



HOME & TM GARDEN SHOW

February 23-25, 2024

**New Jersey Home & Garden Show
New Jersey Convention & Exposition Center
Edison, NJ**

EXHIBITOR SERVICE KIT

All Show Services
11140 Rockville Pike, Suite 100-340
Rockville, MD 20852
301-564-4050
www.newjerseyhomeshow.com



NEW JERSEY HOME & GARDEN SHOWTM

February 23-25, 2024

Dear Exhibitor:

Thank you for participating in the 2024 New Jersey Home & Garden Show in Edison set for February 23-25!

A special thank you to our sponsors:



Being prepared for the event will help you have a successful show. This documentation includes your official Exhibitor Service Kit with all the information to ensure your success.

We appreciate your business and look forward to seeing you in Edison. Please call us with any questions you may have.

Gail Schell
Operations Manager
gschell@allshowservices.com
502-376-8728

Rick Dobson
Exhibit Sales Manager
Rick@allshowservices.com
301-564-4050 x104



HOME & GARDENTM SHOW

EXHIBITOR KIT

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GENERAL INFORMATION

SHOW DATES/HOURS & COLORS:

February 23-25, 2024

- Friday 3pm – 8pm
- Saturday 10am – 7pm
- Sunday 10am – 5pm

Drape on all booths is black.

SHOW LOCATION & SHIPPING - LABEL AS FOLLOWS:

New Jersey Convention Center

Add: YOUR COMPANY NAME, BOOTH NUMBER and NJ HOME & GARDEN SHOW

97 Sunfield Avenue

Edison, NJ 08837

732-417-1400

www.njexpoctr.com

SHIPPING DIRECT TO THE CONVENTION CENTER: Any exhibitor materials arriving on February 21-22 will be accepted by Show Management. Freight sent earlier must be coordinated through General Exposition Services – details below. We are not responsible for loss of materials since we simply accept shipments and deliver boxes to your booth. Check your insurance to make sure you are covered in case of theft. Please be sure to add your company name, booth number and number of boxes to the labels of any boxes you are shipping to the center.

ADVANCED SHIPPING:

Exhibitors wishing to ship materials in advance should work directly with General Exhibition Services at info@generalexposition.com or 610-495-8866. There will be material handling fees.

FORKLIFT SERVICES:

Complimentary forklift service is available on a first-come, first-served basis for exhibitors.

Move-In:

Wednesday February 21 – All move-in hours

Move-Out

Sunday, February 25 - 5 PM to 9 PM

NEW JERSEY DIVISION OF TAXATION REQUIREMENTS:

- New Jersey sales tax rate is 6.625% and must be collected on all retail transactions. All exhibitors selling products must submit NJ Tax Form NJ-REG to collect sales tax. **You must complete the NJ-REG at least 15 days before you begin business in New Jersey.** <http://tinyurl.com/bdzm5t56>
- You can register your business online in New Jersey here: <https://www.njportal.com/DOR/BusinessRegistration/>
- Frequently asked questions and answers can be found here: <http://www.state.nj.us/treasury/taxation/vendorpromoter.shtml>
- Companies that have questions regarding New Jersey Division of Taxation registration and taxes should contact Steve Varites at Steve.Varites@treas.nj.gov or 609-203-3259.
- The New Jersey Division of Taxation often canvasses shows. Please be prepared to avoid on-site challenges.

INSURANCE:

All exhibitors must have a commercial general liability policy of not less than \$1,000,000.00 naming the New Jersey Home & Garden Show (NJHGS) as an additional insured (11140 Rockville Pike, Suite 100-340, Rockville, MD 20852. Feb. 21-25, 2024). Exhibitor agrees to carry adequate personal and property damage liability and workers' compensation insurance. Certificates of insurance must be furnished by Exhibitor if requested by NJHGS and must be available on-site during the event. Failure by NJHGS to request proof of insurance shall not relieve Exhibitor from carrying proper coverage. Exhibitor understands that NJHGS does not maintain insurance covering Exhibitor's property or person and it is the sole responsibility of Exhibitor to obtain such insurance.

