

EXHIBITOR KIT

MIDWEST HAUNTERS CONVENTION

Midwest Haunters Convention

May 29-31, 2015

www.MidwestHauntersConvention.com

Phone: 847-453-4285 • Fax: 847-453-9472

OFFICIAL CONTRACTORS

Please review the following Contractor's Exhibitor Kits for all of your booth needs:

Location:

Great Columbus Convention Center
Hall C
400 N. High Street
Columbus, OH 43215
614-827-2500

Trade Show Floor Hours:

Saturday May 30th 9:30am To 5:30pm
Sunday May 31st 10am To 3pm

Exhibitor Move In Hours:

Thursday May 28th 1pm To 10pm
Friday May 29th 8am To 11pm

Exhibitor Move Out Hours:

Sunday May 31st 3pm To 10pm

Exhibitor Desk/Registration Hours:

Thursday May 28th 8am To 9:30am &
1pm To 4pm
Friday May 29th 8am To 5pm
Saturday May 30th 9:00am To 5:30pm
Sunday May 31st 9:30am To 3pm

General Contractor: George Fern Exposition & Event Services

Deadline for discounted pricing: May 8th
Phone: (614) 253-1500
Fax: (614) 253-9101

Electricity, Air & Water Contractor: Greater Columbus Convention Center

Deadline for discounted pricing: May 16th
Phone: (614) 827-2644
Fax: (614) 827-5658

IT & Telecommunication Contractor: Smart City

Deadline for discounted pricing: May 14th
Phone: (888) 446-6911
Fax: (702) 943-6001

KEY CONTACTS

Please contact Show Management at any time with questions regarding your exhibit space, show schedule, registration or marketing opportunities.

MIDWEST HAUNTERS CONVENTION

Midwest Haunters Convention P: (847) 453-4285
1001 Green Bay Road, Suite 308 (888) 320-8494
Winnetka, IL 60093 F: (847) 453-9472
www.midwesthauntersconvention.com

MANAGEMENT

PRESIDENT Jennifer Braverman W: (847) 453-4285 jen@haashow.com
C: (847) 323-5109

VICE PRESIDENT Rich Bianco W: (847) 453-4285 rich@haashow.com
C: (412) 812-1773

OPERATIONS Stephanie Geitner W: (847) 453-4285 stephanie@haashow.com

MARKETING Claire Adair W: (847) 453-4285 claire@haashow.com

To help ensure the safety and security of all persons in the exhibit hall, Midwest Haunters Convention, the general contractor and the exhibit hall put the following Exhibit Rules & Regulations together. If at any time you have a question or concern regarding the Exhibit Rules & Regulations, please contact Midwest Haunters Convention at (847) 453-4285.

AGREEMENT TO RULES & REGULATIONS

By participating in **Midwest Haunters Convention**, exhibitors are responsible for compliance with all exhibit hall, general contractor and Midwest Haunters Convention rules & regulations. Please familiarize yourself with all rules and regulations. The general regulations governing Midwest Haunters Convention are printed on the back of your exhibit space contract.

AISLES

All aisle space belongs to Show Management. No exhibit display, product or equipment will be allowed to extend beyond the space assigned to the exhibitor. This also prohibits extending items in the air over aisles (i.e., banners, display trusses, vehicle arms, scaffolding, etc.).

BADGES

Every person on the exhibit floor must wear a badge at all times.

- 4 Exhibitor Badges will be issued per FIRST 10' x 10' booth reserved
- 1 Exhibitor Badge will be issued per each additional 10' x 10' booth reserved

The online directory form must be completed by May 1, 2015. Please be sure to pick up a temporary Exhibitor Badge near the dock when you arrive. You may pick up your Exhibitor Badges on site at the Exhibitor Registration Counter starting Thursday, May 28th at 1:00 pm. **A photo ID must be presented for each badge picked up.**

CERTIFICATE OF INSURANCE

All exhibitors at Midwest Haunters Convention are required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a Certificate of Insurance is presented to TransWorld.

