



OHIO Deer & Turkey Expo
MARCH 19-20-21, 2010
OHIO EXPO CENTER (St. Fairgrounds)
Bricker Building
717 E. 17th Ave., Columbus, OH 43211

2010 Exhibitor Manual

This Exhibitor Manual contains information and forms you may need to complete for exhibitor booth planning. Please check the website for updates:

www.deerinfo.com

EVENT HOURS (incl. Tradeshow Friday)	Friday March 19	2 pm - 9 pm
	(Open to Public and Dealers - same hours)	
	Saturday Mar. 20	9 am - 7 pm
	Sunday Mar. 21	9 am - 4 pm

Target Communications' Mission Statement

We are proud of our reputation -- that we produce top-quality, focused expos that provide information and entertainment the public seeks.

We believe an attendee has the right to know what to expect when he/she walks in the door. We want each expo to offer the widest selection possible of hunting products, accessories and services; hunting-related lifestyle items; quality seminars and outdoor appreciation, in a clean, attractive setting for men, women and youth. In doing so, we provide for you -- the exhibitor -- an effective marketing, promotion and sales development environment.

We are DEER & TURKEY EXPOS!

Here is what you'll find inside:

Important Deadlines
 Facility Rules and Regulations
 TCC Expo Information
 Exhibitor Badge Registration Form

Event Office: 614-294-0204

(incoming calls only)

We will take important messages for exhibitors at this number

1-800-324-3337
www.deerinfo.com

TARGET COMMUNICATIONS CORPORATION

2010 Ohio Deer & Turkey Expo

IMPORTANT DEADLINES

- **Payment Balance to Target Communications to qualify for refunds** **January 15, 2010**
- **Booth Insurance Certificate to Shoff-Darby** (our insurance agent) **ASAP**
 - Send prior to 5:00 pm Eastern Time, the Wednesday prior to each expo (forms enclosed)
- **PoSH Event Services: www.poshevent.com or 740-362-0004** **ASAP**
 - Tables & Chairs Order form
- **Expo Services : 740-362-0004** **ASAP**
 - Electrical Service Form
 - Signs and Banners
- **Pioneer Communications : 614-475-0567**
 - Telephone and internet
- **Hotel Reservations** (go to www.deerinfo.com for hotel listings) **ASAP**
- **Advertising Deadlines- Deer & Turkey Preview Online Magazine**
 - Michigan **January 4, 2010**
 - Illinois **January 5, 2010**
 - **Ohio February 4, 2010**
 - Wisconsin **February 18, 2010**
- **Advertising Deadlines-- Giant Postcard (pre-expo)**
 - Michigan **January 4, 2010**
 - Illinois **January 5, 2010**
 - **Ohio February 4, 2010**
 - Wisconsin **February 18, 2010**
- **Advertising Deadline-- WEBSITE** (www.deerinfo.com)
 - Any time, beginning NOW! Begins when ad is
 - Hunting Season (Aug., Sept., Oct., Nov) posted.
 - Expo Season (Dec., Jan., Feb., Mar)
 - Summer (Apr., May., June., July)
- **Concession fee** (food consumed on-site) call **Cox: 614-297-0753**
 - ***No one can sell your product or service like you can.***
 - ***No one knows your product or service like you do.***
 - ***The valuable face-to-face contact you have with prospects at expos creates season-long sales ripple effects.***

This is Grassroots Marketing at its Best!

2010 Ohio

Facility Rules and Regulations

• **Ohio Expo Center (Bricker Building)**

717 E 17th Ave, Columbus, OH 43211
Ph: 614-644-4000; Fax: 614-644-4031

• **EXHIBITOR ENTRANCE**

- East (Main) entrance to the Bricker Building.

• **PETS:**

- Live animals are not allowed in the building unless they are an integral part of an exhibit.

• **FIREARMS:**

- Firearms in displays accessible to the attending public must be modified so they cannot be discharged. Ammunition sales regulations vary from facility to facility; check with Facility Management (Ph: 614-644-4000)

• **GASOLINE ENGINES:**

- Gas tank caps must be taped over; gas tanks cannot be more than 1/8 full; batteries must be disconnected in the booth.

• **DRIVE IN POLICY**

- **SET-UP:** Thursday only. Friday, just inside the overhead door for easy unloading.
- **TEAR-DOWN:** Will check with facility on Sunday.
Please bring your own hand carts. The facility does not provide them.

• **PARKING**

- Reserved exhibitor parking is in Brown Arena immediately north of Bricker Building, on a first-come, first-served basis weekend pass for any lot is \$14.00. Daily \$5.00 (one time entry).

• **FOOD SALES IN BOOTH**

- Temporary food permit go to www.publichealth.columbus.gov/programs/programs_15.asp or call Ohio Expo Center 614-297-0735

• **RAFFLES**

- Cannot hold a raffle unless nothing of value is required to enter. **Note:** Event Office cannot announce winners over the P.A. system; you must do that at your booth.

