



**BREAKING DOWN OR DISMANTLING YOUR  
BOOTH PRIOR TO 5PM ON SUNDAY IS  
PROHIBITED**

**CONSUMERS THAT ARRIVE LATE ON SUNDAY  
MAY BE YOUR NEXT BIG JOB!!**

**BREAKING DOWN EARLY MAY RESULT IN  
LOSS OF BUSINESS, INJURY OR  
BOOTH DISPLAY DAMAGE**

**YOUR COOPERATION IS GREATLY  
APPRECIATED**

**CAUTION**



# SAVE TIME!



**BRING YOUR OWN CARTS, HAND TRUCKS,  
DOLLIES, ETC.**

It is strongly suggested that you bring your own hand truck, push cart or dolly to facilitate move-in/out. This will speed up the process.

**YOUR COOPERATION IS GREATLY  
APPRECIATED**

**ROCHESTER HOME SHOW**  
**September 14 & 15, 2024**  
**EXHIBITOR KIT**

**1. Venue Location:**

Rochester Riverside Convention Center - Empire Hall South: 123 E Main Street, Rochester, NY 14604

**2. Event Time Table:**

**A. Move-In:**

Friday, September 13, 2024	10:00 AM - 4:00 PM
Saturday, September 14, 2024	8:00 AM - 9:00 AM *

\* *Note: Light display material only. Forklift service will not be available.*

\* *Note: Please ensure that your display is completely set up one hour prior to the show opening for inspection.*

**B. Show Hours**

Saturday, September 14, 2024	10:00 AM - 8:00 PM
Sunday, September 15, 2024	10:00 AM - 5:00 PM

**C. Move-Out**

Sunday, September 15, 2024	5:00 PM - 8:00 PM *
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\* *Note: Move-Out will not begin until 5:00 PM*

\* *Note: All exhibits must be completely removed by 8:00 PM on Sunday, NO EXCEPTIONS*

Reminder: Exhibitors will be allowed in the exhibition hall one hour prior to the show opening each morning for preparation. For security purposes, at least one member of your company should be present at these times. American Consumer Shows personnel will be available during all show hours at the Information Booth.

**3. Facility Details:**

- **Empire Hall South.**
- Load-In door dimensions are 49' wide x 13.5' high.
- The ceiling height is 30'-45' high.
- This facility is equipped with a loading dock.
- The facility flooring is concrete.
- Exhibitors that are cooking within or landscaping their booth(s) must protect the venue floor with a tarp or plastic covering. This is inclusive of exhibit space and staging of materials during set-up and breakdown. Please remember to bring additional tarps to protect the aisles from loose display material during set-up and breakdown.
- Exhibitors that are carpeting their own booth or covering the floor must use tape provided by Show Management -  
**\*\*\*DO NOT USE DUCT TAPE ON THE FLOOR\*\*\***
- Trash removal of large construction items is your responsibility. Do not leave large items on the show floor, and do not put them in the dumpster.
- Cutting inside the facility is not permitted. Please cut all display materials, such as wood, brick and stone, outside of the facility.
- A 5 lb fire extinguisher and a smoke detector are required in all covered booths.

#### **4. Service Providers:**

□ Decorator Form(s)

Great Lakes Events: 810 Emerson St, Rochester, NY 14613

P: 585.458.2200

Email: [csr@greatlakeevents.com](mailto:csr@greatlakeevents.com)

***Note: Tables, chairs, and carpeting are not included in our booth. These items can be ordered from the decorator.***

□ Electrical and Internet Form(s)

Rochester Riverside Convention Center: 123 E Main Street, Rochester, NY 14604

P: 585.232.7200

Email: [sbuhhan@rrcc.com](mailto:sbuhhan@rrcc.com)

All services should be ordered prior to the deadline dates listed on the order form to avoid a surcharge by the service contractors. Show Management suggests that you retain copies of all order forms for your show site team.

[Click here](#) to view and print additional copies of this exhibitor kit and Service Provider Forms.

#### **5. Utilities:**

**A. Plumbing Services**

Plumbing and water service is not available within the facility. We apologize for the inconvenience.

**B. Internet Service**

Please complete the individual order forms (located in the Service Provider Forms) and return them directly to RRCC.

Payment must accompany your order.

#### **6. Shipping and Handling:**

Exhibitors may ship their contents to the decorator's warehouse prior to the Home Show. Any contents that are shipped will be stored and delivered directly to your booth during move-in. Please contact the decorator directly for instructions and costs associated with this service. Please note, advance shipping is time sensitive.