If you do not already have insurance, you can purchase it for \$65 plus tax from Total Event:

<https://tinyurl.com/vyyr4ubt>

- Email your certificate of insurance for liability and workman's compensation to info@allshowservices.com.

LIABILITY:

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, etc. during the time they have contracted for the space (move-in and move-out included).

SECURITY:

The Show will provide Security Guards Wednesday, Thursday, Friday and Saturday nights after the show closes. However, attention is particularly called to the necessity for insurance covering all risks (liability, fire, theft, damage, etc.) on your exhibit from place of shipment to the exhibition facility and return, including the period during which materials remain in the exhibition facility.

HOTEL:

- Book your Hotel Room at the COURTYARD EDISON WOODBRIDGE - Deadline to book is January 22, 2024
- 3105 Woodbridge Avenue, Edison, NJ
- Phone - 732-738-1991
- \$94/night. Book rooms here: <https://tinyurl.com/559xmh6k>

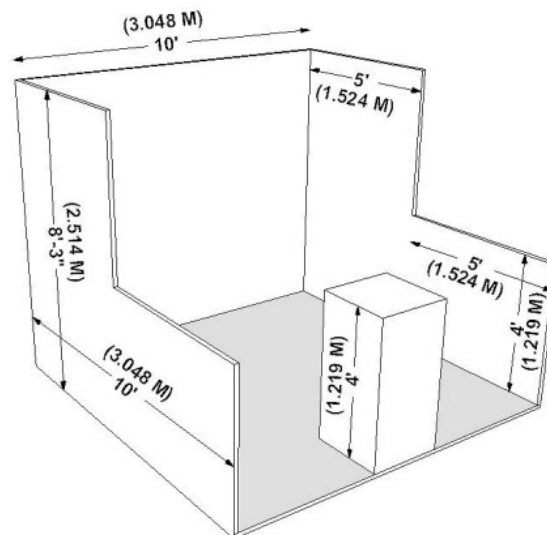
MOVE-IN and MOVE-OUT INFORMATION

SET-UP	Wednesday, February 21	12 noon - 6 PM	<ul style="list-style-type: none"> • IMPORTANT: All booths 20x20 or larger in the 400 and 500 aisles are required to move-in on Wednesday. • The following booths should wait to move-in until Thursday: 539, 540, 550, & 551 • Trucks and vehicles with trailers are permitted to drive into the exhibit hall on a first-come, first-served basis. • Any booth located in the 400 and 500 aisles are asked to move-in large items on this day. • A thirty (30) minute limit will be imposed on all vehicles. Unload materials, remove vehicle, set-up booth. • Forklift services (complimentary) are available on a first-come, first-served basis.
	Thursday, February 22	8 AM – 6 PM	<ul style="list-style-type: none"> • Trucks and vehicles with trailers are permitted to drive into the exhibit hall on a first-come, first-served basis. • A thirty (30) minute limit will be imposed on all vehicles. Unload materials, remove vehicle, set-up booth.
	Friday, February 23	8 AM – 2 PM	<ul style="list-style-type: none"> • Drive-in access only down main aisle between drive-in doors. • A thirty (30) minute limit will be imposed on all vehicles. Unload materials, remove vehicle, set-up booth. • No vehicles allowed in the building after 11 AM.
EXHIBIT HOURS	Friday	3 PM – 8 PM	Booth must be complete by 2 PM.
	Saturday	10 AM – 7 PM	Exhibitor access at 9 AM.
	Sunday	10 AM – 5 PM	Exhibitor access at 9 AM.
MOVE-OUT	Sunday, February 25	5 PM – 10 PM	<ul style="list-style-type: none"> • No Early Breakdown – Booth Must Be Open Until 5 PM. • Vehicles Permitted in the Hall at 6 PM. • Trucks and vehicles with trailers are permitted to drive into the exhibit hall on a first-come, first-served basis. • Forklift services (complimentary) are available on a first-come, first-served basis. See schedule page 4. • All exhibits must be out by 10 PM.
	Monday, February 26	8 AM – 10 AM	<ul style="list-style-type: none"> • Move-out Monday by appointment only. STRICTLY ENFORCED. • Please email Gail Schell at gshell@allshowservices.com no later than Tuesday, February 20.