Midwest Haunters Convention, its employees and contractors are not responsible for any loss to exhibitor by reason of theft, transportation perils, fire, breakage, etc. **Midwest Haunters Convention** requires each exhibitor to carry liability insurance in an amount not less than \$1,000,000 bodily injury and property damage combined. Show management requires exhibitors to file a Certificate of Liability Insurance naming Midwest Haunters Convention and TransWorld Trade Shows, LLC as additional insured or as their interest may appear. Please make sure that your COI is valid for move in, trade show and move out dates. Exhibitors displaying or demonstrating rides must also supply a Certificate of Insurance that includes coverage for rides, both static and moving, as well coverage for audience participation, games and events. Exhibitors that will have a vehicle in their booth must also supply a Certificate of Insurance for Vehicle / Comprehensive General Liability. All certificates must be uploaded into the Exhibitor Directory Online Form by **May 1, 2015**. You will receive a custom URL to access your Directory Form and upload your certificate.

SALE OF MERCHANDISE

Midwest Haunters Convention will be held in the city of Columbus, in the county of Franklin, in the state of Ohio. The state and county sales tax are currently 7.5%. Exhibitors making sales at teh MHC are solely responsible for obtaining any licenses and/or seller's permits required by the city, county or state and for collecting and remitting sales tax. Please visit <http://www.ohiobusinessgateway.ohio.gov> and <http://tax.ohio.gov> for more information.

DAMAGE TO PROPERTY

The exhibitor is liable for any damage caused to building floors, walls or columns, to standard booth equipment or to other exhibitors' property. The exhibitor may not apply paint, lacquer, adhesives or other coatings to building, floors or to standard booth equipment. The exhibitor may also not drill, drive nails or screws into or otherwise damage building, floors or booth equipment.

DEMONSTRATIONS AND SPECIAL EVENTS

All demonstrations, interviews, and special activities must be contained within the limits of an exhibitor's assigned exhibit space. Distribution of

DISABILITY PROVISIONS

Exhibitors shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any other regulations implemented by that Act.

DISMANTLING OF BOOTH

Exhibitors' display and product may not be dismantled and packed in preparation for removal prior to the official closing of the show. Move-out and dismantling of display material and equipment cannot begin until the show floor has been cleared of attendees. Opening of freight doors will not proceed until the official closing of the show.

EARLY BOOTH BREAKDOWN PENALTY

Exhibitors may not start to break down their booths until 3:00 pm on Sunday, May 31st. Exhibitors caught breaking down their booth before that time will be charged a \$500 penalty, which must be paid before being allowed to book a booth for 2016.

ATMOSPHERIC PRODUCT RULES

Please make sure that you have reviewed all of the rules & regulations on the form included in this kit.

FIRE REGULATIONS

All display materials must be fire resistant or treated with flame retardant solution to meet requirements of the standard flame test as provided in the local municipal code for fire protection. No obstruction, such as chairs, tables, displays, easels or stanchions, will be allowed to protrude into the aisles. Access to all four sides of the hall columns must be maintained. Each exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the show. Compliance is mandatory and the sole responsibility of each exhibitor. **Storage behind booth space is a fire hazard and will not be permitted.**

FIRE HOSE CABINETS, PULL STATIONS, AISLES, EXITS, LOADING DOCKS, DOORS & RAMPS

Each of these must be visible and accessible at all times, including inside exhibit space. Chairs, tables, product and display equipment must be kept clear of aisles, corridors, stairways and other exits.

MUSIC

All exhibitors agree to obtain necessary licenses to play or perform live or recorded music and agree to defend, indemnify and hold harmless Show Management from any damages or expenses incurred by Show Management due to exhibitors use or authorization of use of such music.

SOUND LEVEL

Exhibitors must keep sound levels in their booth space to a reasonable level during the show. Midwest Haunters Convention reserves the right to determine when excessive sound, music or other display activities interfere with other exhibitors' ability to conduct business. A reasonable level of below 80db will be enforced. Decibel levels will be monitored on the show floor during all show days.

SAFETY DEVICES

All exhibitors agree to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices on all exhibited equipment. Exhibitors also agree to comply with all exhibit hall Fire & Safety regulations. If planning a demonstration of equipment, please notify show management by May 1, 2015.

