

Exhibitor Service Manual



44th ANNUAL DETROIT CAMPER & RV SHOW
Rock Financial Showplace
Novi, Michigan
February 10-14, 2010

MARVAC
2222 Association Drive
Okemos, MI 48864
Phone: 517.349.8881 Fax: 517.349.3543
Email: dbehrendt@mmhrvca.org

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General Show Information

Admission

Adults	\$9.00
Seniors (55 & over)	\$5.00 (Wednesday & Thursday)
Children under 12	Free

Booth Exhibitors-Move-In

Booth Exhibitors may move in starting on Tuesday, February 9, 2010 from 9:00 a.m.- 5:00 p.m. **Move-in must be completed by Wednesday, February 10 by 1:00 p.m.** Booth exhibitors with large displays needing special access to booth area should contact show management.

Carpet

Aisle carpet will be installed on Tuesday, February 9, 2010.

Complimentary Tickets

Exhibitors will be provided complimentary tickets based on the amount of space purchased in the show. Additional complimentary tickets may be purchased at a discounted cost of \$4.50 each. **Complimentary tickets will be mailed under separate cover.**

Concessions

Concession areas are located in the Rock Financial Showplace providing a wide range of food and drink items. Every effort will be made to discourage people from taking food into the RV's. "PLEASE NO FOOD OR DRINK" signs are available free at the Show Office.

Decorator

NEC Expo Service is the exclusive decorator for the Rock Financial Showplace. Furniture rental, carpet, drayage/freight handling, audiovisual requirements, etc. can all be ordered at www.necexposervices.com. Please see the attached On-Line Exhibitor Service Kit.

Dealers enter Event Code: 155354D
Booth Vendors enter Event Code: 155354V

Exhibitors are not required to use the services of NEC Expo Service. You may bring your own table, chairs, carpet, etc.

Drayage/Freight Handling

NEC Expo Service is the exclusive drayage and freight handling company for the Rock Financial Showplace. Access forms at www.necexposervices.com. All freight must be received prior to Monday, February 8, 2010 by 12:00 noon.

Electrical Service

RV Dealers

15 AMP electrical service is provided for each recreation vehicle in your display.

Booth Exhibitors

Booth Exhibitors will be provided one 15 AMP outlet for each 10' x 10' booth. Please complete the attached form indicating your electrical requirements.

Enforcement of Rules

The enforcement of all show rules lies with Show Management. Any violation of the rules in the opinion of Show Management will be subject to a monetary fine and/or losing show space and/or show seniority after being warned by Show Management. **A copy of the Show Rules is included with this manual.**

Exhibitor Booth Space

All exhibitors have contracted for their space from Show Management. All exhibitors must remain in the confines of their space and have their displays manned throughout the show hours. Booth displays shall not be more than eight feet high in the rear and any side of the display cannot extend more than four feet high. Show management provides the pipe and drape for the back and side panels of each booth. You may bring your own tables, chairs, carpet, etc. or use NEC Expo Service for decorating needs. Please see the On-line Exhibitor Service Kit included with this manual. **Recreation vehicles are not allowed in booth space unless prior approval has been given by the MARVAC Board of Directors. The advertising or selling of recreation vehicles from booth space locations is strictly prohibited.**

Exhibitor Credentials

2010 MARVAC Exhibitor Buttons will be provided to each exhibiting company. Please list the names of those working in your display area and return the Exhibitor Credential Form by February 5, 2010 or fax to the Association Office at (517) 349-3543.

Fire Regulations

State law requires that all drapes and similar materials, whether owned or rented, be flame-proofed. Crepe papers, corrugated paper board or other flammable materials are prohibited. Poster board signs are allowed, but should be taped to a unit or other flat surface and should not be hung free from backing. Trees, shrubs and plants must be live and not cut. Helium balloons and tanks are not allowed. No open flame or gasoline is permitted in any booth or exhibit area. Fuel tanks and gas tanks must be locked. All battery cables **must be disconnected** after the unit is placed in the display space. Fuel tanks in motorized vehicles **must** be at ¼ of a tank or less. Propane tanks **must** be new and empty.

First Aid

A first aid kit is located in the Show Office.

Food

The Rock Financial Showplace has exclusive rights to sell or distribute food and beverages. Therefore, no similar products may be brought by customers or exhibitors for consumption within the expo center premises without prior permission from the Rock Financial Showplace and Show Management.

