

Exhibitor Service Manual



**Suburban Collection Showplace
Novi, Michigan**

MARVAC ♦ 2222 Association Drive ♦ Okemos, MI 48864

Phone: 517.349.8881 ♦ Fax: 517.349.3543

www.marvac.org

Table of Contents

Admission	3
Art Craft Display/Notice of On-Line Exhibitor Kit	12
Booth Exhibitor Move-In	3
Carpet	3
Complimentary Tickets	3
Concessions	3
Coupons	3
Decorator	3
Drayage/Freight Handling	3
Electrical Service	4
Booth Vendor Form	11
Exhibitor Booth Space	4
Exhibitor Credential Form	10
Exhibitor Show Passes	4
Fire Regulations	4
First Aid	5
Floor Plan	13
Food	5
Giveaways	5
Helium Balloons	5
Hotel Reservations	5
Insurance	5
Janitorial Service	5
Lost and Found	5
Move-out	6
Music in Exhibit Area	6
Parking	6
Public Relations	6
Projection Sound Equipment	6
RV Dealer Move-In Schedule	7
RV Dealer Regulations	7
Security	8
Show Dates and Hours	8
Show Location	8
Show Management	8
Show Office	8
Show Schedule of Penalties	12
Signs	8
Smoking	9
Telephone Service	9

General Show Information

Admission

Adults	\$8.00
Seniors (55 and over)	\$7.00
Children 12 and Under	Free

Booth Exhibitors- Move-In

Booth Exhibitors may move in starting on Tuesday, October 4, 2011 from 9:00 am-5:00 pm. Move-in must be completed by 1:00 pm on Wednesday, October 5, 2011. Move-in will not be permitted through the lobby or pre-function spaces. This rule will be strictly enforced by Security and Suburban Collection Showplace personnel. **Any booth exhibitor with a vehicle or a large display should contact show management for early move-in arrangements.**

Carpet

Aisle carpet will be installed on Tuesday, October 4, 2011.

Complimentary Tickets

Each RV Dealer will be provided 100 complimentary tickets and each booth vendor will receive 20 complimentary tickets. Additional complimentary tickets may be purchased at a discounted cost of \$4.00 each. Complimentary tickets will be mailed prior to the show.

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.

Coupons

\$1.00 off coupons will be made available on the MARVAC website, Big Boy restaurants and participating MARVAC members. The coupon will be good for all days and will apply to both adult and senior ticket prices.

Decorator

Art Craft Display, Inc. is the exclusive decorator for the Suburban Collection Showplace. To arrange for furniture rental, carpet, drayage/freight handling, audiovisual requirements, etc., please go to the following website: www.artcraftdisplay.com
On the Home Page, click on: "Get Exhibitor Kit"
Enter Event Code: **187223**
Advance Order Deadline: **September 26, 2011 by 5:00 p.m.**

Exhibitors are not required to use the services of Art Craft Display, Inc. You may bring your own table, chairs, carpet, etc.

Drayage/Freight Handling

Art Craft Display, Inc. is the exclusive drayage and freight handling company for the Suburban Collection Showplace. Access forms at www.artcraftdisplay.com.
All freight must be received prior to Monday, October 3, 2011 by 12:00 noon.

Electrical Service

RV Dealers

20 AMP electric service will be provided for recreation vehicles 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 on Page 11 if you need electrical service in your booth.**

If you require additional electrical service, please use the attached SHOW POWER PLUS FORM that can be accessed through the **Art Craft Display Notice of On-Line Exhibitor Kit**.

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 wing 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 Art Craft Display, Inc. for decorating needs. Please see enclosed service forms. **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 Show Passes

2011 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 September 30, 2011 or fax to the Association Office at 517/349-3543.

Fire Regulations

Exhibitors are prohibited from bringing in flammable materials that will be used for decorating or advertising in the facility. All such materials to be used for decorative or advertising purposes must first be treated with a flame-retardant, and such use shall be in accordance with all applicable federal, state, and municipal fire and safety rules and regulations. All flammable liquids and gasses are prohibited without prior written consent from the Suburban Collection Showplace. 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. 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 as close to empty as possible. Propane tanks **must** be new and empty.

First Aid

A first aid kit is located in the Show Office.