SHOW REGULATIONS

Exhibitors shall abide by and observe all laws, rules and regulations of the the United States, State of Ohio, City of Columbus, Columbus Convention Center, George Fern Exposition & Events Services and Midwest Haunters Convention. Exhibitors shall observe and abide by additional regulations as published in this Exhibitor Service Kit.

SPECIAL SERVICES

Please contact Midwest Haunters Convention if you or a member of your staff has a disability that requires special services. Please submit your request in writing to Stephanie Geitner at stephanie@haashow.com or call (847) 453-4285 / fax (847) 453-9472. Wheelchairs & scooters can be rented at the Columbus Convention Center; please call (614) 827-2531.

MATERIAL HANDLING INFORMATION: OPTIONS FOR MOVING FREIGHT IN/OUT

Self Delivery – You are welcome, and encouraged, to bring in your merchandise and displays. The convention center is a non-union facility and there are no drayage or other fees for moving and setting up your booths. We have 3 loading docks as well in addition to a large overhead door to bring in product. Fern will have some wheel carts available for use, on a first-come, first-served basis only; however, we recommend bringing your own dollies if possible.

Shipping to the convention center – If you need to ship your product to the convention center you must schedule it to arrive on our setup day Friday. Shipments CAN NOT arrive any earlier than this as we do not have access to the hall and it will not be accepted. Shipments to the convention center WILL BE CHARGED DRAYAGE by our decorator, Fern Expo, at their current rates.

Shipping Option 2 – If you are staying at one of our host hotels, the hotel will accept shipments for a nominal fee. You will be responsible for getting any shipments to the convention center. Please check with your hotel for current rates.

Please be sure to read Fern's Exhibitor Kit and important pages such as the Show Information Page and Material Handling and Freight Service Page.

DIRECTORY, ONLINE DIRECTORY, EXHIBITOR BADGE & CERTIFICATE OF INSURANCE (TO BE FILLED OUT ONLINE)

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The online forms must be completed by May 1, 2015

Each exhibitor will receive a unique URL via email that will direct you to the Online Directory form. Please fill out your company information, staff badge names and upload your Certificate of Insurance form to the Exhibitor Directory online form. This information will be used for the official MHC Show Directory and to issue staff badges for your company. As a reminder, badges must be picked up on-site at the Exhibitor Registration counter; they will not be mailed to you. Each exhibitor must present their ID to pick up their badge as well as staff badges for their employees. Online Directory forms must be completed by **May 1, 2015** and you will receive a reminder email periodically until you complete the Directory and check the box labeled "I confirm that my Directory information is now complete." Once you have completed all sections in the Online Directory form you will receive an email letting you know that this form has been completed and submitted.

BADGES

Badges will be required to access the show floor at all times. Temporary staff badges will be available inside the dock doors; you may wear these temporary badges until you come up to the registration counter to pick up your permanent badges.

- 4 Exhibitor Badges will be issued per FIRST 10' x 10' booth reserved
- 1 Exhibitor Badge will be issued per each additional 10' x 10' booth reserved

The online directory form must be completed by May 1, 2015. Please be sure to pick up a temporary Exhibitor Badge near the dock when you arrive. You may pick up your Exhibitor Badges on site at the Exhibitor Registration Counter starting Thursday, May 28th at 1:00 pm. **A photo ID must be presented for each badge picked up.**

Please Note: If your company fails to fill out the online directory form your company information will be pulled from our database for the MHC show directory only. TransWorld Trade Shows and the Midwest Haunters Convention will not be responsible for errors or omissions in the Show Directory.

Certificate of Insurance information can be found on Page 2 of this Exhibitor Kit. All exhibitors at any TransWorld Trade Shows are now required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a COI has been presented to TransWorld.

