



## Exhibitors Information

### Show dates and times:

#### Move-in:

Tuesday, March 11<sup>th</sup> 7:30am - 8pm  
 Wednesday, March 12<sup>th</sup> 7:30am - 8pm  
 Thursday, March 13<sup>th</sup> 7:30am - 8pm

#### Show Times:

|          |                        |          |
|----------|------------------------|----------|
| Friday   | March 14 <sup>th</sup> | 10am-7pm |
| Saturday | March 15 <sup>th</sup> | 10am-7pm |
| Sunday   | March 16 <sup>th</sup> | 10am-5pm |

#### Move Out:

Sunday March 16<sup>th</sup> 5pm - 11:00pm  
 Monday March 17<sup>th</sup> 7am - 12:00pm

(per the NYS Fairgrounds we must be off the floor no later than 12pm)

#### Move-In Notification

Move-in will begin on Tuesday, March 11<sup>th</sup>. Exhibitors will be notified of their specific day and time frame by e-mail not later than **two weeks** before the show. Please comply with the assigned time to. If for any reason you are unable to arrive at the assigned time, call John @ 315-463-6261 or on his cell at 315-729-9824 and we will try to accommodate your needs.

Remember, all Exhibitors will be in the Expo Center.

For directions to the Fairgrounds visit: <http://www.nysfair.org/about-us/directions/>  
 Signage at the Fairgrounds will help you to find the Expo Center.

**Payment** – Booth space should already be paid in full unless prior arrangements have been made with our office. **Booth spaces must be paid in full before exhibiting in the show.**

Checks are to be made payable to:

Home Builders & Remodelers of CNY and mailed to 3675 James St., Syracuse, NY 13206.

Credit card payments\* are accepted (Visa, Master, Discover and American Express). To make these arrangements call the HBR Office (315) 463-6261. \* 3.5 percent service charge will be added to cc transactions

Before being allowed to move in, certificates of insurance must be on file with the HBR of CNY.

### Set-Up

#### **Arrival at your building:**

Upon arrival to the Expo Center, you must first sign in at the Show Office, located at the front end of the building. You will be able to pick up badges and parking tags at this time. You will then report to the Floor Manager to review the location of your booth and be advised which door is closest for you to use to load in. **Do not** move anything into the building until you are sure you are in your assigned booth space; if anything is placed in an area other than your own you will be required to move it!

Exhibitors who have sizable items to move in (*such as: landscapers, spas, walls, etc.*) will be allowed to drive on the floor, ONLY TO UNLOAD! **There will be no vehicles allowed on the floor after 5PM Wednesday.** If it is necessary for you to bring a truck onto the exhibit floor and you are not scheduled for Tuesday or Wednesday move-in, please call and arrange for a different move-in time. Please understand that you will be placed on a wait list to accomplish this. Again, vehicles are allowed on the exhibit floor only to unload! Once unloaded, vehicles must be immediately removed from the floor. No exceptions.

Please unload and keep all your materials within your space as much as possible. There is a limited amount of time and space to get everyone loaded in.

Forklift service is available, and you will be billed at \$95.00/hr. if you did not prepay at time of booking.

If you have questions or problems prior to setting up, call John at (315) 463-6261 or (315) 729-9824

