

## \* SUGGESTIONS FOR DESIGNING YOUR BOOTHS \*

In keeping with the integrity of the U.P. Builders Show, the Builders Show Committee asks that each Exhibitor design their booth space as attractively and professionally as possible. "Best Booth Awards" will be presented to Exhibitors who receive a majority of votes by a voting committee. Awards and media recognition will be given to the winners, and each winner will receive one free booth in next year's Show. Please note the following design information:

1. **Booth Layout:** Most single "A" booths measure 12 ft. wide by 12 ft. deep. The "B", "C", "D", "E" and "F" booths vary in size. If necessary, Exhibitors will be given the dimensions and shape of their assigned booths so that booth planning will be accurate.
2. **General Rules:** *Only one Exhibitor per 12 ft. x 12 ft. booth is allowed.* Two Exhibitors in partnership must rent a minimum of two booths, three Exhibitors three booths and so on. Each Exhibitor must be enclosed in their own booth space, and if needed, (blue) enclosure drapes will be installed. (Back drapes are 8 ft. high, and side drapes are 3 ft. high.) Exhibitors may construct their own back and sides, but walls **MUST NOT BLOCK** the view of adjacent booths from spectators. Also, the backs of any sides that are facing adjacent booths must be painted, paneled, etc., to give neighboring booths a finished appearance.
3. **Rubberized Floor:** Each booth located on the rubberized floor should have floor covering, i.e., padding, carpeting, etc., so as not to damage the floor. All extremely heavy displays must be placed on plywood with no pointed or sharp ends against the floor. *PLEASE NOTE: The Builders Show contract states that any or all damage caused by an Exhibitor to NMU and/or Superior Dome property is the sole responsibility of the Exhibitor.*
4. **Permanent Advertising Signs:** For booths that are located against Dome walls, the permanent advertising signs that are mounted above the 8 ft. height on those walls **CANNOT** be covered or removed by assigned Exhibitors.
5. **Rental items:** Exhibitors may rent tables, chairs and plastic table covers/skirts on the "Registration & Rental Form". If desired, Exhibitors can bring their own tables, chairs and table accessories. If 110 electric power is needed, please bring your own 50-100 ft. power cords. Cords can also be rented at the Dome's Main Office. *PLEASE NOTE: The deadline for rental items is February 19, 2010.* Items must be rented at the Dome after that date.
6. **Center of the Show Display:** This large area is the main focal point of the Show and is located in the very center of the Dome floor. Please see the enclosed Center Booth instructions or call Show Registration for specifics concerning this area. The approved display must have floor protection and must be handicap accessible with at least 10 foot wide walking aisles. Before acceptance, a preliminary design must be submitted to the Builders Show Committee for approval. \$1,800.00 will be charged for this area, and the deadline for submittals is January 4, 2010. *PLEASE NOTE: If an Exhibitor from last year's Show is accepted for the center, said Exhibitor will be guaranteed that their same booth space from last year's Show will be reserved for them for the 2011 Builders Show.*
7. **Eye-Catching Booths:** What does an eye-catching booth look like? It looks open and inviting. It looks warm and friendly. It greets people. It has smiling Exhibitors ready to shake the customer's hand. It has lots of colorful handouts and signage. It has free giveaways. It has lots of information about its products. It takes the customer's information and calls them back after the Show, especially if they say they will. It thanks the customer for stopping by.

### **PLEASE CALL PH: 906-225-1216 WITH BOOTH AND REGISTRATION QUESTIONS:**

**Show Coordinators:** Marlene Ombrello and Aric Sundquist

**Office Hours:** 9:00 a.m. - 5:00 p.m. Monday thru Friday

**Registration Office Location:** 1229 W. Washington St., Marquette, MI 49855

**Phone:** 906-225-1216 \* **Fax:** 906-226-7240

**Email:** mqtblrsx@charterinternet.com \* **Website:** www.upbuildersshow.com