Food

If you plan on having any type of food samples used as part of your display, you will need to call the Oakland County Health Department for a proper license. If you are selling any type of food item, you must get prior approval from the Suburban Collection Showplace.

Giveaways

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

Helium Balloons

The Suburban Collection Showplace does not allow helium tanks inside the building or on the premises. Exhibitors with prior approval can have helium balloons to decorate their booth but not to hand out to attendees. A retrieval charge will be applied to retrieve balloons from the ceiling

Hotel Reservations

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

Refer to the “Camper & RV Show” room block.

\$79.00 Single or Double + tax

Call by September 16, 2011 for the MARVAC special rate.

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 Suburban Collection 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.**

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 into the Show Office.

Move-Out for All Exhibitors

Move-out is Sunday, October 9, 2011 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, October 10, 2011 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

Exhibitors

All exhibitors will be required to park in the northwest parking areas and enter the Hall B entrance ONLY. All parking on the south and east sides of the building will be reserved for event attendees.

A FIVE DAY PARKING PASS is available for only \$12.00. This represents a 50% savings over the regular daily parking fees. This parking pass will permit you to enter and leave the Suburban Collection Showplace, at will, during the five days of the Camper Show. Parking is free during move-in and move-out days. Please refer to the **Notice of On-Line Exhibitor Kit** for the Parking Pass Request form.

Public Parking-Parking is available at the Suburban Collection Showplace at a cost of \$5.00 per vehicle.

RV Parking/Overnight Accommodations-Overnight RV parking is available. For more information on costs and location, please contact Suburban Collection 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

Audio visual equipment may be rented through the Art Craft Display, Inc. Please use the Art Craft Display, Inc. On-Line Exhibitor Kit form.

RV Dealers- Move-In

Staging Area- There will be two general staging areas. Dealers who will move-in at overhead door #5 should stage in the northwest section of the exhibitor parking area. Dealers moving in at overhead doors #7 shall stage in the northeast corner of the parking lot located on the east side of the property.

Staging Date & Hours-RV Dealers may stage their vehicles on Sunday, October 2, 2011 beginning at **4:00 p.m.** **Please Note:** There is a public show at the Suburban Collection Showplace on October 2, 2011. We cannot stage units at the Rock Financial Showplace **until Sunday starting at 4:00 p.m.** We will have guards on site to allow staging through the evening.

Move-In Schedule- Monday, October 3, 2011

Move-in for the show will be divided into two zones. **Hall "A"** will use overhead doors #2 & #5 for entering with recreation vehicles. **Hall "B"** will use overhead door #7 for entering and exiting with recreation vehicles and tow vehicles. See attached floor plan. MARVAC staff and show security will be on hand to provide further instructions.

DEALER	MOVE-IN TIME
Hall 'A' Overhead Doors #2 & #5	
American RV	8:00 AM
General RV (Aisles 600 & 700)	7:00 AM
H & W Motorhomes	11:00 PM
Holland Motor Homes	8:00 AM
M & M Camping Center	9:30 AM
Midway RV Center	12:30 PM
National RV Detroit	7:00 AM
Terrytown RV Center	10:00 AM
Veurinks RV Center	11:45 AM
Vicars Trailer Sales (All Aisles)	1:00 PM
Westland Camping Center	10:30 AM
Hall 'B' Overhead Door #7	
A & S RV Center	7:00 AM
General RV (Aisle 800)	7:00 AM
General RV (Aisles 900 & 1000)	11:00 AM
Lloyd Bridges Traveland	8:30 AM

RV Dealer Regulations

The safety regulations at the Suburban Collection 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 can be 2011/2012 model years. All vehicles must be 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, October 5	2:00 p.m.-9:00 p.m.
Thursday, October 6	2:00 p.m.-9:00 p.m.
Friday, October 7	2:00 p.m.-9:00 p.m.
Saturday, October 8	11:00 a.m.-9:00 p.m.
Sunday, October 9	11:00 a.m.-6:00 p.m.