Giveaways

Raffles, auctions or giveaways of any kind (including food items) are not allowed without advance permission from Show Management.

Helium Balloons

Helium balloons are allowed as part of your display and must be filled outside of the building. Helium containers are not allowed in the building. **Distribution of balloons to attendees is not allowed.**

Hotel Reservations

A block of rooms offering a special rate is being held under MARVAC.

DoubleTree (formally Wyndham Garden Hotel),
42100 Crescent Blvd., Novi, Michigan 48377
Call for reservations: (248) 344-8800

Group Code: CP4

\$79.00 Single or Double + tax

Call by January 26, 2010 for the MARVAC special rate or contact:

<http://doubletree.hilton.com/en/dt/groups/personalized/DTWNVDT-CP4-20100208/index.jhtml>

Insurance

All exhibitors must provide insurance coverage for personal injury and property damage liability to cover themselves and their property at the show. The exhibitor must provide insurance coverage for bodily injury liability with limits of at least \$100,000 per person, \$1,000,000 per occurrence and property damage liability of at least \$100,000 per occurrence to cover themselves and their property at the show along with Workers Compensation coverage. Insurance protection against fire, theft or damage to the exhibitor materials must be carried at the exhibitor's expense.

The exhibitor agrees to protect and hold harmless the Show, Show Management and the Rock Financial Showplace from all claims which might arise inside or outside of the show property.

Please do not forget to submit your proof of insurance to the MARVAC office prior to show move-in.

Additional insured on the proof of insurance should be listed as follows:

MARVAC, 2222 Association Drive, Okemos, MI 48864

Janitorial Service

Exhibitors are responsible for the cleaning of the total area within their display space. All aisles and other common areas will be maintained during show hours and will be broom swept after the show each day by the show contractor. Drums will be placed at frequent intervals and near concession areas. Each exhibitor is responsible for the cleaning and dusting of their products, RV's, exhibit space or booth area.

Lost and Found

Show Management maintains a lost and found at the Show Office. If you find items that were left within your display area, please turn them in to the Show Office.

Move-Out for All Exhibitors

Move-out is Sunday, February, 14 at 6:00 p.m. RV Dealers follow the move-in schedule in reverse; last in, first out. All exhibitors must be prepared to move-out Sunday evening. The staging area will be available Monday, February 15, 2010 until noon.

Note RV Dealers: All vehicles must be staged outside the building before transfer to dealer lot begins.

Music in Exhibit Area

Federal law protecting the creators of copyrighted music requires that a license be obtained to use copyrighted music in meetings, seminars, general stage presentations and in exhibitor's booths. Therefore, copyrighted **music will not be allowed** by any of our exhibitors.

Parking

Exhibitor Parking

FIVE DAY PARKING PASSES are available for exhibitors for \$12.00. This represents a 50% savings over the regular daily parking fees. This parking pass will permit your vehicle to enter and leave the Rock Financial Showplace lots, at will, during the five days of the Camper Show. Parking is free during move-in and move-out days. The **Exhibitor Parking Pass Request Form** can be accessed through the NEC On-line forms.

RV Parking/Overnight Accommodations-Overnight RV parking is available. For more information on costs and location, please contact Rock Financial Showplace Management at 248.348.5600.

Trucks and Trailers-Company-owned trucks and trailers with company signage must be parked at the northwest corner of the exhibitor parking lot.

Public Relations

All public relations materials should be sent to Beth Monicatti-Blank, All Seasons Communications, PO Box 100, Romeo, Michigan 48065. The phone number is 586.752.6381. Beth Monicatti-Blank will be available during the show to provide exhibitors with information about the PR and advertising campaign. All exhibitors are encouraged to supply All Seasons with news releases, pictures and any newsworthy materials they have regarding their products or business.

Projection Sound Equipment

No film projector or sound producing equipment that is objectionable will be allowed in the show. Audio visual equipment may be rented from NEC Expo Service. Use the enclosed service form to order your audio visual needs.

RV Dealers-Move-In

Staging Date & Hours-RV Dealers may stage their vehicles on Sunday, February 7, 2010 beginning at 3:00 p.m. ***Please Note:*** There is a public show at the Rock Financial Showplace on February 7. We cannot stage units at the Rock Financial Showplace until Sunday starting at 3:00 p.m. We will have guards on site to allow staging through the evening.