If you would prefer to physically mail in your forms and Certificate of Insurance, please send them to:

TransWorld Trade Shows LLC

1001 Green Bay Rd.

Suite 308

Winnetka, IL 60093

DIRECTORY, ONLINE DIRECTORY, EXHIBITOR BADGE & CERTIFICATE OF INSURANCE (TO BE FILLED OUT ONLINE)

Below is a sample screenshot of the form you'll see at your custom URL:

If you are exhibiting in more than one TransWorld show, please select it from the dropdown below:

Select Directory: Midwest Haunters Convention, May 2015

TransWorld Online Directory Form

Midwest Haunters Convention, May 2015

Directory Information - please complete by May 1, 2015

Primary Contact	<input type="text"/>	Website	<input type="text"/>
Directory Email	<input type="text"/>	Directory Name (if different than exhibiting company name)	<input type="text"/>
Directory Address	<input type="text"/>	Directory City	<input type="text"/>
Directory State	<input type="text"/>	Directory Postal Code	<input type="text"/>
Directory Country	<input type="text"/>	Directory Phone	<input type="text"/>
Directory Fax	<input type="text"/>	Directory Toll Free	<input type="text"/>

Exhibitor Badges - This form is for employees working the Booth only. Your Badges can be picked up at the registration counter during move-in. Please note that you will need to show your ID to pick up your badge. Badges will not be mailed. Please complete by May 1, 2015

Exhibitor Badges #1	<input type="text"/>	Exhibitor Badges #2	<input type="text"/>
Exhibitor Badges #3	<input type="text"/>	Exhibitor Badges #4	<input type="text"/>
Exhibitor Badges #5	<input type="text"/>	Exhibitor Badges #6	<input type="text"/>
Exhibitor Badges #7	<input type="text"/>	Exhibitor Badges #8	<input type="text"/>
Exhibitor Badges #9	<input type="text"/>	Exhibitor Badges #10	<input type="text"/>
Exhibitor Badges #11	<input type="text"/>	Exhibitor Badges #12	<input type="text"/>
Exhibitor Badges #13	<input type="text"/>	Exhibitor Badges #14	<input type="text"/>
Exhibitor Badges #15	<input type="text"/>	Exhibitor Badges #16	<input type="text"/>

Upload Exhibitor Forms - The Certificate of Insurance Form is Mandatory for all Exhibitors - please complete by May 1, 2015

Upload Insurance Certificate No file selected.

This section required to complete Directory - due by May 1, 2015

I confirm that all of the Online Directory Form information is complete

Our intent is to provide each and every exhibitor a fair sight line. Please refer to the MHC Display Rules & Regulations. If you would like to request a variance for your booth, please fill out and include diagram for the variance requested. Each request will be reviewed on an individual basis.

DUE: May 1, 2015

Please submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Questions? Please call Jen at (847) 453-4285

COMPANY: _____

BOOTH #: _____ BOOTH CONFIGURATION: _____

PRIMARY CONTACT: _____ TITLE: _____

TELEPHONE: _____ FAX NUMBER: _____

EMAIL ADDRESS: _____

- Have you reviewed the MHC Show Display Rules & Regulations? Yes No
- Will the line-of-sight for neighboring booths be affected by your requested variance? Yes No

Please explain Variance Requested and include diagrams if possible. (Please submit additional page if necessary):

OFFICE USE ONLY

Approved _____ Declined _____ By _____ Date _____

Explanation _____

FOG, SNOW & SCENT DISPENSING DISCLOSURE FORM

If you dispense fog, to create a more comfortable environment for everyone on the Show Floor, only water based fast dissipating fog fluid maybe dispersed in an exhibitor's booth. Other types of fog fluid products may be sold, but not dispersed during the show. If you intend to disperse fog fluid in your products or display, this form must be filled out and submitted to Show Management for approval by May 1, 2015. If you require assistance in determining whether your fog fluid is water based and quick dissipating, please contact Show Management.

If you dispense snow, the machines in your booth must be adjusted so that snow falls only within the confines of your booth space. Snow machines must be operated on intervals and with appropriate velocity. If your snow is found blowing towards or in another booth you will be asked to turn off your machines and/or redirect them.

If you dispense scents, scents may only be dispensed upon buyer request and at a level as to not annoy neighboring companies and/or buyers in the aisles.

Any company failing to obtain prior approval of their use of fog or snow will not be permitted to disperse fog or snow fluid for any purpose in their booth. Any company found to be in violation of these rules during the show will be subject to removal from the 2015 show and will face a \$500.00 surcharge upon booking a subsequent show.

