



## 2011 FARWEST SHOW RULES AND REGULATIONS

### **FARWEST SHOW STATEMENT OF INTENT**

The Farwest Show strives to provide each exhibitor with a qualified buying audience and a positive exhibition experience. A full-time professional Farwest Show staff executes a strategic marketing and production plan designed to reach horticultural buyers of plants, products and services throughout North America.

### **2011 SHOW INFORMATION**

Dates: August 25-27 (Thursday through Saturday)

Hours: Thursday & Friday- noon to 6:00 p.m.  
Saturday- noon to 4:00 p.m.

Location: Oregon Convention Center  
777 NE MLK Jr Blvd  
Portland, OR 97232

Web: [www.farwestshow.com](http://www.farwestshow.com)

Email: [info@farwestshow.com](mailto:info@farwestshow.com)

Show Management: Oregon Association of Nurseries (OAN)  
29751 SW Town Center Loop W  
Wilsonville, Oregon 97070

Contact Info: 800-342-6401 or 503-682-5089; Fax 503-682-5099

### **BOOTH RENTAL INCLUDES**

- 10' x 10' exhibit space
- One 8-foot-high draped back-wall, two 3-foot-high draped side rails (not included with island booth)
- One 7" x 44" Booth identification sign to include company name, city, state and booth number
- Fork lift service provided during move-in/out for privately owned vehicles
- Water/Ice for plant material
- Four exhibitor badges per 10x10 space, with a limit of 12
- Ten free show-only attendee passes
- Exhibitor listing on [www.farwestshow.com](http://www.farwestshow.com) and in *Digger: Farwest Show Edition*

## **CONVENTION SERVICES CONTRACTOR**

The official Farwest Show decorator and drayage company is:

DWA TRADE SHOW & EXPOSITION SERVICES  
3721 NW Front Avenue  
Portland, Oregon 97210  
Ph: 503.228.6800 Fax: 503.595.1470  
Email: csr@dwatradeshow.com  
Web: www.dwatradeshow.com

DWA is the contact for:

- Freight shipment and handling
- Forklift and drayage service
- Furniture, carpet and display system rental
- Onsite labor services

## **FACILITY EXHIBITOR SERVICES**

The Oregon Convention Center is responsible for the following services:

- Electrical hook-up
- Water and drain
- Telecommunications and audio/visual
- Natural gas and compressed air
- Food and beverage
- Booth Cleaning

Contact Info: 503-235-7578 / orders.oregoncc.org (food and beverage require phone call)

## **MOVE-IN & MOVE-OUT AGE LIMIT**

Move-in and move-out of the show floor requires the use of heavy equipment and machinery and safety is a major concern of the OAN. **No children under the age of 11 will be allowed on the show floor during move-in and move-out hours, and all children between the ages of 12 and 15 will be required to be accompanied by an adult at all times.** We appreciate the burden this may create for many of our exhibitors who have family-owned businesses, but safety concerns for all individuals on the show floor will require that we strictly enforce this regulation.

## **MOVE-IN & MOVE-OUT LOGISTICS**

*In*

Exhibitors are assigned a block of time between Tuesday, August 23, and Wednesday, August 24 for move-in and will be given a designated pass. Times are assigned based on size of display and location in the exhibit hall. Exhibitors needing loading dock space are required to check-in at the Marshalling Yard.

All materials must be moved-into exhibit space by 8:00 p.m. on Wednesday, August 24. If this is not possible, exhibitors must receive approval from Farwest Show Management. Otherwise, booths not installed by 8:00 p.m. on Wednesday may be subject to resale.

### ***Out***

Exhibitors may begin packing and carrying their booth out at 4 p.m. on closing day. Any exhibitor removing or dismantling exhibit display prior to this time may be denied space in the future. The Farwest attracts a full and diverse audience for the exhibitor and expects to present a full show to all visitors during all scheduled hours of the show. Move-out will continue until 10:00 p.m. on Saturday and from 8:00 a.m. until 3:00 p.m. on Sunday, August 28. Trucks that need access to the loading dock are required to check in at the Marshalling Yard. Before entrance to the loading dock is allowed, all material must be palletized and ready to load.