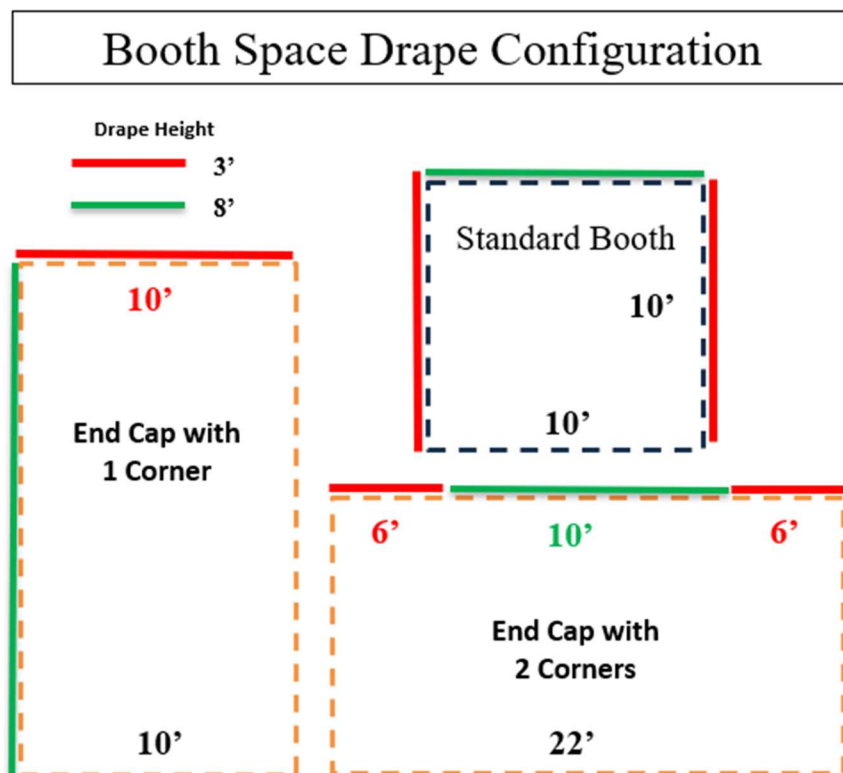
### Loading Docks

The loading docks in the Expo Center are located on the **West** end of the Expo Center. (Opposite side of building's main entrance.) There are **8** overhead doors of varied sizes in this area of the building for your convenience. Locate the door closest to your exhibit space or ask the Show's Dockmaster. **STOP and check your overhead clearance before entering the building.** The Show's Dockmasters will assist, however **YOU are ultimately responsible so please be careful!**

## Pipe and Drape

Standard booths have an 8' high pipe & drape that serve as a back wall and 3' high draped side rails for space dividers. We recognize some exhibitors may choose not to use the pipe & drape. **Please let us know this in advance.**

Exhibitors with booth space with an end cap format will be expected to adjust the back wall divider as illustrated in the diagram below. An end cap booth configured with 1 corner will have a 8' tall back wall divider that extends the length of their booth and a 3' tall x 10' wide diving wall. An end cap booth configured with 2 corners will have a back wall divider that is 8' tall x 10' wide leaving a 3' tall x 6' wide length on each side, to allow the ability to view all exhibitors from the aisle. If your display inhibits the view the Home & Garden Show Manager reserves the right to relocate you to another location. Please do not hesitate to call with questions – we will help to ensure we make it work to the absolute best of our ability.



## Tables & Show Colors

If you purchased in advance, 8' table(s), (skirted in white) will be delivered to your booth by the decorator. **Tables must be ordered no later than February 28<sup>th</sup> to take be included at the \$50.00 rate.**

**If not preordered before February 28<sup>th</sup> - tables will be available from the decorator at a higher cost.**

You may bring tables & chairs, or you can order directly from the show's decorator- *whose information can be found below.*

**Chairs are NOT included** in your booth package. *(A good salesperson will stand and be attentive to their potential customers – it is the best way to engage people).*

The building will have **teal green and champagne colored drape**, and the **aisle carpet is Black speckle**.

Exhibitors have two ways to order additional booth furnishings; Download your Hale Northeastern, Inc. service manual by going directly to their website at [www.HaleExpo.com](http://www.HaleExpo.com) or review the Hale Manual attached to this email for your convenience. They have a wide variety of booth furnishings & extras that can really help your booth stand out!



### **Exhibitor Sign – for your booth**

The exhibitor sign provided is a 7” x 44” sign to provide booth identification placement while moving in; however, if you choose to, you may leave it in place during the show. Your booth / exhibitor sign will be printed with the Company name on it, as your contract says, unless you tell us otherwise – in advance. The Decorator cannot adjust booth signs during load in or during the show without a substantial fee to you.

**Order Confirmation Forms were sent to you regarding this:  
We will use the name you provided on your contract**

### **Badges & Exhibitor Parking Tags**

Badges & parking tags **are NOT** mailed to you; they will be available for pick up at the show office starting Wednesday, March 12<sup>th</sup> through Thursday, March 13<sup>th</sup>, from 10am-8pm.

Each exhibitor will receive four (4) badges & (4) parking tags for the first 10’ X 10’ booth space reserved. In addition, (2) additional badges & (2) parking tags will be given for each additional 10’ X 10’ booth. *(Example: an exhibitor with three (3) booths will receive eight (8) badges & (8) parking tags)*

Additional badges / parking tag combinations can be purchased for \$10.00 each from the show office or by emailing the HBR office at: [office@hbrcnyc.com](mailto:office@hbrcnyc.com) or calling 315-463-6261.

If ordered and paid in advance by cash or credit card your order will be ready for pick-up at the show office.

Badges & parking tags must be distributed to your workers before the start of the show; absolutely no one will be able to park in the exhibitors’ parking area or enter the building without a badge and parking tag. Badges are required to be worn at all times during show hours and must display the name of the person wearing the badge. Badges are not to be exchanged between workers; and business cards will not be allowed as your entry to your booth. Please note: badges are modified from year to year to avoid duplication.

Again, exhibitor badges are required for admittance and there is no admittance earlier than 1 hour prior to show opening. Should you find the need to enter the show floor prior to the 1-hour rule, you will need to plan in advance with John or the Show's floor manager.

