vendors must follow these electrical rules:

1. No cords allowed on the ground in foot traffic areas or under carpet
2. Cords without a ground are not permitted
3. All cords must have 3 prongs and may not be damaged
4. Fusible cord strips must be used in any multi plug situation
5. No cube taps are allowed
6. Any display that uses water must have a G.F.I.

Please contact our Utilities Manager, Terri Freytag, with any further questions you may have at 248-348-5600 ext. 205 or tfreytag@suburbanshowplace.com.

CLEANING:
The cleaning personnel will remove all bulk trash, crates, pallets, and packing materials/lumber prior to the initial show opening and following move out. They will empty trash containers and small trash cans placed in the aisles by Vendors during the non-open hour cleaning. It is the responsibility of the Vendor to mark any cartons, literature, and similar items they wish to save. The Suburban Collection Showplace and the Novi Pet Expo are not responsible for removing unmarked materials as trash. BOCO Enterprises, INC is the exclusive contractor for all cleaning services at the Suburban Collection Showplace.

The Exhibitor is responsible for the removal of all oil, grease, liquids and hazardous materials from your booth space. The removal and disposal must be in accordance with all city, state and federal regulations. Exhibitors may request large trash containers in their booth on an individual basis only and will be met as Suburban Collection Showplace's inventory permits.

CLEANLINESS:
We take the appearance of our buildings and grounds seriously at the Novi Pet Expo, and to keep our facility in top shape we must have your cooperation. All Exhibitors are responsible for keeping their booth and area immediately adjacent to them clean and trash free. Each night immediately after closing, each booth should be thoroughly cleaned. For your convenience, trash may be swept into the aisles or left on the roadway for pickup by the night cleanup crews. Empty boxes must be collapsed. For security reasons, cleanup crews are not permitted to enter or clean the inside of any booth, this is your responsibility.

If a booth requires cleanup (other than at night after closing), the persons manning the booth are responsible for cleaning and placing the trash directly into available trash receptacles.

HELIUM:
The Suburban Collection Showplace does not allow helium tanks within the building or on the premises. Exhibitors with prior approval can have helium balloons to decorate their booth, but may not hand balloons to attendees.

A charge will be applied to retrieve balloons from the ceiling.

VEHICLES:
Exhibitors who will have a display vehicle within their booth must adhere to the following:

1. Disconnected battery
2. Less than 1/8 of a tank of gas
3. Locked or taped gas cap

EXHIBITOR ENTRANCE AND EXIT:
Without exception, **all exhibitors will be required to park in the Northwest parking areas and enter the building from the North entrances ONLY.** All parking on the South and East sides of the building will be reserved for event attendees. **Move-in will be permitted through the designated area determined for each show. At no time is move-in permitted through the facility's lobby or pre function spaces. This rule will be strictly enforced by Security and Suburban Collection personnel.**

EXHIBITOR PARKING:
There is a charge for Exhibitors & entertainment for the Novi Pet Expo. You can purchase a weekend parking pass for $7.00 at the Show Office on Friday, November 15th 9am-6pm. You may also ONLY on Friday November 15th purchase a weekend pass from the parking attendant upon entering the Suburban Collection Showplace. Once the show is active parking is $5.00 per day. To ensure there is plenty of available parking for attendees, Exhibitors & Entertainment must park in rear of facility and utilize the rear entrance through the entirety of show.

RV PARKING: RV Parking is permitted and is available on a first-come, first-serve basis. **Please contact show staff at 248.348.5600 to reserve your space PRIOR to your arrival on-site. If you need electrical for RV parking please let them know when you call to reserve the space, there is an additional charge for electrical requirements.**

EXHIBITOR BOOTHS:
Your booth location will be sent 2 weeks prior to the event, and can be changed by the event director up until move in. All 10 x 10 booths come with 8' foot back drape and 3' foot side drape.

Every booth and/or bulk space will get one (1) skirted table and two (2) folding chairs. Additional equipment can be ordered through ArtCraft Display, Inc. Information related to the ordering of additional equipment can be found on-line and is also included in this packet.

EXHIBITOR BADGES:

Exhibitor badges will be given to you when your group checks-in with Novi Pet Expo staff during move-in at the check-in desk. Each booth will receive 2 badges per 10 x 10 booth and 4 badges per 10 x 20 booth or larger. Notify Management in advance for special requirements.

Exhibitors and Entertainment must wear their badge at all times to have unlimited access to the show floor and any access to rear/load-in entrances of the facility. Security will not allow individuals without the proper credentials to enter through the rear of the facility. Additional badges can be purchased for $7.00 in the Show Office.