### **SALE LIMITATIONS**

The Farwest Show is a closed industry trade show. Direct, individualized sale of items that are taken from any exhibit booth prior to the close of the show is prohibited. This rule is necessary in order to provide all exhibitors balanced security and to help ensure against theft. Items may be sold directly from the booth but may not be removed from the booth and/or exhibit hall until 4 p.m. on closing day (See Security).

### **SPACE ASSIGNMENT**

Any exhibiting firm occupying booth space in the Farwest Show is given first choice on that location for the subsequent year's show. Exhibitors desiring to relocate or change the size of their booth must contact the Farwest Show office. Preference will be given by exhibitor seniority status and in order of receipt.

### **SUB-LEASING**

Exhibit space is owned solely by the OAN, producer of the Farwest Show, and ownership is non-transferable. No exhibitor may assign, sublet or apportion the whole or any part of the booth space assigned, nor permit any other party to exhibit therein, nor distribute any promotional or advertising materials in the assigned space other than those manufactured, grown or sold by exhibitor in the normal course of his/her business. Penalty for violation may be loss of exhibit space.

### **PAYMENTS AND BOOTH CANCELLATIONS**

The schedule of payments due for the 2011 booth space is as follows:

1. October 31, 2010: First-right-of-refusal for 2010 exhibit spaces and 50% deposit due.
2. April 30, 2011: Booth paid in full (exhibitors failing to make full payment may be considered vacant and subject to re-sale).

Exhibitors that have signed and paid for a booth space under the OAN member benefit rate, but have not renewed their membership for the current year will be invoiced after April 1, 2011 for the non-member booth rate. Payment will be due April 30, 2011.

New exhibitors entering the show after May 1 may make tentative reservations on available space for a period of fourteen (14) days, upon which time payment in full is due for final booth space confirmation.

2011 contracts cancelled or modified prior to October 31, 2010, will be assessed a \$50.00 handling fee; contracts cancelled after October 31, 2010, but prior to April 30, 2011, will be assessed a \$200.00 handling fee; contracts cancelled after April 30, 2011, but prior to July 1, 2011, will be assessed a penalty equal to one-half of the exhibit space fee. **No** refunds will be given for the 2011 exhibit space contracts cancelled or modified after July 1, 2011. All cancellations must be in writing.

### **EXHIBITOR SOLICITING**

Exhibitors must limit their activities within the confines of the assigned booth space (which includes all marketing material) and conduct themselves in an appropriate manner that does not interfere with legitimate activities of other exhibitors. This means at no time should product or promotional materials protrude, for any distance, into the exhibit hall aisles, or be handed out in the aisle to attendees or other exhibitors without approval of Show Management.

### **NON-EXHIBITOR SOLICITING**

Show Management makes every effort to protect against unauthorized selling within the show exhibit area by individuals not booking space. If exhibitors experience this with an attendee, please report them to Show Management. These individuals are taking advantage of exhibitors who pay for their space and abide by show rules.

### **CHARACTER OR EXHIBITS**

The Farwest Show retains the right to restrict exhibits to products and services of interest to and related to the nursery, horticultural and retail garden center trade. The management also reserves the right to restrict exhibits which, because of noise, method of operation, materials, or for any reason are deemed to be objectionable, and also to prohibit or evict any exhibit which, in the opinion of the management, may detract from the general character of the Farwest Show. This reservation includes persons, things, conduct, printed matter or anything of a character which the management determines objectionable. In the event of such restriction or eviction, the Farwest Show is not liable for any refunds for rentals or other exhibit expense. All exhibits must include a person(s) in their booths at all times, with the exception of minimal breaks.