Show Location

Suburban Collection Showplace
46100 Grand River
Novi, Michigan 48374
248.348.5600

www.suburbancollectionshowplace.com

Show Management

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

Show Office

MARVAC Staff will be available at the Suburban Collection 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

All signs and banners must be hung only by authorized personnel. At no time will exhibitors be allowed to adhere anything to the walls or columns. Exhibitors will be strictly prohibited from using any unauthorized style tape or adhesive substance within the facility. Absolutely no tape will be allowed on the walls and columns, and only the specific acceptable types will be used on the floors. Duct tape, plastic double sided tape, and masking tape are strictly prohibited! Only cloth backed carpet tape will be allowed. You can purchase the proper tape from the Art Craft Display Service Desk during show move in.

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.**

Smoking

Smoking in the building is prohibited and will be strictly enforced. You must smoke outside within the proper areas only. Exhibitors will not be allowed to prop open any doors to go outside and smoke. This is a violation of the fire ordinance.

Telephone/Internet Service

Exhibitors must make arrangements for telephone service through Show PowerPlus. Use the **Art Craft Display Notice of On-Line Exhibitor Service** to access the forms for telephone or internet service.

EXHIBITOR CREDENTIAL FORM
22nd Annual Fall Detroit Camper & RV Show
October 5-9, 2011

BUSINESS NAME _____

PERSON COMPLETING THIS IFORM _____

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 **September 30, 2011**.

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



Art Craft Display, Inc.

46350 Grand River Avenue Suite B · Novi, Michigan 48374 · (248) 380-0843 · Fax (248) 380-0848
www.artcraftdisplay.com

Re: **MARVAC**
Detroit Fall Camper & RV Show
October 5-9, 2011
Suburban Collection Showplace (f/k/a Rock Financial Showplace)

Dear Exhibitor:

Art Craft Display, Inc. has been selected by your show management to serve as the Official Exhibition Service Contractor for this event.

The following items are included as part of your booth fees paid to show management.

Provided by Art Craft Display (to be included in **Vendor Booths Only**):

- 3' AND 8' HIGH – BOOTH DRAPING

The following pages include forms for you to complete and return if you require additional equipment and/or services.

PLEASE NOTE:

- Read the enclosed Payment Policy form thoroughly.
- Assess your show needs carefully.
- Avoid unnecessary delays and save valuable time and money by following all instructions contained herein.

