

FLOWER & PATIO SHOW

“Your Outdoor Living Expo”

March 2-4, 2012

“Spring Fever!”

Retail Exhibit Production Kit

Dear Retail Exhibitor:

On behalf of Pat Hoey Productions, we would like to thank you for your participation in the 2012 Flower & Patio Show Presented by Unilock. We are sponsored in part for 2012 by **Unilock, Angie's List, Landscape Depot, Sansoucy Stone, the Telegram & Gazette, WSRs/ WTAG & WXLO.**

The enclosed information package is a very important guide designed to help you plan and present your display. It is necessary that you pay close attention to the guidelines set forth.

This package includes:

- FACT SHEET
- DCU CENTER REGULATIONS
- EXHIBITOR BADGE LIST
- INSURANCE BINDER INFORMATION
- CONTACT LIST
- OVERVIEW
- DCU CENTER DIRECTIONS

We are looking forward to working with you this year. If you have any questions or concerns please don't hesitate to call.

Regards,

Patrick J. Hoey
Producer

Enclosures:

Thank you for being a part of the Flower & Patio Show

2012 Flower & Patio Show FACT SHEET

SHOW DATES AND TIMES:

Friday, March 2	12:00 p.m.- 7:00 p.m.	Open to Public
Saturday, March 3	10:00 a.m.- 7:00 p.m.	Open to Public
Sunday, March 4	10:00 a.m.-5:00 p.m.	Open to Public

MOVE IN AND SET UP: - (Retail Exhibits)

Thursday, March 1st, 1:00p.m. – 4:00p.m.

** See **MOVE IN TICKET** for specific time

Door

Doors # 21, 22, 25 **(Hand Carry Only)**

***Due to the U.S. Synchronized Skating taking place at the DCU Center the same week of the Flower & Patio Show, move in times will be strictly enforced. Move in will be HAND CARRY ONLY. Show Management will be hiring porters to assist you in hand carrying your product into the building. If it is absolutely necessary that you drive into the building to move in your booth, please email the show manager Marlena Hoey today so you will be assigned a move in time that will allow this. A drive in move in will need to take place most likely on Tuesday, February 28th.**

Otherwise move in will be HAND CARRY only during a specific move in time assigned Thursday, March 1st

MOVE OUT:

Sunday, March 4, 5:00p.m.-10:00p.m.

Exhibitors may not begin to dismantle until the show is closed, and the building is cleared of the public.

NOTE: Exhibitors will enter through the Showcase area on Major Taylor Blvd only. Badges will be checked there by a Pat Hoey Productions staff member during public hours of the show.

SUPPORT SERVICES:

Electrical hook-ups, labor, forklift, plants, carpet, tables, chairs, signage, etc. are available through the DCU Center and Phoenix Expositions. Forms for ordering this service will be forwarded to you under separate cover. It is important that these items are ordered in advance to insure the availability and timeliness of the materials or services you require. If you need additional forms or have questions regarding these items, please refer to the contact sheet provided in this package.

2012 DCU Center REGULATIONS

EXHIBITOR ENTRANCE

During the show, all exhibitors must enter the DCU Center through the specified Exhibitors Entrance Door.

INSURANCE CERTIFICATE- see info sheet included in form with instructions

All Exhibitors and concessionaires shall, at their own expense, provide Public Liability coverage for their own operation and it shall be their responsibility to show evidence of Bodily Injury and Property Damage coverage in the amount of \$500,000 combined single limit. Certificates of Insurance shall be mailed to Pat Hoey Productions, 167 Auburn Street, Auburn, MA 01501. DCU Center, Spectacor Management Group of Worcester, the City of Worcester and Show Management are hereby expressly relieved and discharged from any and all liability for any loss, injury or damage to person or property that may be sustained by reason of occupancy of the building or any part thereof. Exhibitor agrees to conduct activities upon the premises so as not to endanger any person lawfully thereon and to indemnify and save harmless the above named entities against any and all claims for loss, injury or damage to persons or property arising out of the activities conducted by the Exhibitor or its agents.

NO HELIUM BALLOONS

Absolutely no helium balloons will be allowed in the DCU Center.

FIRE REGULATIONS

All vehicles being displayed during *The Flower & Patio Show* must have less than ¼ tank of gas; gas caps must be locked or taped shut. All battery cables must also be disconnected.

SECURITY

No liability is assumed for property which is left in an exhibitor's booth. Please secure any valuable equipment through your own accord.

NO DISTRIBUTION OF FOOD OR DRINK

DCU Center regulations do not allow the distribution of food or drink, free or for charge, from an exhibitor's booth location. No food or drink may be brought into the building during move in/out or during the show. This policy will be strictly adhered to.

2012 INSURANCE INFORMATION

Pat Hoey Productions must have proof from each exhibitor of liability insurance as required by the show contract.

Call your insurance agent now!!!

Have your agent fax or send a letter of certificate directly to:

Pat Hoey Productions
167 Auburn Street
Auburn, MA 01501

If you have any questions please call us at:

(800) 533-0229

(508) 832-3300

or fax us at (508) 832-0371

LIABILITY. All Exhibitors and concessionaires shall, at their own expense, provide Public Liability coverage for their own operation and it shall be their responsibility to show evidence of Bodily Injury and Property Damage coverage in the amount of \$500,000 combined single limit. Certificates of Insurance shall be mailed to Pat Hoey Productions, 167 Auburn Street, Auburn, MA 01501. DCU Center, Spectacor Management Group of Worcester, the City of Worcester and Show Management are hereby expressly relieved and discharged from any and all liability for any loss, injury or damage to person or property that may be sustained by reason of occupancy of the building or any part thereof. Exhibitor agrees to conduct activities upon the premises so as not to endanger any person lawfully thereon and to indemnify and save harmless the above named entities against any and all claims for loss, injury or damage to persons or property arising out of the activities conducted by the Exhibitor or its agents.