### **HEIGHT RESTRICTIONS**

The Farwest Show works hard to maintain a professional show, which involves respecting the space and line of sight for every exhibitor. This means that if an exhibit is breaking height

restrictions, it will be required to be changed on-site. This could be costly or timely (depending on when Show Management is made aware of this issue). Please be aware of the rules prior to designing your exhibit space. All rules are listed out with diagrams on pages 8 – 10 of the show rules and regulations.

A request for a variance from the Farwest Show must be submitted no later than July 31, 2011, and will be approved only in the case where the extended height serves as an integral part of the display. Variances are not granted for signage and will not allow a company name to extend beyond the 8-foot mark (or 12-foot for island booths). It is not required for plant material that is placed in the back 5-feet of the booth. Exhibitors may not use plant material which adversely impacts a neighboring exhibitor and will be subject to following rules concerning line of sight. **Show Management reserves the right of final decision in determining what is considered “see through” and the importance of the display material exceeding standard show rules and regulations.**

### **SPECIAL EQUIPMENT REQUIREMENTS**

The operation of oil, alcohol or gasoline engines is prohibited during show hours and all such **engines must be free of all such fuels and fuel tank caps must be taped closed while on display in the exhibit area.** In addition, **all battery cables must be disconnected** during exhibition of vehicles and cable ends must be taped to meet fire department regulations.

Audio-visual equipment is limited in its operation to sales demonstrations only and shall not be used for showings designed to attract or entertain visitors. All audio visual equipment shall be in accordance with the requirements of the fire prevention authorities and in harmony with any agreements entered into by the Farwest Show, the Oregon Convention Center and applicable labor unions. **The use of loud speakers and public address equipment by exhibitors is absolutely prohibited.** Exhibits which include the operation of musical instruments, radios or any noise-making equipment must be conducted or arranged so that the noise resulting from the demonstrations will not disturb adjacent exhibitors. All plans for installation and operation of special sound equipment must be approved by the Farwest Show prior to installation.

The Farwest Show does not have a performing rights license issued by ASCAP, thus, the performance or use of copyrighted music, whether live, tapes, CDs, videos, etc., is prohibited. Exhibitors are responsible for any action taken by ASCAP or other such organization. Failure to observe this rule may be grounds for removal from the Show.

### **HAZARDOUS MATERIALS**

No exhibitor will be allowed to bring any hazardous material into the exhibit hall for any purpose during hours of move-in, show hours or move-out. The Farwest Show requires the use of empty display containers that have never been filled with hazardous materials. This rule will be strictly enforced. Hazardous materials are defined as follows:

1. Any material packaged in a container that has the words "danger", "warning" or "poison" on it, accompanied by a phrase such as, but not limited to, "do not get on skin," "do not get in eyes," "do not breathe dust;"
2. Live aerosol spray cans.

Rules and regulations set forth by the Portland Fire Bureau covering hazardous materials must be followed, or exhibits are subject to removal from the show.

### **PETS**

Except for guide dogs, no animals or pets are permitted in exhibit hall or booths at any time without Show Management approval, who in turn, must get approval from the facility. It is also forbidden to house animals in automobiles or trucks parked on Convention Center property.

### **SECURITY**

The Farwest Show will attempt to provide adequate security service for the exhibit area during show hours as well as when the show is closed. As further protection, the Farwest Show encourages each exhibitor to have at least one employee in the booth during move-in and move-out hours. The ultimate responsibility of security lies with the exhibitor at all times and the Farwest Show shall not be held liable for the loss or theft of any or all items from an exhibit booth at any time.

Exhibitors are encouraged to secure and insure valuable items, including but not limited to televisions, computers, small equipment and tools. It is strongly suggested to remove such items immediately upon the close of the show. Please note, during move-in and move-out hours it is impossible to assure total protection of exhibits and items within them. Exhibitors can assist the Farwest Show by securing items of value during these hours.