Please complete and submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Company Name: _____

Booth #: _____

Primary Contact: _____

Tel #: _____

Fax #: _____ Email: _____

Brand Name and Product Name of fluid to be used: _____

Number of fog or snow machines that will have power and will be running in your booth: _____

Interval, output & duration you expect to set each machine at: _____

Explanation of how fog or snow will be used in your booth (direct demo of machines, part of prop, etc.): _____

PLEASE NOTE: If at any time, a member of Show Management sees a violation of the rules or a discrepancy in the information submitted on the disclosure form (i.e. not using fast dissipating fluid, running more machines than noted on form, using fog or snow continuously with no regard to the comfort of the environment) you will be subject to removal from the 2015 MHC and will face a \$500 surcharge on site as well.

Have you reviewed the entire Terms & Conditions for Fog, Snow & Scent use at the 2015 MHC?

Yes

No

I will only use Quick Dissipating Fluid during the entire 2015 MHC.

Yes

No

OFFICE USE ONLY

Approved _____ Declined _____ By _____ Date _____

Explanation _____

CROWNE PLAZA COLUMBUS DOWNTOWN \$24.00/Day Valet (only) with in/out privileges.

DRURY INN & SUITES COLUMBUS CONVENTION CENTER \$14.00/Day Self Park with in/out privileges. Parking garage is for cars only.

RED ROOF IN COLUMBUS CONVENTION CENTER \$10.00/Night Self Park with in/out privileges.

HILTON COLUMBUS DOWNTOWN \$20.00/Day Self Park with in/out privileges.

Great Columbus Convention Center Parking Fact Sheet

South Garage

Address: 50 East Nationwide Boulevard

Location: Underground garage off Nationwide Boulevard in between High Street and North Fourth Street.

Total Number of Spaces: 524 parking spaces with 18 spaces designated for Handicap Accessible Parking.

Clearance: NOTE - GARAGE HAS A LOW CLEARANCE OF ONLY 6'0. Full size vans, SUVs and oversized vehicles exceeding 6'0 high will not be allowed access into the facility.

Monthly Parking Rate: \$110.00 per month

West Garage

Address: 37 West Vine Street

Location: Off West Vine Street west of High Street and the Convention Center.

Accessibility: Access to the garage via West Vine Street, Front Street and Convention Center Way.

Total Number of Spaces: 1,778 parking spaces* with 16 spaces designated for Handicap Accessible Parking.

Clearance: 7'6

Monthly Parking Rate: \$95.00 per month

East Lot

Address: 140 East Nationwide Boulevard

Location: Off Nationwide Boulevard in the northwest corner of the intersection with North Fourth Street.

Total Number of Spaces: 793 parking spaces with 16 spaces designated for Handicap Accessible Parking.

Monthly Parking Rate: \$65.00 per month

*EVENT PARKING

A flat rate fee of \$10.00 for the garages and \$8.00 for the surface lots may be assessed upon entry to the parking facilities during large conventions and Nationwide Arena events as deemed necessary by the Parking Manager. The following rules apply with all event parking fees:

- There are no in and out privileges.
- The charge is per space per day.
- Vehicles that stay past 6am the following day of a "Pre-Paid" entry will be responsible for additional charges calculated on the regular daily parking rates.

PHONE NUMBERS

Parking Supervisor 827-2515
 Parking Coordinator 827-2578
 Parking Manager 827-2526

South Garage & West Garage Daily Parking Rates

Time Duration	Rate
Each 30 Mins to 4 Hours	\$1.00
4-7 Hours	\$9.00
7-9 Hours	\$11.00
9-12 Hours	\$14.00
12 – 24 Hours	\$18.00
Lost Ticket Rate	\$60.00
Event	\$10.00*

East Lot Daily Parking Rates

Time Duration	Rate
Each Hour to 4 Hours	\$1.00
4-6 Hours	\$6.00
6-9 Hours	\$8.00
9-12 Hours	\$11.00
12 – 24 Hours	\$14.00
Lost Ticket Rate	\$60.00
Event	\$8.00*