SIGNS & TAPE:

All signs and banners must be hung only by authorized personnel. At no time will exhibitors be allowed to adhere anything to the walls or columns. Exhibitors will be strictly prohibited from using any unauthorized style of tape or adhesive substance within the facility, including the "show floor". Absolutely no tape will be allowed on the walls & columns, and only the specific, acceptable types are allowed on the floors. **Duct tape, plastic double sided tape, and masking tape are strictly prohibited!** Only cloth backed, carpet tape will be allowed. Proper tape can be purchased from the service desk.

Any damage caused by the use of unauthorized adhesive substances will be billed to the damager.

INTERIOR EXHIBITION HALL DISPLAY SPACE:

8' high back draping are provided for your booth in the Exposition Center. Tables, chairs, carpeting, etc. are available for rent from Suburban Collection Showplace contracted service provider, ArtCraft Display. If you have questions regarding the photos below and how your display should be set up please contact us at 248-348-6942.

FLAMMABLES:

Exhibitors are prohibited from bringing in flammable advertising/ decorating materials to the facility. All such material to be used for decorative or advertising purposed must first be treated with a flame-retardant, and such use shall be in accordance with all applicable federal, state, and municipal fire and safety rules and regulations. All flammable liquids and gases are prohibited without prior written consent from the Suburban Collection Showplace.

INSPECTION:

The Suburban Collection Showplace reserves the right to inspect all cartons, packages, containers or coolers brought in or out of the facility at any time.

ALCOHOL:

Outside alcohol is strictly prohibited from being brought into Suburban Collection Showplace.

SMOKING:

Suburban Collection Showplace is a non-smoking facility. Smoking is allowed outside in designated smoking areas. No doors may be propped open for any reason, at any time, as it is a violation of the fire ordinance.

SECURITY:
It is to the benefit of the Vendors/Exhibitors to have their booths properly manned. Security in the booths is the responsibility of the Vendors/Exhibitors. The Expo Authority will in no way be responsible for the property of the Exhibitors. Valuable merchandise should be secured at night under lock and key or removed to a safe location by the Exhibitors. Exhibitors may want to purchase insurance against loss or damage. We will have Security on-site throughout the entire duration of the Expo. However, the Novi Pet Expo is not liable for items stolen or taken from your booth space.

EMERGENCY EQUIPMENT:
Any type of emergency equipment, entrances or exits shall not be blocked or obstructed under any circumstances.

FOOD & BEVERAGE:
Outside Food & Beverage is NOT allowed within the Suburban Collection Showplace at any time with the SINGLE EXCEPTION of move-in hours.

Outside alcohol is strictly prohibited from the grounds, includes all indoor and outdoor areas.

There are a variety of food options within the vicinity of Suburban Collection Showplace that are available during move-in hours.

If you plan on having any type of food samples as part of your display you will need to call the Oakland County Health Department for a proper license. If you plan to sell any type of food item you must receive prior approval from the Suburban Collection Showplace.

If you have any questions related to the food and beverage options or policies of Suburban Collection Showplace please contact Mark Lyman at 248.348.5600 x 214.

FOOD SAMPLING IN YOUR BOOTH:
If you plan to sell any type of food item you must receive prior approval from the Suburban Collection Showplace. All food product and sampling items need to be stored in your booth space, please allocate enough space to ensure the storage of your products.
If you have any questions related to the food and beverage options or policies of Suburban Collection Showplace please contact us at 248-348-6942.

1. Deposits. All deposit money for Exhibit Space will be retained if the Exhibitor fails to fulfill, violates, or cancels Exhibit Space.

2. Payment**.** All charges for your Exhibit Space shall be paid in full with US dollars by the date specified in the Novi Pet Expo Exhibitor Contract. You agree that the Novi Pet Expo, Sponsors, and their agents, representatives, cannot guarantee by your exhibiting at the Novi Pet Expo any financial gain to you or your organization, nor can they guarantee attendance at the Expo.

3. Refunds; Liquidated Damages**.** No refunds will be made if Exhibit Space is unused or partially used. However, if Exhibitor gives Notice to Show Management that Exhibitor will not participate in the Novi Pet Expo and would like to cancel its Exhibit Space more than

ninety (90) days prior to the Novi Pet Expo's occurrence, Show Management shall return any Payments made by Exhibitor. If Exhibitor gives Show Management Notice of its intent to cancel its Exhibit Space more than thirty (30) days, but less than or equal to sixty (60) days from the Novi Pet Expo's occurrence, Show Management will return fifty percent (50%) of any Payments paid by Exhibitor for Exhibit Space. No refunds shall be given if Exhibitor cancels its Exhibit Space thirty (30) days or less from the Novi Pet Expo.