### **EXHIBITORS CREDENTIALS**

In keeping with our efforts to provide exhibitors and show visitors with the best possible security, it is important that all exhibitors and guests wear, in clear view at all times, appropriate name badges. Exhibitor badges allow access onto the show floor prior to opening. Attendee badges are allowed access to the exhibit halls during posted show hours. Exhibitor badges are for exhibitors, show management and staff only. Please note that rules covering registration and security are for the protection and benefit of Farwest Show exhibitors.

### **NON-COMPLIANCE TO RULES AND REGULATIONS**

Each exhibitor, for himself/herself and his employees, substitutes or agents, agrees to abide by the rules and regulations given herein and by subsequent amendments and additions, considered by the Farwest Show to be in the best interest of all exhibitors. Upon non-compliance with the established rules, the Farwest Show reserves the right to prohibit, reject or eject any exhibitor, exhibitor's representative, exhibit (in whole or part) or visitor, with or without giving cause. In the event of restriction or eviction, the Farwest Show is not liable for any refunds on rentals or other exhibit expenses.

### **AMENDMENTS TO RULES**

These rules, regulations and conditions and the exhibitor's space agreements have been drawn for the purpose and intention of providing a well-balanced, regulated, attractive and successful exposition. Any and all matters, or questions not specifically covered by the preceding rules and regulations or the Exhibit Space Contract, shall be subject solely to the decision of the Farwest Show. The Farwest Show shall have full power to so interpret the rules and regulations, or make such judgments, as may appear to be for the best interests of the Farwest Show and the OAN, and any and all amendments of the foregoing rules, regulations and conditions shall bind the exhibitors.

### **LIMITATION OF LIABILITY**

It is expressly understood and agreed, and the exhibitor agrees by accepting these rules and regulations, and by signing the Exhibit Space Contract, that he/she will make no claim of any kind against the Farwest Show, the OAN, its members, employees or agents for any loss, damage or destruction of goods, nor for any injury or death that may occur to himself or his employees, associates, aides or guests while on the show grounds, nor for any damage of any nature or character whatsoever.

Rules and regulations contained above are considered to be in addition to rules and regulations printed on the Farwest Show Exhibit Space Contract. Signing of the exhibitor's contract accepts the conditions and limits listed above.