Thanks for your cooperation

2012 Flower & Patio Show

CONTACT LIST

FOR BOOTH INFORMATION:

Pat Hoey Productions (Show Management)
Marlena Hoey
(508) 832-3300
(800) 533-0229
Marlena@pathoeyproductions.com

FOR ELECTRICAL AND WATER NEEDS:

(DCU Center Operations Department)
(508) 929- 0154

SHOW DECORATOR:

John LaPlante (Phoenix Expositions)
(508) 792-1900

2012 Flower & Patio Show

Exhibitor Badge List

Please submit names no later than **February 22, 2012**.
Badge requests submitted after **2/22/2012** will not be customized.

Exhibitors receive 8 badges per booth space.

Badges should be returned to Exhibitor Registration booth before the close of show each night.

Please print names clearly, thank you.

Exhibiting Company Name:

Contact Name:

Staff Names:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

DIRECTIONS TO WORCESTER'S DCU CENTER & THE FLOWER & PATIO SHOW

From the North:

Sterling; Leominster; and Fitchburg:

Take Rt. 12 S. to Rt. 190 S. to Rt. 290 W. Get off at Exit 18. Follow signs to the DCU Center.

Nashua, NH and Manchester, NH:

Take Rt. 3 S. to Rt. 495 S. to Rt. 290 W. Get off at Exit 18. Follow signs to the DCU Center.

From the Northeast:

Marlborough; Lowell; Lawrence; Haverhill; and Portsmouth, NH:

Take Rt. 495 S. Get off at Exit 25B. Take Rt. 290 W. Get off at Exit 18. Follow signs to the DCU Center.

Lincoln; Salem; and Concord:

Take Rt. 95 S (Rt. 128 S) to I-90 W (the Mass Turnpike West) to Rt. 495 N. Get off at Exit 25B. Take Rt. 290 W. Get off at Exit 18. Follow signs to the DCU Center.

From the East:

Wellesley; Newton; Cambridge; and Boston:

Take I-90W (Mass Turnpike West) to Rt. 495-N to Rt. 290-W. Get off at Exit 18. Follow signs to the DCU Center.

Framingham; Natick; Westborough; and Shrewsbury:

Take Rt. 9 W all the way into Worcester. When you get to the Worcester line, "White City Shopping Center" will be on the left. Stay on Rt. 9 and proceed to your 8th set of lights. Take a left onto Worcester Center Blvd. At the 4th set of lights, the DCU Center is on your right.

From the Southeast:

Uxbridge; Woonsocket, RI; Pawtucket, RI; Providence, RI; and Warwick, RI: Take Rt. 146 N to Rt. 290 E. Get off at Exit 16. Take a left at the end of the ramp. At the 3rd set of lights (Worcester Center Blvd.), the DCU Center is on your left.

Taunton; Attleboro; and Foxboro:

Take Rt. 495-N to Rt. 290-W. Get off at Exit 18. Follow signs to the DCU Center.

Falmouth, Hyannis, Provincetown:

Take Rt. 6 W to Rt. 28 S towards Providence, merge onto Rt. 25 W and stay straight onto Rt. 495 N to Rt. 290-W. Get off at Exit 18. Follow signs to the DCU Center.

Norwood, Brockton; and Quincy:

Take Rt. 95 N (Rt. 128 N) to I-90 W (the Mass Turnpike West) to Rt. 495 N to Rt. 290-W. Get off at Exit 18. Follow signs to the DCU Center.

From the South:

Webster; Putnam, CT; Plainfield, CT; Norwich, CT; and New London, CT:

Take Rt. 395 N. to Rt. 290 E. Get off at Exit 16. Take a left at the end of the ramp. At the 3rd set of lights (Worcester Center Blvd.), the DCU Center is on your left.

From the Southwest:

Sturbridge; Southbridge; Hartford, CT; and New York, NY:

Take I-90 E. (the Mass Turnpike East) to Exit 10 (Auburn). After the tollbooth, bear left at the fork. Take Rt. 290 E. Get off at Exit 16. Take a left at the bottom of the ramp (there is a light). At the 3rd set of lights (Worcester Center Blvd.), the DCU Center is on your left.

From the West:

Brookfield; Amherst; Holyoke; Springfield; and Chicopee:

Take I-90 E. (the Mass Turnpike East) to Exit 10 (Auburn). After the tollbooth, bear left at the fork. Take Rt. 290 E. Get off at Exit 16. Take a left at the bottom of the ramp (there is a light). At the 3rd set of lights (Worcester Center Blvd.), the DCU Center is on your left.

From the Northwest:

Barre; Athol; Orange; Greenfield; and Brattleboro, VT:

Take Rt. 122 S., remaining on until you reach Worcester. Rt. 122 S becomes Pleasant Street. Stay straight Pleasant Street. Turn left onto Main Street. Turn left Central Street. Follow Central Street until you reach the lights and garage on your right.