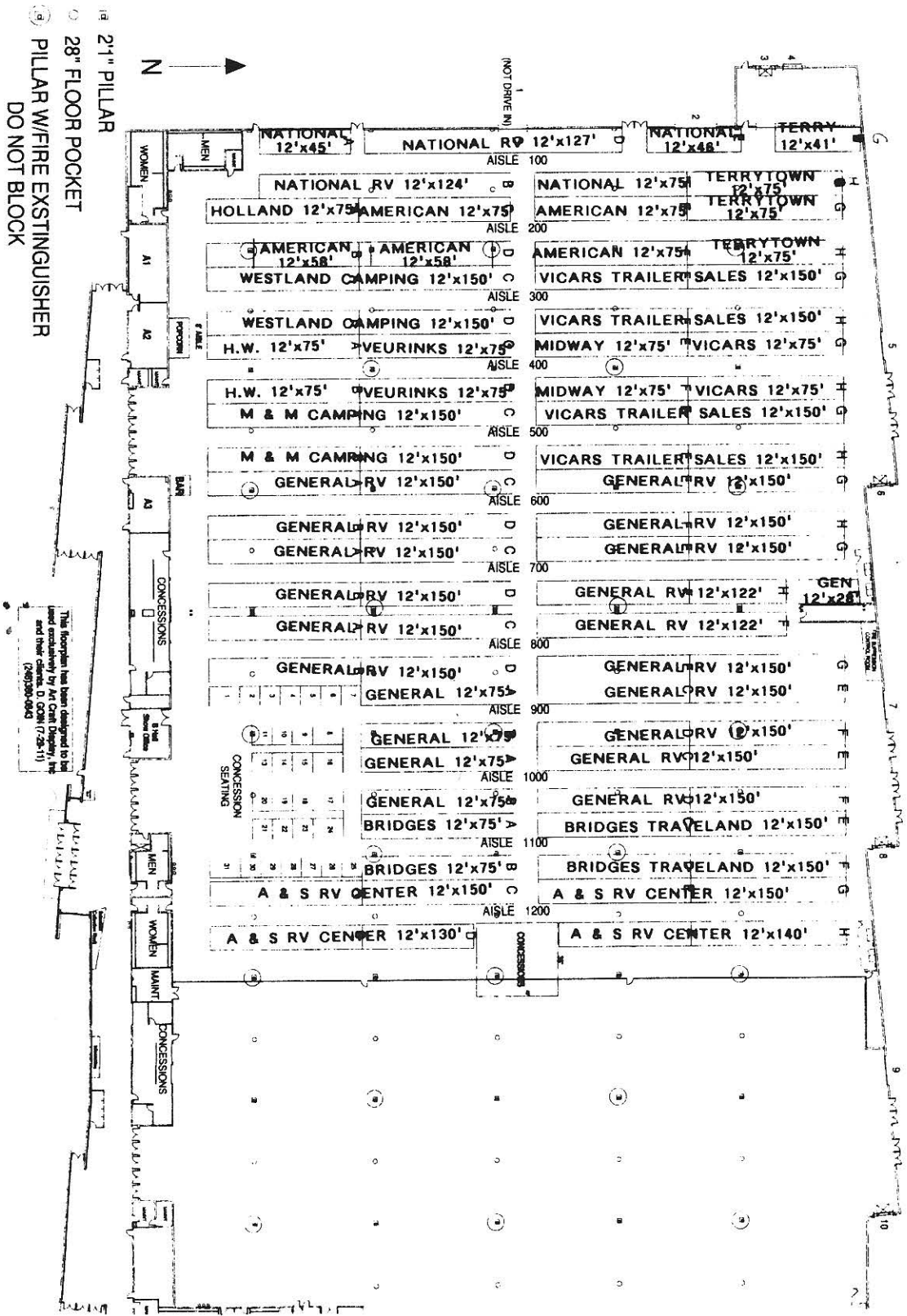
TO QUALIFY FOR ADVANCE RATES, YOUR ORDERS WITH PAYMENT MUST BE RECEIVED BY US BY **September 26, 2011 by 5:00 p.m. (SEVEN (7) DAYS PRIOR TO FIRST MOVE-IN DAY). SOME EQUIPMENT OR SERVICES MAY REQUIRE MORE THAN 7 DAYS LEAD TIME. PLEASE SEE APPROPRIATE ORDER FORMS FOR ACTUAL DEADLINES.**

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.

MARVAC FALL CAMPER & RV SHOW 2011
 OCTOBER 5 - 9, 2011
 SUBURBAN COLLECTION SHOWPLACE



EXTINGUISHER IS LOCATED ON NORTH SIDE OF PILLAR

- ⑨ 21" PILLAR
- 28" FLOOR POCKET
- ⑨ PILLAR W/FIRE EXTINGUISHER DO NOT BLOCK



***Limited Time Only!
Save 10%**

"We Make Selling RVs as Easy as 1 2 3!"

RV 123

RVs For Sale Dealer Search RV Brochures Campgrounds RV Forums RV News
List Your RV RV Suppliers Shows/Rallies Camping Supplies Destinations Site Help

Class A Diesel Class A Gas Class B Class C Travel Trailer 5th Wheel Truck Camper Pop Up Toy Hauler

Advertise With Us

Sort By: Select Criteria
Search Filters: Reset Update
Price: Any to Any
Length: Any to Any
Slides: Any to Any
Year: Any to Any

Page size: 20 5933 items in 297 pages

2008 Pleasureway Ascent



Condition: New
Type: Class B
Fuel Type: Diesel
Rating: ★★★★★

[Read Unit Reviews \(1\)](#)
[Click To View Details](#)

Call For Price
407-358-2000
Your Dealership Here
Altamonte Springs, FL
(10.1 miles away)

★★★★★
[Read Dealer Reviews \(1\)](#)
Contact Dealer

2008 Coleman Tacoma



Condition: New
Type: Pop Up Trailer
Length: 14
Rating: ★★★★★

[Read Unit Reviews \(1\)](#)
[Click To View Details](#)

\$20,220.00
407-358-2000
Your Dealership Here
Altamonte Springs, FL
(10.1 miles away)

★★★★★
[Read Dealer Reviews \(1\)](#)
Contact Dealer

Premium Advertising Packages at Special Rates

For more information: sales@rv123.com | 407.358.2000

* Contact Your RV123 Sales Representative for Complete Details