# Farwest Display Booth Dimensions

Diagram 1 - Single Unit

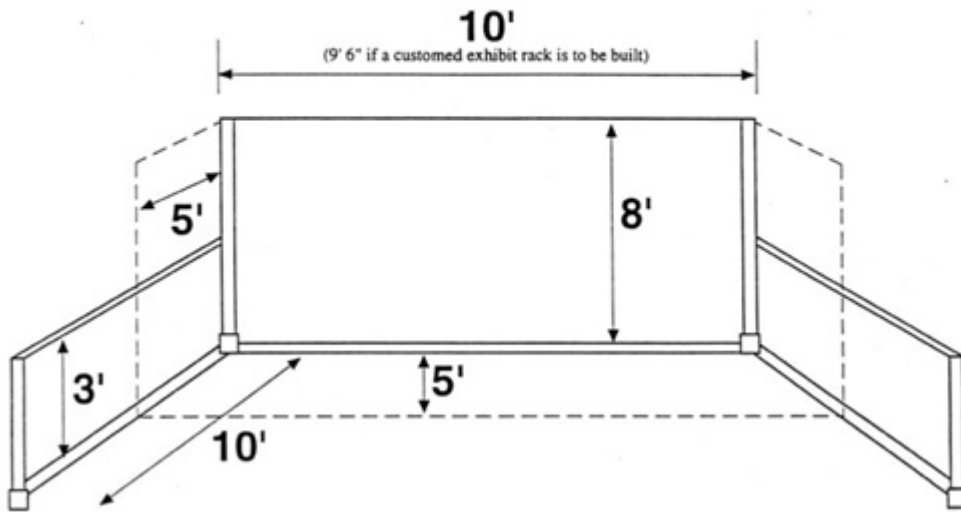
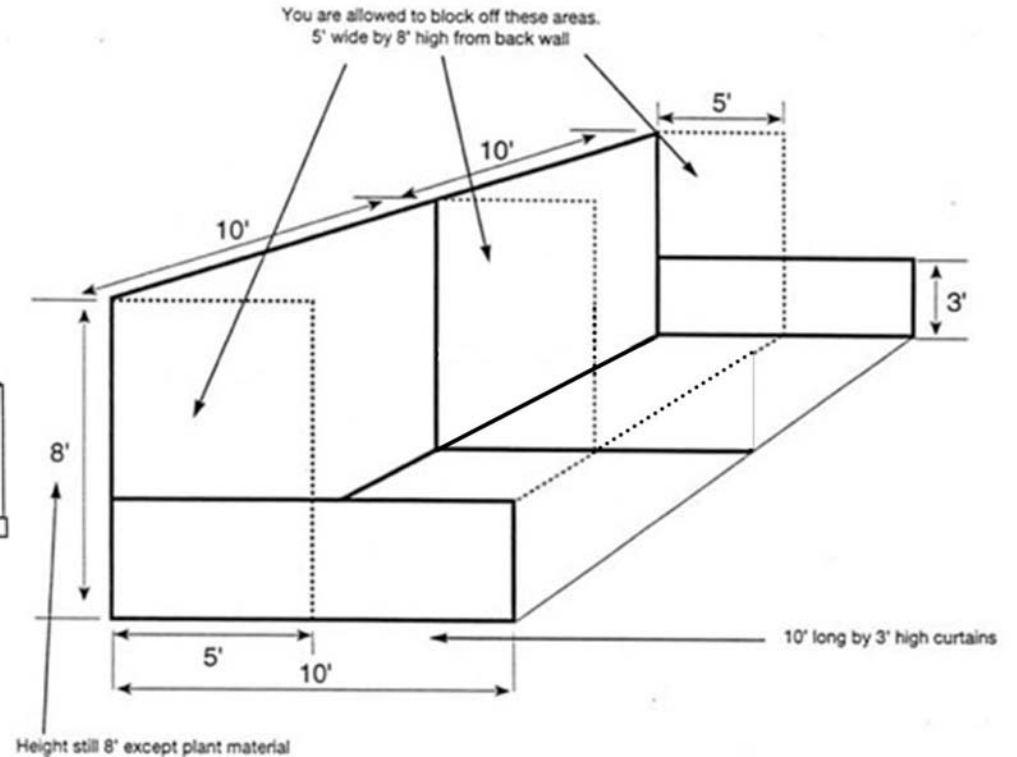