BOOTH GUIDELINES & SET-UP:

Standard 10x10 booths are defined with drapes over pipe frames; 8-foot high back wall with 3-foot high side walls. All linear booths have a booth identification sign that includes your Company Name and Booth number.

- All drape is black.
- Linear booths (10x10, 10x20, etc.) will have an eight (8) foot draped back wall. On each side, a 32" draped side rail will extend from the back of the booth to the front of the booth.
- Pipe and drape is not provided for 20x20 or larger island booths. It is provided for 20x20 and larger peninsula booths and will be 8' high and 10" across centered in the middle – sides backing up to 10x10 booths will drop to 3' for the remaining 5'. Build your backdrop appropriately.
- With a linear booth (10x10, 10x20, etc.) exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back walls and sidewalls. If the height of your display exceeds 8 feet, please notify Gail Schell at gschell@allshowservices.com for approval.
- Solicitation/Sales Literature: **No sales solicitation or distribution of literature outside of your booth space.**
- **DISPLAYS:** Displays placed along the side drapes that are over 4 feet high should not extend more than 4 feet from the back wall. This will insure a clear line of sight of the neighboring booths.



- **DEMONSTRATIONS:** When sampling, demonstrating and/or entertaining attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits. If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.
- **AISLES:** The aisles are the property of show management; therefore, show management requires each exhibitor to assure proper flow of traffic through the entire exposition. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.
- **SOUND:** Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.
- **GADGETS AND GIMMICKS:** The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise making devices are restricted to within the booth. Balloons, horns and odors are not allowed. Show Management reserves the right to determine when such items become objectionable.

STAFFING & BOOTH BEHAVIOR

One of the most important responsibilities we as show organizers have is to ensure a level playing field for each and every exhibitor. **By contract, exhibitors are required to limit their sales activity to within the confines of their booths.** The desire to “work the aisles” is understandably attractive. However, such behavior is not only contractually prohibited, it’s counter-productive.

Attendees do not want to be accosted by salespeople. In fact, when they encounter that behavior, many will not even proceed down that aisle. Not only does the offending exhibitor miss out on potential business, but so does every exhibitor further down the aisle. We want attendees to feel welcome, not intimidated. Most are here to learn, to see, and to buy products and services.

Please be aware of the following rules governing booth behavior, as they will be strictly enforced:

1. No part of your display, including product & signage, may extend into the aisle.
2. Exhibits must be staffed during ALL show hours. Booth personnel may conduct business *only* within the confines of their purchased booth space. The intent of this rule is to simply eliminate the engagement of prospects in the aisles.
3. Keep the number of staff in the booth to a reasonable number at all times. Having more than three (3) staff persons per 10x10 is more likely to intimidate than entice.
4. Make sure your booth signage clearly defines what you are selling. If attendees like what they see, they will stop to look and, hopefully, enter into a conversation with you. If they don’t, no amount of “hawking” or “huckstering” is going to make any difference.
5. Breaking down or moving out booths before the close of the show on Sunday is strictly prohibited. Exhibitors who do break down early will risk any future participation in any All Show Services events. Please notify your staff in charge of breakdown.

If you have any questions, feel free to contact Rick Dobson - rick@allshowservices.com or 301-564-4050 x104.