Move-In Schedule (Subject to Change)

Monday, February 10, 2010

<u>Dealer</u>	<u>Door #</u>	<u>Move-in Time</u>
A & S RV Center	5	9:30 a.m.
American RV	9	12:00 p.m.
Caswell	5	11:00 a.m.
Circle 'K'	9	3:00 p.m.
General RV (600,700,1100)	7	7:00 a.m.
General RV (800, 900, 1000)	7	9:00 a.m.
H & W	5	10:30 a.m.
Holland Motorhomes	9	10:00 a.m.
International RV	9	2:00 p.m.
Kline's Auto	9	11:00 a.m.
Lloyd Bridges	9	12:30 p.m.
M & M Camping Center	5	9:00 a.m.
Midway RV	9	10:30 a.m.
National RV	9	8:00 a.m.
Veurinks	9	10:30 a.m.
Vicars (100)	5	7:00 a.m.
Vicars (300)	5	11:30 a.m.
Vicars (400)	5	2:00 p.m.
Westland Camping	5	11:00 a.m.

Dealers are responsible for having vehicles and personnel on site at ***their designated times***. Please follow move-in directions and times given by MARVAC Staff.

RV Dealer Regulations

The safety regulations at the Rock Financial Showplace are very strict. Your dealership display must have a minimum walking area between units of 8 feet. Displays must have two (2) entrances on egress routes. The Fire Marshall requires that each display feels open to visitors and attendees cannot be trapped in a display area. The travel distance within the exhibit booth to an exit access aisle shall not be greater than 50 feet. All parts of those recreation vehicles on display must be inside the described dealer space. If you have questions about your display plan, please call the Association. **The vehicles on display at the 44th Annual Detroit Camper & RV Show must be new and untitled.**

Security

Every attempt is made to protect the property, safety and rights of our exhibitors and attendees. However, it is also expected that exhibitors will take all reasonable precaution to protect their own valuables. Security guards will be on duty during move-in, show days and move-out.

Show Dates & Hours

Wednesday, February 10	2:00 p.m.-9:00 p.m.
Thursday, February 11	2:00 p.m.-9:00 p.m.
Friday, February 12	2:00 p.m.-9:00 p.m.
Saturday, February 13	11:00 a.m.-9:00 p.m.
Sunday, February 14	11:00 a.m.-6:00 p.m.

Show Directory

A floor plan listing the location and brands displayed by RV Dealers as well as the location of booth exhibitors in the show will be available to attendees.

Show Location:

Rock Financial Showplace
46100 Grand River
Novi, Michigan 48374
Phone: 248.348.5600
www.rockfinancialshowplace.com

Show Management

MARVAC
2222 Association Drive
Okemos, Michigan 48864
Phone: 517.349.8881 Fax: 517.349.3543
Email: dbehrendt@mmhrvca.org or bsheffer@mmhrvca.org

Show Office

MARVAC Staff will be available at the Rock Financial Showplace during move-in, show hours and move-out to assist exhibitors. **The Show Office number is 248.662.0012.** Bill Sheffer, Show Director, may be contacted at 517.719.6909.

Signs

Price signs may not be hung in display areas or promotional literature distributed for any “new” manufacturer’s product other than that which is “physically” displayed in the show. Used unit signs are subject to the approval of Show Management. Manufacturer’s signs listing names of dealers shall be limited to only those dealers or distributors exhibiting in the show. Price signs and printed matter shall show only one price, whether or not that price is a special or show sale. In addition, a sign showing the original manufacturer’s suggested retail price will be allowed.

Any dealer identification signs must be placed within the dealer display area. **No signs may be placed over or within the common show aisles.** To hang any signs from the ceiling, you must contact NEC Services to make arrangements. You will be responsible for any charges.

Telephone Service

Exhibitors must make arrangements for telephone service through BOCO Enterprises, Inc. Please access the telephone service form through the On-line Exhibitor Service Manual included with the manual.

EXHIBITOR CREDENTIAL FORM
DETROIT CAMPER & RV SHOW
FEBRUARY 10-14, 2010

BUSINESS NAME _____

PERSON COMPLETING THIS FORM _____

Please list the employees working your exhibit area

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total Exhibitor Buttons _____

Please mail to: MARVAC, 2222 Association Drive, Okemos, Michigan 48864 or fax to 517.349.3543 by **February 5, 2010**.