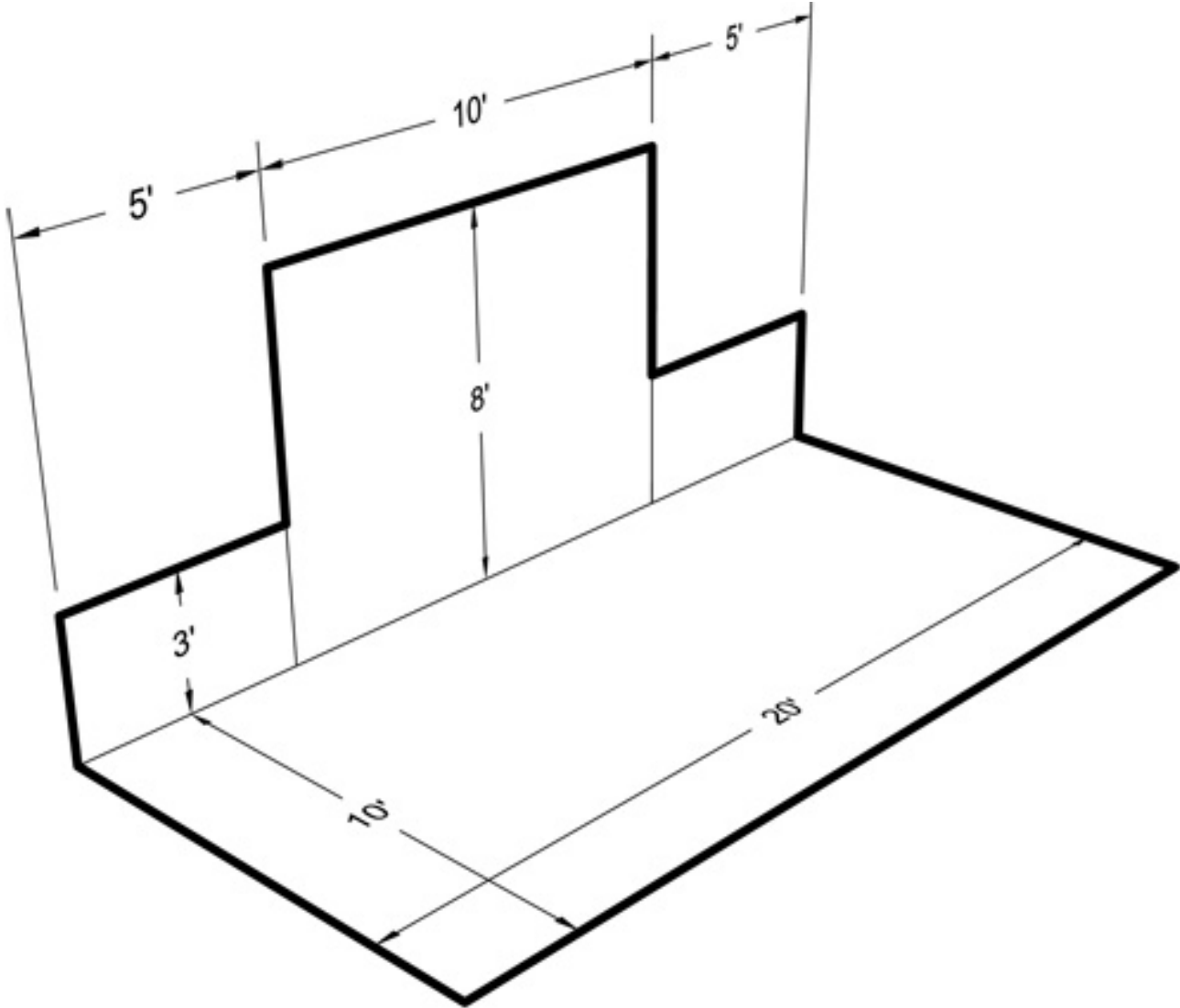
Diagram 2 - Multiple Units



**BOOTH DESIGN:** In order to ensure a positive experience for all exhibitors, there are specific limitations regarding the set up of your booth. So that you do not block your neighbor, the following rules will be enforced: Each single booth space is 10'x10', includes an 8-foot high backdrop and 3-foot high side curtains that separate you from your neighbor. Within this space, your height restrictions are:

- From the aisle, the first 5-feet is limited to 3-feet in height for solid, display materials. Items exceeding 3-feet must allow attendees to see through your booth to the next exhibit space. This includes plant material.
- From the middle 5-foot mark of your booth toward the backdrop, you may have solid material up to 8-feet in height. Plant material may exceed this. Signage may not.
- If you are building a customized exhibit rack, please note that the side curtains take up 3 inches on each side and that your building width should be 9'6". Otherwise, it may not fit into your booth space.