#### **7. Hotels:**

□ **Hyatt Regency Rochester:** 125 E Main St, Rochester, NY 14604

P: 585.546.1234

#### **7. Pay Your Bill:**

Exhibitors with a past due balance will not be allowed to exhibit until all such balances are paid in full, no exceptions. If you have an outstanding balance, please mail your payment or [click here](#) or visit [www.acsshow.com](http://www.acsshow.com) > I Am An Exhibitor > Pay For Your Booth Online to make a payment online.

#### **8. Oversized Display:**

If your exhibit is an actual trailer, vehicle, sunroom, shed, multiple spas, or oversized display, you are required to contact the American Consumer Shows Operations Department. Please call 516.422.8100 or email [ops@acsshow.com](mailto:ops@acsshow.com) to make move-in arrangements. Please double check measurements to ensure that your display will fit through the door and within your booth space. Based on booth location, oversized exhibits are oftentimes the first ones inside the venue. Please consult the move-out coordinator on-site regarding move-out procedures.

**9. Tax Information:**

All exhibitors are required to collect sales tax where applicable. The New York State Department of Taxation prohibits the selling of taxable merchandise or services at a show or event by all persons that have not obtained a valid Certificate of Authority. To obtain a Certificate of Authority, call 518.485.2889 and request the Application for Registration as a Sales Tax Vendor (DTF 17). You may also obtain the Application by visiting [www.tax.ny.gov/](http://www.tax.ny.gov/). According to the New York State Department of Taxation, it takes approximately four weeks to obtain a Certificate. It is the obligation of the exhibitor to obtain and clearly display a copy of the Certificate within their booth.

**10. Local Agencies and/or Departments:**

Exhibitors are required to conform to all local, state and federal laws concerning the legality of exhibiting their equipment, product or services; inclusive of obtaining proper licensing or permits for all companies and/or products. Exhibitor acknowledges that compliance with the foregoing requirements is an integral part of its contract. Failure to obtain or file the certificates or licenses or permits referred to above will be considered a breach of contract by the exhibitor, and the exhibitor shall be liable for any damages incurred by American Consumer Shows.

## Rochester Riverside Convention Center, Empire Hall South

123 E Main Street  
Rochester, NY 14604

### Move-In Instructions

- **If you have hand carry items such as, tables, chairs, small carts, pop up tents, please use the South Ave. Parking Garage and move-in via the connected skybridge.**
- Proceed to the **Load-in Area** located on **South Ave.** At vehicle check-in, a staff member will direct you where to go to unload.
- Parking in the loading area is **PROHIBITED**. Vehicles parked in the loading area will be ticketed and towed at the owner's expense.
- Once your vehicle is fully unloaded, please remove it from the loading area and park in the garage or off-site before setting up your booth.
- **Long-term parking for trailers and trucks is not available during set-up or show hours.**
- If you are bringing your own exhibit contents or a carrier is delivering them to the facility, please try to fit all of the contents into one vehicle.
- Parking in any unauthorized location will result in fines and possible towing by local authorities.
- Once inside the venue, the main entrance/exit will be used during the hours of the show. Emergency exits will not be accessible. Alarms will sound if the emergency exit doors are opened.
- It is strongly suggested that you bring your own hand truck, push cart or dolly to facilitate move-in/out. This will speed up the process.



### Parking

- 24-hour on-site vehicle parking is available in the South Ave. Garage. The garage connects to the convention center via the skybridge.
- South Ave. Garage daily parking rates: \$2/hour, \$10 max Mon-Fri, \$6 max Sat-Sun. (Cash, Debit, Amex, and MC/Visa accepted.)
- **Parking Garage Max Height: 7'**

# HOME SHOW

## Move-Out and Breakdown Instructions:

**Important Note: Please share this document with your breakdown crew!**

**All exhibitor material needs to be claimed by 7:00 PM and completely removed by 8:00 PM on Sunday. NO EXCEPTIONS!**

- Move-out starts at 5:00 PM.
- If you need a forklift, or if you need assistance in dismantling, packing, or loading your exhibit, please notify the Move-Out Coordinator at the loading area beginning at 5:00 PM.
- Oversized Display: Your booth is considered an oversized display if your exhibit is an actual trailer, vehicle, sunroom, shed, larger landscape display, or multiple spas. Based on booth location, oversized exhibits are oftentimes the first ones inside the venue. Please note: first in and LAST OUT. It is imperative that you make arrangements to have your dismantle team arrive based on the above schedule to pick up your display. It is not possible to move-out oversized displays until smaller exhibits, displays and pipe/drape have been dismantled and removed.