• **TAXES**

- Franklin County Tax Rate - 6.75%.
All vendors selling product must order a Transient Vendors License. Address questions to the Ohio Dept of Taxation, Ph: 888-405-4039.
Internet: www.tax.ohio.gov. Click Tax Forms, Type: Sales & Use, Form ST1T

• **CAMPING, RV's**

- Camping sites available on Expo property, 1/2 block walking distance to expo. Full service (water, sewer, electric) is \$30 per night. There is no water service in winter. Additional options: call 800-282-7275.

COLUMBUS TOURISM LINE

- Information on the city of Columbus, call 800-345-4386 or go to www.experiencecolumbus.com

2010 Ohio TCC EXPO INFORMATION

• **CANCELLATION OF BOOTH SPACE**

- Cancellations received on or before January 15 -- deposit will be forfeited. (See contract.)
- Cancellations received after January 15 -- forfeit entire booth payment. (See contract.)

• **MOVE-IN & MOVE-OUT HOURS**

• **MOVE-IN:**

Thursday	Mar. 18	1 pm - 7 pm
Friday	Mar. 19	8 am - 1 pm

• **MOVE-OUT:**

Begins at 4:00 pm Sunday. All exhibitors must be out by midnight (12:00 am) No early tear-down. All exhibits must remain in place until the official close of the show. Anyone leaving early will lose their booth choice for next year.

Please bring your own hand carts. Facility does not supply.

• **YOUR BOOTH INCLUDES**

- Back draping - 8' height , side draping - 3' height
- Security (day and night) and aisle janitorial service.

• **BOOTH DRAPERY COLORS**

- Red & White

• **NEW PRODUCTS REGISTRATION FORM**

- Pick up form at New Product Area beginning at 1:00 pm Friday.

• **ANTLERS & MOUNTS**

• **Whitetail deer antler mounts**

displayed in any booth must be identified accordingly. Pick up the tags in the Event Office when you check in. This is a security measure to identify exhibitor displays as separate from trophy contests. Contest entries cannot be displayed in an exhibitor's booth; they must be on contest boards.

• **HOTELS** Go to our web-site www.deerinfo.com

• **EXHIBITOR LOUNGE**

See the floor plan in the Event Office

**EXHIBITOR
RECEPTION**

7:00 pm Saturday, north side of exhibit hall near concession stand corner of the Main Building. Complimentary beer, soda and snacks.
Please join us.

BADGE PICK-UP

- DURING SET-UP -- Event Office
- FRIDAY AFTER 2:00 pm -- East Entrance Bricker Building.

EXHIBITOR BADGE REGISTRATION

2010 Ohio Deer & Turkey Expo

EXHIBITOR BADGE REQUIREMENTS & RULES

NOTE: Register at Show office and pick-up badges.

- You cannot unload or set-up without exhibitor badges.
- Lost, misplaced or forgotten badges will **NOT** be replaced. You will need to purchase a new badge.

- 1) Exhibitors must **pre-register** all booth workers by name, using this form. **No name ... no badge.**
- 2) Badges are given to registered individuals upon arrival. See specific location in BADGE PICK-UP box above.
- 3) **LIMITS: Commercial Exhibitor --**
 - a) First 10'x10' booth Four (4) free badges
 - b) Additional 10'x10' booths Two (2) free badges / each 10' of space
- 3) **LIMITS: Non-Profit Organization --**
 - a) First 10'x10' booth Six (6) free badges.
 - b) Additional 10'x10' booths Two (2) free badges / each 10' of space
- 4) If **additional badges** are needed, they **can be purchased**. Each badge is \$15.
- 5) Badges are not mailed.

• • • • • **Please print legibly** • • • • •

COMPANY: _____

CONTACT: _____ BOOTH #(s): _____

PHONE #: _____ FAX #: _____

EMAIL: _____

• **First 10'x10' Booth -- Free Badges**

- 1) _____
- 2) _____
- 3) _____
- 4) _____

Non-Profit Organizations only --

- 5) _____
- 6) _____

• **Additional 10'x10' Booths and/or Purchased Badges**

- Booth 2 1) _____
- 2) _____
- Booth 3 1) _____
- 2) _____
- Booth 4 1) _____
- 2) _____
- Booth 5 1) _____
- 2) _____

PAYMENT -- ADDITIONAL BADGES

Billing Address: _____

City: _____ State: _____ Zip: _____

Check #: _____ or Credit Card #: _____

Exp. Date: _____ Security Code #: _____

Signature: _____

of Badge _____

Cost/Badge \$15.00

TOTAL \$ _____

Use additional sheet of paper if you have names for more than five booths.

*Return this form by **March 12, 2010***

TARGET COMMUNICATIONS
7626 W. Donges Bay Rd.,
Mequon, WI 53097

FAX: 262-242-7391
E-Mail: anna@deerinfo.com

If you have any questions please call: 800-324-3337