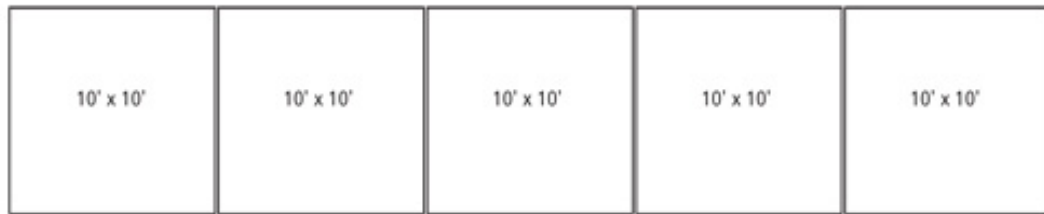
# End Cap Diagram



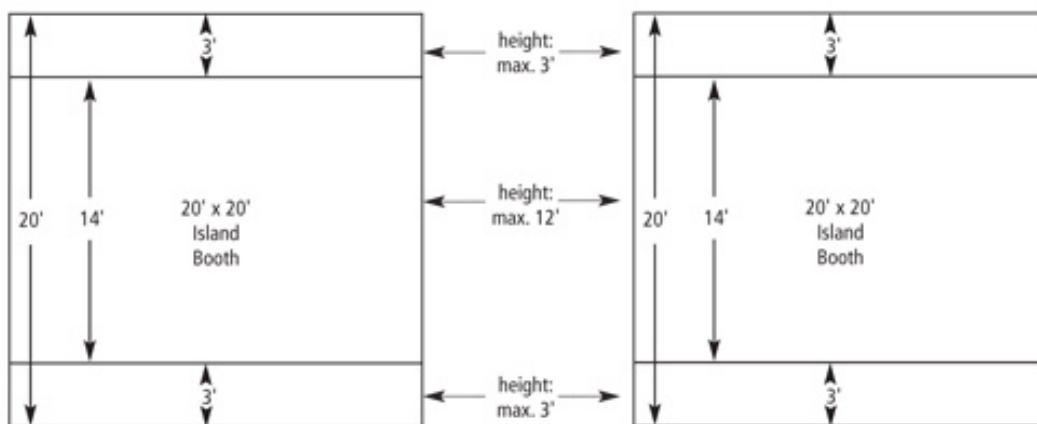
An end cap booth space is 10'x20', includes a 10-foot wide, 8-foot high backdrop bookended by 5-foot wide, 3-foot high back curtains that separate you from neighbors located behind you. Within this space, your height restrictions are:

- From the front aisle, the first 5-feet is limited to 3-feet in height for solid, display materials. Items exceeding 3-feet must allow attendees to see through your booths to the next exhibit space. This includes plant material.
- From the middle 5-foot mark of your booth toward the backdrop, you may have solid material up to 8-feet in height within the 10-foot wide backdrop. Plant material may exceed this. Signage may not.
- From each side aisle, along the 3-foot high back curtains, display materials are limited to 3-foot high. Items exceeding 3-feet must allow attendees to see through your booth to the exhibit space behind you. This includes plant material.

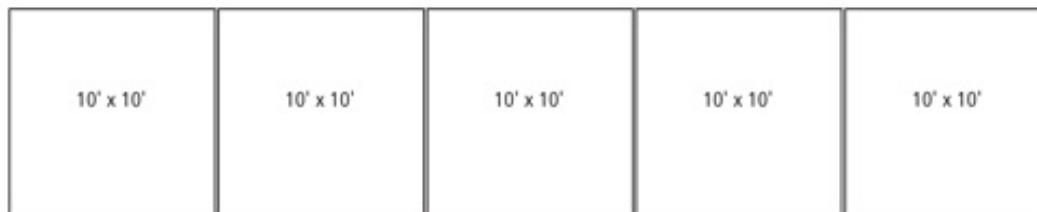
# Island Booth Diagram



A I S L E



A I S L E



Each Island space is 20'x20' (or 20'x40') and does not include pipe and drape. In order to be a good neighbor, the following height restrictions will be enforced:

- Where the island faces a series of 10'x10' booth spaces, the first 3-feet is limited to 3-feet in height for solid, display materials. Items exceeding 3-feet must allow attendees to see through your booths to the next exhibit space. This includes plant material.
- Where the island faces a neighboring island space or wall, the 12-foot height restriction may be utilized up to the edge of the booth.