SHOW DECORATOR:

- **Deadline is February 9, 2024**
- **General Exposition** is the official Show Decorator. They offer significant discounts when ordering tables, chairs, carpet, etc. in advance. Deadline for advanced rates is February 9, 2024.
- To order go to: <https://www.generalexposition.com/online-servicekit.php> (Exhibit Code: NJHOME)

ELECTRIC & WIFI:

- **Deadline is February 14, 2024**
- All Electric must be ordered through the facility. The New Jersey Convention and Expo Center offers significant discounts when ordering electrical, wifi, etc. in advance. <https://marketplace.njexpocenter.com/>
- Questions about electric or Wi-Fi, call 732-417-1400 x 1201 or email services@njexpocenter.com.

WATER:

- **Deadline for advanced rates is February 14, 2023**
- If your display will require water, please visit the facility's web site to order – Water Order - <https://www.njexpocenter.com/event-planners/services/>

SIGNS & BANNERS:

- Signage must have the appearance of being professionally produced. **Signage height is limited to 8' for inline booths. Booths 20'x20' or larger or perimeter booths do not have a height limit but may not block neighboring exhibits' sightlines. Island displays do not have a height limitation. NOTE: Feather flags are considered signage and above rules apply.** Any signage/displays found in violation will be removed and stored by Show Management. Exhibitor must pick up items no later than show move-out hours or items will be forfeited. Only island displays with four sides open may request permission to hang a banner or sign over their island space. If the location of the requested banner does not block aisle drops or other show signage and has the necessary ceiling support, permission may be granted by Show Management.

AUTOMOBILES IN BOOTHS:

- Companies having a vehicle in their booth must have prior approval from Show Management. All vehicles that are a part of the display must make sure there is ¼ tank of gas or less, disconnect the battery and turn in a key to the Show Office. The Edison Fire Marshall checks all vehicles prior to show opening. Vehicles must be placed in exhibitors' booth no later than **Thursday at 6 PM**.

TENTS

- **ANY TENT OR COVERED STRUCTURE MUST BE PRE-APPROVED BY SHOW MANAGEMENT. If you plan to submit a request to have a tent the following rules are to be followed.** No tents larger than 10'x10' are permitted per the Fire Marshal. Material must be fire-retardant with a certificate sewn in by the manufacturer. If you have a tent and are using electricity please make sure you have notified Show Management. You will need to have a fire extinguisher. Please contact Rick Dobson, Exhibit Sales Manager – Rick@allshowservices.com or 301-564-4050 x104.

FOOD VENDOR REQUIREMENTS:

FOOD & BEVERAGE (Human Food) – SALES & SAMPLING GUIDELINES

- Companies selling or sampling consumables allowed on a case-by-case basis. Companies selling consumables (anything that can be consumed while at the show – popcorn, pickles, jerky, candies, chocolate, pastries, cookies, pretzels, coffee, smoothies/slushies) must be approved by Annie Daidone with Featured Catering. She can be reached at adaidone@featuredcatering.com or 201-815-0827. **Deadline is February 1, 2024.**
- Note: Food and beverage items that are consumed onsite are subject to a 35% commission on total sales to Featured Catering. Beverages such as bottled water and soda are not permitted to be sold.
- All food vendors including those sampling anything are required to have an Edison Health Department temporary food permit. Cost is \$75. Go to <https://edisonnj.rja.revize.com/forms/44> or <https://tinyurl.com/bdzk84xc> for your temporary food permit. **Deadline is February 1, 2024.** Application must be completed and fees must be paid.

FREE & DISCOUNTED ADMISSION FOR YOUR CUSTOMERS:

20 FREE Tickets

- There is no question the New Jersey Home & Garden Show is an extremely cost-effective way to gain visibility for your products and services and attract new customers. But are the people you especially want to see going to be there? Don't leave that to chance. Complimentary Exhibitor Guest Tickets give you the ability to invite up to 20 of your top customers and prospects to attend at no cost to them (or to you!).
- We will email unique codes to you in February for 20 free tickets to the show. The process to get the tickets will be in the e-mail with the code.
- There will be an option to purchase additional tickets at half price as well.