## FYI:

- Trash removal of construction material and landscaping material, such as pavers, stone, dirt, plants, etc., is your responsibility. Do not leave these items on the show floor; you must take them with you.
- You may ship your exhibit contents to the warehouse, where they can be shipped by a carrier of your choice. Please stop by the decorator's desk after 4:00 PM on Sunday to discuss the details with the service representative. Remember to label all outgoing shipments.
- Never leave your exhibit contents unattended during move-out. This is a difficult time to provide security.
- All exhibitor material needs to be claimed by 7:00 PM and completely removed by 8:00 PM on Sunday. NO EXCEPTIONS!

**Please note: Your cooperation in following the process outlined above will help in facilitating a smooth move-out.**

# HOME SHOW

## EXHIBITOR MANUAL



A Member of the American Consumer Shows group of companies  
6901 Jericho Turnpike, Suite 250, Syosset, NY 11791-4626  
Telephone: (888) 433-433-EXPO (3976) • (516) 422-8100 • Fax: (888) 580-3977  
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**Adhesive Stickers & Bumper Stickers:**

No stickers of any kind are to be given out at any time, at any location, by exhibitors. Exhibitors distributing stickers of any kind will receive a bill from the facility for custodial personnel.

**Balloons & Helium Tanks:**

The facility does not allow helium balloons in the building for any purpose. For decorating purposes, you may have balloons without helium.

**Booth Information:**

- A. **Booths:** Maximum booth height is 8' all around, full cubic content. Island booths have no height restriction. Be sure to check the Exhibitor Kit under "*Facility Details*" for the ceiling height.
- B. **Pipe & Drape:** An 8' back curtain and two 3' side curtains are provided with each booth. Placement of curtains will vary for larger booths. Display material may go up to 8' high on either side of the inline booths. Sight line rules do not apply for the Home Show.

**Decorator Services:**

Draped tables, chairs, carpeting, wastepaper baskets, and other items can be rented for the duration of the show. Return order form(s) and payment to the service provider. Please note the advance order discount deadline is listed on the service provider forms.

**Directions and Parking:**

Directions and parking are venue specific. For information on directions and parking, refer to the "*Directions*" page in the Exhibitor Kit.

**Distribution of Literature:**

Exhibitors are permitted to hand out flyers, catalogs, circulars, and folders within their booth only. Distribution of such material from booth to booth, in the aisles, or in the lobby is strictly prohibited. Canvassing of any kind or distributing literature in the exhibit facility or parking lot by or for non-exhibitors is forbidden. Exhibitors may display, demonstrate, give away samples, and sell within their booth only. Exhibitors should refrain from confronting those that are not complying with the above. Bring your concerns to show management at the Information Booth.

**Electrical Services:**

Electrical service is available in most venues. Return order form(s) and payment to the service provider. Please note the advance order discount deadline is listed on the service provider forms.

**Food & Beverage:**

Exhibitors are not permitted to sell food or drinks for consumption at the show without the prior written consent of American Consumer Shows. Sampling is permitted in most venues; please contact our customer service department at [customerservice@acsshow.com](mailto:customerservice@acsshow.com) for maximum sample size and additional details. It is the vendor's responsibility to obtain any and all permits, including permits required from local Health Departments or agencies. Any exhibitor providing food or drinks must protect the venue floor, no exceptions.

### **Fire Marshal Rules & Regulations:**

Where applicable, please note the following:

- A. Flammable liquids are not permitted.
- B. Liquefied petroleum gases (Butane, Propane, etc.) are not permitted on or in any type of vehicle, boat, trailer, or in any exhibit.
  - 1. Vehicles that have removable propane tanks are not permitted to enter the building unless the propane tank(s) have been removed.
  - 2. Vehicles with built-in propane tanks that cannot be removed are not permitted to enter the building unless a notarized affidavit accompanying the vehicle indicates:
    - a. Propane tanks are new and have never contained propane or,
    - b. Propane tanks have been emptied and purged.
- C. If a vehicle is part of a display, where permitted, the exhibitor must ensure that there is ¼ tank of gas or less, the gas cap has been locked, and the battery has been disconnected.
- D. All drapes, curtains, tenting, decorations, tablecloths, etc., must be inherently fire resistant or flame proofed, unless made of non-combustible material. An original notarized certificate attesting to a material's fire resistance or flame proofing must be provided at the exhibit and available for inspection by the Fire Marshal.
- E. All exits, passageways, vestibules, lobbies, and fire passageways must be clear for their full width. They shall not be used for exhibits, tables, or storage.
- F. Open flame devices are not permitted.
- G. Cooking for demonstration purposes, where permitted, shall be by electrical appliances only and in locations approved by the Fire Marshal. If cooking is permitted, it must be kept clear of combustible materials. Deep fat frying is not permitted. Exhibitors are required to keep a working fire extinguisher within their booth. Please note, most Fire Marshals will request to see the extinguisher.
- H. The use of noxious, toxic, flammable substances, such as paint, stain, polyurethane or anything of the like, is not permitted during the show set-up.