Please remember that exhibitor buttons are to be used for exhibitors only. Anyone using an exhibitor button for general admission will be asked to leave and the button will be confiscated by Show Management. A fine or penalty may result for the exhibitor who has issued the button.

IMPORTANT

BOOTH VENDORS

ELECTRICAL FORM

Electricity is included with each 10' x 10' booth. If you require electricity for your booth, please complete the form.

Company Name _____

Person completing this form: _____

I need electricity in booth # _____

Mail to:

MARVAC
2222 Association Drive
Okemos, MI 48864
or fax
517.349.3543

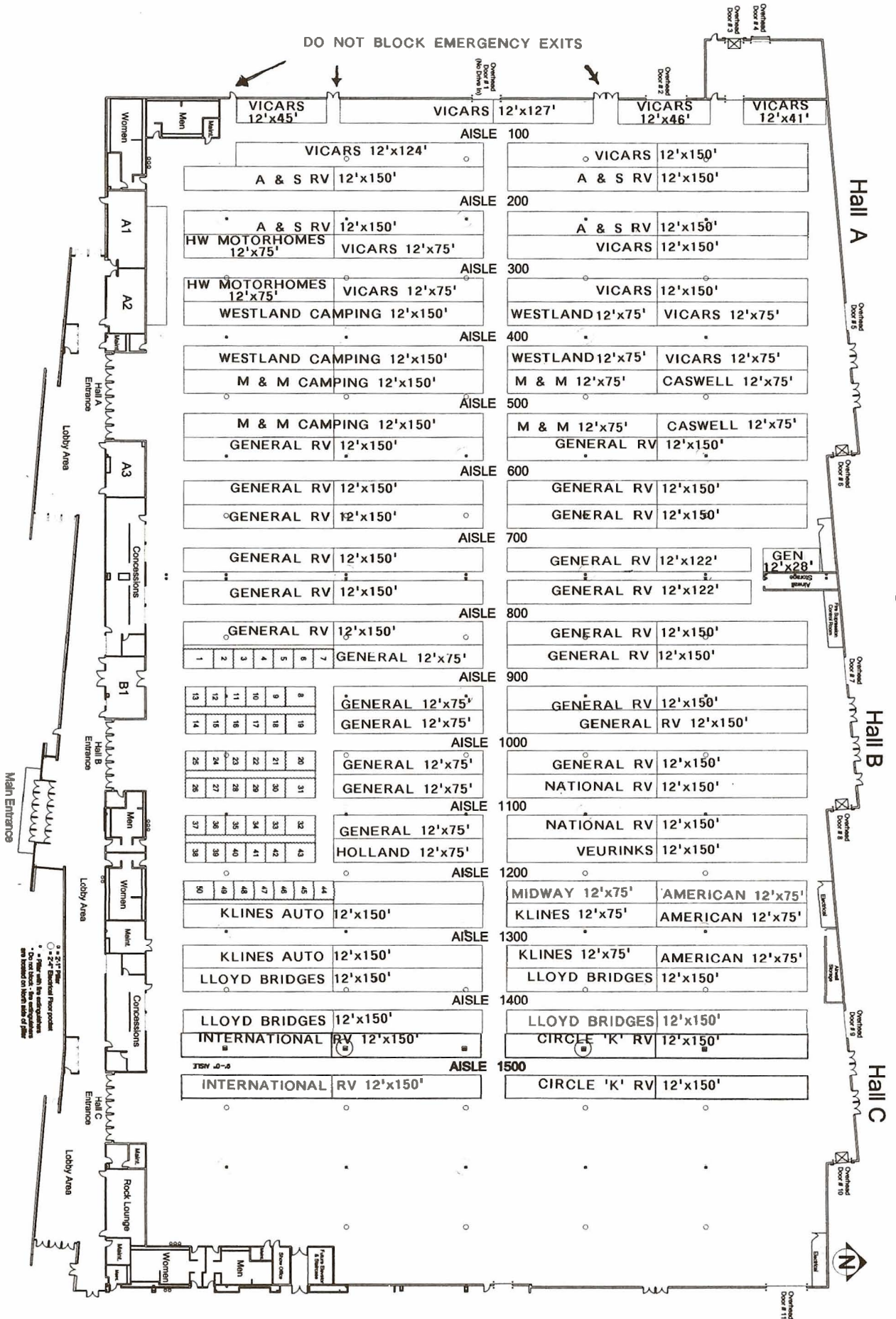
MARVAC Show Schedule of Penalties

Violations

1. Failure to provide final payment for show space 45 days prior to move-in date.
(Penalty: A 20% penalty will be applied to the balance due if not paid 45 days before move-in. A permanent loss of one-year seniority for any future show if payment and penalty is not received 30 days before move-in.)
2. Failure to provide Certificate of Liability Insurance by move-in date.
(Penalty: Permanent loss of one year's seniority and forfeiture of show space and all monies paid for current show)
3. Exhibiting titled, non-compliant model year recreation vehicles/tow vehicles **and/or non-member manufacturer products** within show space. **(Effective January 2007)**
(Penalty: Immediate removal of vehicle if possible, lock unit for the remainder of the show if not able to remove, permanent loss of square footage equal to size of vehicle and double the fine if unit is reopened any time during remainder of the show.)
4. Parking dealer titled or untitled recreation vehicles in designated show facility parking areas. No unauthorized recreation vehicle may be open for exhibit to the public during, before or immediately following scheduled show hours. In addition, recreation vehicles used for transportation by dealerships or manufacturer representatives may not display any additional signage referring to dealer location or price.
(Penalty: Immediate removal of vehicle and \$100.00 fine per occurrence)
5. Failing to have display opened and properly manned during posted show hours.
(Penalty: \$100.00 fine per occurrence)
6. Arriving late for scheduled move-in times
(Penalty: 1st time-\$100.00 fine, 2nd time-Permanent loss of one year's seniority)
7. Causing unusual delays or hindrance to other exhibitors during move-in and/or move-out
(Penalty: 1st time-\$100.00 fine, 2nd time-Permanent loss of one year's seniority)