Contact Kate Peterson at kpeterson@allshowservices.com for more details.

EXHIBITOR CREDENTIALS:

- All exhibitors are required to wear badges starting Friday at 1 PM and during all show hours. Badges are to be picked up immediately upon entering the Expo Hall at the Exhibitor Registration Area located in the main entrance lobby.
- Badges are limited to a maximum of six (6) per 100 square feet of exhibit space.
- The maximum number of badges to be distributed to any one company is twenty (20).
- Badges are not mailed in advance.
- Badges are not personalized with individual names or company names.
- Once your company badge allotment has been distributed, there will be a fee of \$5 per additional badge. If a badge is lost, forgotten, misplaced, or left in your booth, your staff will be required to purchase a badge for \$5 to enter the show.
- You are encouraged to drop off your badge each night at the **Registration Desk by the Exhibitor Entrance** in the Lobby so that your company does not run out of your allotment.

IMPORTANT:

- Minors (Under 18 Years of Age) may not receive exhibitor badges
- Exhibitors are required to wear badges during all show hours.
- Exhibitors will not be permitted into the exhibit hall without a badge.
- No exceptions to these requirements.

EXHIBITOR DOs & DON'Ts

- Driving a vehicle into the building for Move-In / Move-Out is done on a first-come, first-served basis for loading / unloading ONLY, during the hours previously stated. You will need to check in with Show Staff before entering the building with your vehicle.
- **Exhibitors must provide their own carts and/or dollies – none are available for use.**
- No tents are allowed without written permission of Show Management. (See page 9)
- No cutting of stone or brick inside the building. All cutting must be done outside and the area must be cleaned and left in its original condition.
- No damage to the facility including driving any nails, hooks, tacks or screws into floors, walls furniture, etc. Any damage recorded will be at the expense of the exhibitor.
- No smoking or vaping in the exhibit hall at any time.
- No affixing of any materials to the facility including materials such as paste, tape or other adhesive including duct tape, double-sided tape, or masking tape, etc.
 - Approved carpet tape ONLY – Gaffers tape is the best.
- No flammable materials may be used unless treated with a flame retardant including but not limited to bunting, tissue paper, crepe paper, etc.
- One company per booth – No sharing space.
- New Jersey Sales Tax (6.625%) must be collected and paid by Exhibitors for “cash and carry” sales. Please refer to page 4 for more information.
- Helium tanks and helium balloons are strictly prohibited.
- Use only the specified entrance and exit. Opening of other interior doors creates a security breach which endangers you and your merchandise.
- Your booth cannot block the sight lines of neighboring Exhibitors. Refer to the Booth Guidelines located within this Exhibitor Kit. Endcap booth spaces cannot build a solid wall blocking neighboring booths. (page 7)
- Exhibitors must be contained within the allocated booth space and cannot extend into aisles. Merchandise, displays and/or service animals must stay inside your booth space.
- **DO NOT PACK-UP YOUR BOOTH EARLY.** No unsold merchandise will be permitted to be removed from the hall prior to 5 PM on Sunday. Exhibitors moving out early will not be welcome at future shows.

ELECTRICITY DOs & DON'Ts

DO

- USE UL Listed Surge Protectors only. A surge protector is necessary and is required to be the proper equipment plugged into the building's electric outlet. Please have your equipment labeled.
- ANY Extension Cords used – Must be 14 gauge or higher, UL Listed and have (3) three prongs.
- We recommend purchasing a surge protector with a cord 10' or longer, so it can reach further into your booth.