### **Flyers:**

Placement of flyers on cars in the parking lot is strictly prohibited. Exhibitors found placing flyers on cars in the parking lot will receive a bill from the facility for clean up and custodial personnel.

### **Information and Service Desk:**

For any questions regarding the show onsite, please visit the American Consumer Shows' Information Booth, located in the lobby or on the show floor. The electrician will be on-site to help with your electrical requirements. For inquiries related to advance shipping, carpeting, and furnishing, please see the decorator representatives at their service desk, located in the lobby or on the show floor. All representatives will be available on-site during set-up and breakdown to facilitate exhibitor needs.

### **Janitorial Services:**

The general public areas will be cleaned frequently during and after the show each day. Please place all garbage (boxes, papers, etc.) in the facility receptacles. Please note, it is the responsibility of the exhibitor to remove all trash. This includes but is not limited to construction and landscaping materials such as paving stones, dirt, etc. Do not leave large trash items on the show floor; you must take them with you.

### **Move-In and Set-Up Instructions:**

- A. If your exhibit contents were shipped in advance to the warehouse, they will be delivered directly to your booth.
- B. If you are bringing your own exhibit contents or a carrier is delivering them to the facility, please try to fit all of the contents into one vehicle.
- C. As soon as your vehicle arrives at the facility, check in with ACS or security personnel to be instructed further.
- D. Move-in can be very long and tedious; please be patient. We will move the line as quickly as possible. Some vehicles may be taken out of line based upon clear access to a particular booth.
- E. In many venues, vehicles are not permitted to drive into the exhibition hall to unload.
- F. Once your vehicle has been unloaded, immediately park it in the designated exhibitor parking area. Never leave your vehicle locked or unattended in the loading area. Vehicles parked in the loading area will be ticketed and towed at the owner's expense.
- G. If your exhibit is arriving by an outside carrier (i.e. UPS, Fed-Ex, or non company/private owned vehicle), a representative from your company must be available to sign for your exhibit contents. Show Management strongly discourages exhibitors from sending packages via UPS/Fed-Ex (or the like) to the facility. Small items tend to get "misplaced." Instead, we suggest sending smaller items to your hotel. Be sure to bring your tracking number.
- H. Please bring your own wagon, cart or dolly for both move-in and move-out.
- I. Independent companies hired to work for an exhibitor must provide a Certificate of Insurance to American Consumer Shows thirty (30) days prior to the show.
- J. All exhibits must be completely assembled one hour prior to the show opening.
- K. Any exhibits extending to the front of the exhibit space above the 3' side curtain must be finished or draped, at the exhibitor's expense. Signage may not intrude upon neighboring exhibits.
- L. Move-in is the most difficult time to provide security because there are so many vehicles and boxes coming in and out. If you have small or valuable items in your exhibit, be certain to have one person remain with your exhibit at all times.
- M. You may store your empties in your own vehicle; ensure that they are available for move-out.
- N. Trash removal of large construction items is your responsibility. Do not leave large items on the show floor, and do not put them in the dumpster

### **Move-Out and Breakdown Instructions:**

- A. Detailed move-out instructions will be distributed on show-site.
- B. Please ensure that your entire exhibit is dismantled and packed prior to bringing your vehicle to the loading area. **DO NOT GET YOUR VEHICLE UNTIL YOU HAVE BEEN INSTRUCTED TO DO SO.**  
Do not lock your vehicle or leave it unattended in the loading area at any time.
- C. If your display requires a forklift, please notify the Move-Out Coordinator immediately following the conclusion of the show. Names will be taken for forklift assistance. Be patient, as everyone would like to be the first out. You may not bring your vehicle to the loading area until your exhibit has been completely packed. At that time the Move-Out Coordinator will instruct you when to get your vehicle.
- D. Never leave your exhibit contents unattended during move-out. This is a very difficult time to provide security.
- E. At some venues you have the option to ship your exhibit contents back to the decorator's warehouse for later pick-up via common carrier. Make sure you provide the contractor with the proper paperwork. There is a charge for this service. Please speak with the decorator representative to make arrangements.
- F. All exhibits must be removed by 8:00 PM on the last day of the show. Any exhibit contents that have not been removed by 8:00 PM will be subject to packing, shipping and storage charges.