4. Liability for Loss, Theft, Property Damage, or Personal Injury**.** Exhibitor hereby waives any and all claims against Sponsors, Show Management, their employees, agents, or representatives, relating to any loss, theft, damage, or destruction to its property, and from any and all claims for personal injuries relating to its operation of Exhibit Space at the Novi Pet Expo. It is recommended that Exhibitor take precautionary measures of their own to secure and safeguard property. Further, Exhibitor assumes entire responsibility, and hereby agrees to protect, defend, and hold harmless the Sponsors, Novi Pet Expo, and Show Management, and their respective employees, agents, and representatives, against all claims, losses, and damages to persons or property, governmental charges or fines and attorneys' fees arising out of or in connection with Exhibitor's installation, removal, maintenance, or use of Exhibit Space. Exhibitor shall be held jointly and severally liable for any damage to Sponsors caused by Exhibitor, its employees, agents, or representatives.

5. Insurance**.** It is expressly acknowledged that Sponsors, the Novi Pet Expo, or Show Management, or their employees, agents, and representatives have not purchased insurance of any kind for the benefit of Exhibitor, nor is it under any obligation to do so. Exhibitor agrees to obtain the following insurance coverage during the Novi Pet Expo and shall furnish a certificate of insurance: Certificate holder – **Expo Productions, LLC 46100 Grand River Ave. Novi, MI 48374**

- **a.** Comprehensive General Liability Insurance coverage including protective and contractual liability coverage with limits not less than $250,000.00/$500,000.00 for bodily injury and 50,000.00 property damage.
- **b.** Employer's Liability Insurance with minimum limits of $100,000.00 per accident.
- **c.** Worker's Compensation Insurance coverage in full compliance with Federal and State laws.
- **d.** Comprehensive General Automobile Liability Insurance covering owned, non-owned, and hired vehicles including loading/unloading hazards with bodily injury limits of $250,000.00/$500,000.00 and property damage limits of $100,000.00.

6. Additional Insureds and Indemnities. See EXAMPLE CERTIFICATE COPY further within this packet For each and every of the above insurance policies, the following must be provided as Additional Insureds:

(a) BoCo Enterprises, Inc. (46100 Grand River Avenue, Novi, MI 48374)
(b) TBON, L.L.C. (46100 Grand River Avenue, Novi, MI 48374)
(c) Epoch Hospitality, LLC dba Epoch Catering. (46700 Grand River Ave, Novi, MI 48374)
(d) Suburban Marketing Group dba The Suburban Collection (1795 Maplelawn Drive, Troy, MI 48084)
(e) Avalon Hospitality Group (9555 Chesapeake Drive, Suite 202 , San Diego, CA 92123)

7. Compliance with Facility Rules and Regulations**.** The Exhibitor agrees to abide by all rules and regulations of the Sponsors/Facility in which the Novi Pet Expo takes place. All rules

and regulations are on file in the general office of the building. Advertising materials or signs of entities or people, other than those who have engaged space with the Novi Pet Expo, are prohibited. Exhibitors must be present at all active hours of the Novi Pet Expo. All Exhibitors must wait to dismantle Exhibit Spaces until show closing. SHOW MANAGEMENT WILL APPRECIATE BEING INFORMED OF ANY INFRACTION OF THIS RULE.

8. Exhibit Space Equipment. Exhibitors are responsible for providing all equipment necessary for their Exhibit Space. Motion picture projectors and other equipment must conform to state and city fire regulations. Electrical wiring must conform with state and local fire codes. Loud speakers, radios, television sets, or the operation of any machinery or equipment shall be subject to Show Management's discretion. Tables or platforms on which any monitor or equipment is placed cannot exceed a height of 42 inches. All display décor shall be fire retardant before entering into the Exhibit Space.

9. Expulsion and Right of Refusal. Show Management and/or Sponsors have the right to refuse an Exhibitor on the grounds of non-compatibility with the event, the absolute right to select whom may exhibit, and the absolute right to regain possession of any Exhibit Space for any reason whatsoever. Unethical conduct, uncooperative behavior, infraction or rules, sexually oriented material, or safety hazards deemed potentially dangerous to persons or property shall subject the Exhibitor to dismissal from the Novi Pet Expo. No refunds shall be given in the event of dismissal for a violation of any rules and regulations. Only registered exhibitors will be admitted to the Novi Pet Expo. All agents and representatives of Exhibitor must register with Show Management.

10. Floor Plan; Event Times. Sponsors and Show Management have the right to change the time and floor plan of the Expo. Exhibitor must be present during all active hours of the expo.

11. Subletting of Space. Exhibitor shall not assign, sublet, or apportion the whole or any part of its assigned Exhibit Space. Nor shall Exhibitor allow any other organization or person within their own Exhibit Space without the written consent from Show Management. Exhibitor shall not assign or transferred its rights or privileges under this contract.