8. Transporting of any exhibitor's vehicles from designated show staging areas during move-out before all of the exhibitor's vehicles are moved from inside exhibit area.
(Penalty: Monetary fine of \$250.00)
9. Having any portion of displayed vehicle or material outside designated exhibit space as determined by show management.
(Penalty: 1st time-Immediate removal or adjustment to correct problem; 2nd time- Permanent loss of one year's seniority)
10. Failure to follow guidelines as set forth by local fire codes including appropriate aisle width, disabling vehicle batteries, and securing gasoline and propane tanks and/or appliances.
(Penalty: 1st time- immediate correction; 2nd time immediate correction and permanent loss of one year's seniority)
11. Unauthorized duplication of official show materials such as coupons, tickets, parking passes, and other related items without written permission from Show Management.
(Penalty: Monetary fine of \$250.00 per occurrence)
12. Building and/or equipment damage
(Penalty: Exhibiting company(s) is responsible for cost of repair)
13. Violation of any written rule in show drawing rules, show contract, and/or official exhibitor manual not previously defined
(Penalty: 1st time- monetary fine of \$100.00 to the company(s) found in violation; 2nd time- Permanent loss of one year's seniority)

FAILURE TO PAY ANY FINE IMPOSED SHALL RENDER THE EXHIBITOR INELIGIBLE TO PURCHASE SPACE IN ANY MARVAC CAMPER & RV SHOW.

Detroit Camper & RV Show 2010





NOTICE OF ON-LINE EXHIBITOR KIT

Re: **MARVAC**
44th Annual Detroit Camper Show
February 10-14, 2010
Rock Financial Showplace

Dear Exhibitor:

NEC Expo Services, Inc. has been selected by your show management to serve as the Official Exhibition Service Contractor for this event.

YOUR EXHIBITOR KIT FOR THIS EVENT IS AVAILABLE ON-LINE. IF YOU DO NOT HAVE INTERNET ACCESS, NEC EXPO SERVICES CAN FAX OR MAIL THE KIT BY CALLING (248) 380-0843.

IF YOU NEED ADDITIONAL EQUIPMENT OR SERVICES YOU CAN DOWNLOAD ORDER FORMS USING THE FOLLOWING PROCEDURES:

Go to the following website: www.necexposervices.com
On the Home Page, click on: "Get Exhibitor Kit"
Enter Event Code: **155354D (FOR DEALERS)**
155354V (FOR VENDORS)

Please refer to the kit for the items that are included as part of your booth fees paid to show management. General questions can be directed to: novi@necexposervices.com

ADVANCE ORDER DEADLINE IS February 3, 2010 at 5:00 p.m.

If we can be of any further assistance, please contact us.

We are looking forward to being of service to you.

THANK YOU FOR YOUR PATRONAGE