### **Noisemaking Equipment:**

Devices that produce sound must be operated at levels that will not disturb other exhibitors. The facility and American Consumer Shows reserve the right to determine the acceptable sound level in such instances. Failure to comply may result in ejection from the venue.

**Outstanding Balances:**

Exhibitors with a past due balance will not be allowed to exhibit until all such balances are paid in full, no exceptions. If you have an outstanding balance, please mail your payment or [click here](#) or visit [acsshows.com](http://acsshows.com) > I Am An Exhibitor > Pay For Your Booth Online to make a payment online.

**Oversized Display:**

If your exhibit is an actual trailer, vehicle, sunroom, shed, or oversized display, you are required to contact the American Consumer Shows Operations Department. Please call 516.422.8100 or e-mail [ops@acshomeshow.com](mailto:ops@acshomeshow.com) to make move-in arrangements at venues that can accommodate oversized displays. Please double check measurements to ensure that your display will fit through the door of the facility and within your booth space. Based on booth location, oversized exhibits are oftentimes the first ones inside the venue. Please consult with the move-out coordinator on-site regarding move-out procedures. Note: this section applies only to venues where oversized displays are permitted. Please contact the Operations Department if you are unsure.

**Products & Services to be Exhibited:**

Only those products and services listed on the exhibitor contract may be exhibited at the show. Should different and/or additional items be displayed, Show Management has the right to ask that they be removed. Failure to comply may result in ejection from the show and forfeiture of booth cost.

**Refunds for Exhibit Space:**

Refunds will not be made, in whole or in part, for unused exhibit space. Should the contracted exhibit space remain unoccupied within two hours of the show start on the opening day, American Consumer Shows may assign it to another exhibitor or use it without obligation. All outstanding balances will remain due irrespective of American Consumer Shows reassigning such space.

**Sales Tax & Permits:**

All exhibitors are required to collect sales tax where applicable. The State Department of Taxation prohibits the selling of taxable merchandise or services at a show or event by all persons that have not registered for a valid Sales and Use Tax License. For your convenience, applications can be completed online; refer to the Exhibitor Kit under "*Tax Information*" for additional information. Please remember to print a copy of each page during the online registration process to keep for your records. It is the obligation of the exhibitor to obtain and clearly display a copy of the Certificate or License within their booth. It is the responsibility of any exhibitor playing music at the show to obtain any necessary permits from ASCAP. Failure to obtain the required permits will be considered a breach of contract by the exhibitor, and the exhibitor shall be liable for any damages incurred by American Consumer Shows.

**Security:**

At the close of each show day, American Consumer Shows management will walk the show floor to ensure that everyone is out of the exhibition hall, at which time the facility is deemed secure and will be locked down. Doors will open to exhibitors each morning one hour before the show opens to the public. For preparation and security purposes, at least one member of your company must be present at these times. American Consumer Shows does not guarantee exhibitors against loss, nor does it imply any assumption of liability for exhibitor's property.

### **Shipping Information:**

- A. **Advance Shipping to Warehouse:** Exhibitors may ship their exhibit contents to the decorator's warehouse prior to the home show for a fee. Such contents will be stored and delivered directly to your booth before the show. Please contact the service provider directly for detailed instructions and costs associated with this service.
- B. **Direct Shipments to the Facility:** Exhibitors may ship by common carrier of their choice directly to the facility, only on the move-in day, during the move-in hours. Freight will not be accepted prior to this date. Under this shipping method, there are no additional warehouse charges. All exhibit materials that are shipped directly to the facility must be delivered to the loading area of the exhibition hall. Employees of American Consumer Shows and the facility are not authorized to sign and accept any shipments whatsoever. If personnel from your company are not available to sign and accept your exhibit contents, your carrier will not be permitted to leave your exhibit contents at the facility.
- C. **POV:** Personal Occupancy Vehicles are the most common form of to-show shipping. If you are bringing your own exhibitor contents or a carrier is delivering them to the facility, please try to fit all of the contents into one vehicle.

*\* Important: Do not ship your exhibit contents directly to the facility prior to the move-in day. The facility will not receive any advance shipments (unless otherwise specified).*

### **Signs & Banners:**

Signs and banners may be suspended from the back wall curtain of your booth. The decorator will have sign hooks available that fit around the 10' pipe holding up the back curtain. Please ensure that your banner or sign has grommets along the top. Written approval from Show Management is required for any signage extending above 8' high. Please note, sign copy is limited to one side only and should be displayed above your booth. Signage must not encroach on neighboring displays, no exceptions.