12. Legal Compliance. All exhibitors are required to comply with any and all federal, state, and local laws, rules, and regulations and to obtain any applicable licenses or permits (including, but not limited to, sales tax, raffles, etc.). Exhibitor is hereby charged with knowledge of all such laws, ordinances, and regulations pertaining to health, fire prevention, and public safety, while participating in the Novi Pet Expo and agrees to comply with said laws.

13. Intellectual Property. Exhibitor agrees to pay when due any and all royalties, license fees, or other charges accruing or becoming due all royalties, license fees, or other charges accruing or becoming due to anyone by reason of any music, either live or recorded, or other entertainment of any kind or nature, played staged or produced by the Exhibitor, its agents, employees, or representatives, within the Exhibit Space. Exhibitor shall assume all costs and expenses arising from the use of patented, trademarked, or copyrighted material, equipment, devices, processes, or dramatic rights, used during or incorporated during the Expo by Exhibitor, and agrees to protect, indemnify, defend, and hold harmless, Sponsors, Show Management, and their respective agents, representatives, and assigns, from any damages, costs, or expenses relating to Exhibitors activities at the Novi Pet Expo. Exhibitor authorizes Show Management to use Exhibitor's name and/or likeness to promote the Novi

Pet Expo and to solicit other exhibitors for the Expo and future events.

14. Force Majeure. Sponsors and/or Show Management, their agents, or representatives shall not be liable for the fulfillment of this contract as to delivery of Exhibit Space if non-delivery is due to any of the following causes: by reason of Sponsors/Facility being destroyed or damaged as to reasonably not be usable for the Novi Pet Expo, acts of god, strikes, authority of law, or for any other reason beyond Sponsors or Show Managements control.

15. Official Trade Show Services Contractor. Sponsors and Show Management will make available to Exhibitor an official Trade Show Services Contractor for the purpose of providing utilities, furnishings, accessories, tables, draperies, signs, models, labor for erecting and dismantling exhibits, etc. Exhibitor may not employ any other contractor for these services without prior written permission from Show Management. It is expressly understood that such Trade Show Services Contractor is not the agent or employee of Sponsors, Show Management, or Novi Pet Expo and that none of the aforementioned shall be liable to Exhibitor or any other person for the acts or omissions of the Trade Show Services Contractor.

16. Disputes. Exhibitor agrees that Show Management has, and consents to, Show Management's authority to settle all disputes regarding issues not covered by this contract. All such disputes shall be brought to Show Management's attention immediately. Exhibitor agrees to abide by Show Management's resolution of said issue.

17. Joint and Several Liability. Exhibitor, its agents, or representatives shall be held jointly, collectively and individually responsible for any and all debts incurred for all Payments, exhibit costs, fees, or charges, due under this Contract.

18. Conduct of Vendors/Exhibitors. Each Lessee is expected to deal honestly and fairly with the public and any attempted fraud, deception or misrepresentation will be considered sufficient cause for revoking the Exhibitors contract.

Negative attitudes, excessive unfounded complaining, etc. are not welcome and will not be tolerated.

All Exhibitors must confine activities to within the limits of the space allotted to them. Sales people and demonstrators are prohibited from operating in the aisles/walkways and from extending their activities into the aisles/walkways. Violations may result in immediate termination of contract.

Hawking; distributing hand bills or other materials; posting or tacking advertisement bills, cards, etc., is strictly prohibited anywhere on the grounds, except within the confines of the Vendors/Exhibitors own space. Painting; drilling of walls and/or floors; or making permanent installations to Expo property will not be allowed.

Exhibitors may advertise or distribute **approved** products or literature only from within their own exhibit space. **They may promote their own product or activity but may not discredit others**. Oral and visual advertising, solicitation and distributed materials must be in good taste, must be neutral or positive and may not be defamatory, promiscuous, pornographic, obscene, profane or vulgar.

No roving Vendors or roving solicitor (acting either for a profit, or nonprofit organization, or on his own behalf) shall be permitted to operate anywhere other than in rented space. All solicitation for contributions or sales must be made within the confines of the person's own (or his Organization's) booth or contracted space. No Vendors or solicitor will be permitted to engage in deliberate touching of un-consenting persons.

Solicitation of donations by Vendors/Exhibitors from their booth is prohibited, unless specifically authorized in writing in the license agreement.

☐ Please check box to indicate you and have read and agree to all of the terms and conditions stated in this contract.

Name: _____

Signature:_____
Date: _____

Thank you!

Jackie McMahon
Show Director

P (248) 348-5600 ext. 208 | F (248) 347-7720
info@novipetexpo.com
www.NoviPetExpo.com