DON'T

- DO NOT use loose or frayed cords or any equipment that is out dated
- DO NOT use Residential Cords or cords with outlets on two opposite sides or that have only two prongs
- DO NOT tie extension cords together
- DO NOT piggyback or create a daisy chain of power strips, surge protectors, and extension cords.
- DO NOT plug in a power strip to a power strip or an extension cord to an extension cord. Only one extension cord may be plugged into a power strip, not multiple. Do not let surge protectors hang, instead install them on a flat surface (floor or back of display). Make sure cords are firmly attached.
- DO NOT use any adapters

TIPS FOR A GREAT SHOW

1. Send free tickets via e-mail to your customers, prospects, friends and family. You get 20 free tickets and can get additional for half price (50% OFF)! See page 10.
2. Promote your presence at the show in advance. Offer "SHOW ONLY" prices for your product or service.
3. Remember that you are going to be spending long hours on your feet so wear comfortable shoes.
4. Order electrical and carpet, tables, etc. early. You will save money. Check when you arrive to make sure that you have everything that you requested, and bring copies of your order forms with you. See page 9.
5. Be in your booth early. Doors will open promptly at 3 PM on Friday and 10 AM on Saturday and Sunday. Vendors can enter the exhibit hall one hour prior to show opening time.
6. Never leave your exhibit unattended. There will *always* be someone at your booth wanting to buy the moment you walk away.
7. Make your booth inviting. Don't barricade yourself inside.
8. Do not allow your staff to be on their phones, read books or magazines (and don't do it yourself) in your booth. Customers hate to disturb someone happily engrossed in reading.
9. People are more likely to visit you in your booth if you are standing up and looking attentive. Smile and invite them into your booth. Customers don't want to interrupt you if you are all sitting around engrossed in a conversation.
10. Offer service, advice and a friendly face – people always return to places they feel welcome.
11. Have a drawing for a special item – an excellent and easy way to develop a mailing list.
12. Come to the show prepared.
 - Bring your own hand truck or cart.
 - A vacuum for cleaning your carpet at night.
 - An extension cord. Your power source is not always where you need it.
 - An electrical power strip.
 - Sheets for covering your merchandise at night.

IMPORTANT EXHIBITOR DEADLINES

January 22, 2024

- **HOTEL** - Courtyard Edison Woodbridge block expires on January 22, 2024 – visit: tinyurl.com/364hhs9

February 1, 2024

- **HEALTH PERMIT** – Complete and pay for a temporary Health Dept. Permit and get approval from the Convention Center to sample/sell food product - Annie Daidone with Featured Catering. She can be reached at adaidone@featuredcatering.com or 201-815-0827. Links for permits are on page 10.

February 9, 2024

- **ADVANCED RATE ORDERS FOR TABLES/CHAIR/CARPET**, etc. are due by February 9. Contact **General Exhibition Services** at info@generalexposition.com or 610-495-8866.
 - Order online: <https://www.generalexposition.com/online-servicekit.php>
 - Code to pull up Home Show pricing is: NJHOME

February 14, 2024

- **WATER** -Request for water – see form online - <https://www.njexpocenter.com/event-planners/services/>
- **INSURANCE** - Make sure you have the proper insurance on file with Show Management
- **ADVANCED RATE ODERS FOR ELECTRIC/WiFi** - The **Convention Center** offers significant discounts when ordering electrical, wifi, etc. in advance. Contact Exhibitor Services at 732-417-1400 x 1201 or email services@njexpocenter.com. <https://marketplace.njexpocenter.com/>

February 21-22, 2024

- Advanced shipments arrive at facility – anything outside of these dates will be refused unless other arrangements have been made with General Exposition Services.
SHIP TO: New Jersey Convention Center
YOUR COMPANY NAME, BOOTH NUMBER and NJ HOME & GARDEN SHOW
97 Sunfield Avenue
Edison, NJ 08837

February 23, 2024

- Pick-up Exhibitors Badges **starting at 1 pm** (Inside Entry Doors)

February 23-25, 2024 - SHOW DAYS

Immediately following the Show

- Be sure to register for **booth space by April 5, 2024** for the 2024 Home & Garden Show **to get the lowest rate.**