### **During the show:**

Throughout the show set-up, show hours and move-out, Floor Manager Tom Borowitz can assist you. Our Show Manager, John "JD" D'Eredita, will also be available throughout the show to answer any questions or help with any problems that may arise.

### **Please tell us if we can help you.... If we do not know what is broken, we cannot fix it!**

John can be reached at any time throughout set-up, during show hours, and move-out, by asking any of the show personnel to call him; we all have radios for that purpose.

**\*\*\*\*The parking tag is your only access to the exhibitor parking area (around the building) on the Fairgrounds property, so they must be distributed to all booth workers prior to the show.\*\*\*\***

### **Parking**

**All parking will be on the fairgrounds. Exhibitors must display the hangtag from the car, or you will not be able to park close to the building. Without a hangtag you will be directed to the public parking area on site to park.**

### **Half priced admission ticket offer for Exhibitors only**

Half price complimentary tickets for business associates, clients, or friends, are available for \$5.00 each. They may be pre-ordered in advance by emailing the HBR office: [office@hbrcnyc.com](mailto:office@hbrcnyc.com), calling 315-463-6261, or purchased from the show office until opening day, Friday March 14<sup>th</sup> @ 10am. This is an exhibitor benefit; we encourage you to take advantage of this discount for family, friends, or clients.

### **Security**

Security will be on-site from Tuesday, March 11th, until 11 pm on Sunday, March 16th. To ensure security is beneficial to all, it is important that all exhibitors' personnel conform to the rules.

If an exhibitor requires admittance to the building(s) when the show is closed, **you must have prior permission from show management**. A list is maintained of those needing access to the building during off hours and is managed by security. Please make sure your name appears on that list if you need to enter. You will be required to show the proper ID upon entry. Security depends on your cooperation.

\* \* \* \* \*

## **Exhibitors Responsibilities**

Throughout the show, exhibitors must display their exhibitor's badge and enter the building utilizing either the main entrance or the designated exhibitor's entrance door **only**. The exhibitor entrance is located near the loading docks at the north end of the Expo Center.

Exhibitors will be admitted to the show floor one hour before the show's opening time each day. To expedite admittance, be sure your badge is visible at the point of entry. Do not wait until the public is entering the show and then expect to push in front of your potential customers to enter the show. Please have your badge with your name on it in the holder provided in full view to help us with this process.

PLEASE HELP US, HELP YOU. If you have a problem, inform the show management, so we can work to address your issue in a timely manner. Most issues are simple to resolve if we know about them. The people in the show offices are in radio contact with the floor managers and will let them know you have an issue ASAP. Again, if we do not know it is broken, we cannot fix it!

Smoking is prohibited in all buildings of the NY State Fairgrounds.

**We are in a NYS building- therefore, we will follow NYS protocols and rules.**

**Vehicles on display: Vehicles used as displays must have less than 1/4 tank of gas and the battery must be disconnected!**

**Farm equipment on display must have less than a ¼ tank of gas, cap must be taped off, and batteries disconnected- that also include diesel fuel.**

**Per the NYS Fairgrounds: Absolutely NO propane tanks of any size are allowed in the building.**

No vehicles (truck or trailer) will be allowed for display purposes unless they have been pre-approved.

There is to be NO dispensing of food to patrons in sample form per the Fairgrounds. Food sampling is subject to Health Dept. regulations and could be inspected by the agency at any time during the show. Onondaga County Health Dept. phone (315)435-3252 for additional information and health permit info.

It is the sole responsibility of the exhibitor to have the necessary sales tax numbers, etc. if selling at the show, as well as any Health Dept. certificates required.

If you sell merchandise at the show too large to hand carry you must notify John and/or Building Manager(s) to arrange for the proper location and process for pick up.

**Per the NYS Fairgrounds: Absolutely NO Helium Balloons can be displayed or distributed at the show.**

The use of sound equipment is prohibited; it becomes distracting to other exhibitors and patrons. If sound in any form is found to be disruptive to other exhibitors, you will be asked to stop immediately. No microphones are allowed.

If an exhibitor uses accessories or materials for display in their booth not sold by their own company, no signage of any kind will be allowed in return for that use, unless the company is also exhibiting in the show.

No popcorn machines or distribution of popcorn is allowed as well as any other food samples.

No soliciting by any person other than exhibitors of this show is permitted. If you are approached by anyone from outside the show who solicits funds or your business, please notify the Show Office immediately. Also, please notify us if you receive flyers or other written materials from anyone **NOT** exhibiting in our show.

Exhibitors are required to staff their booths during the show unless you have prior consent.

HBR reserves the right to remove or drape at exhibitor's expense- any display which is not in accordance with rules of the show, or which causes an unsightly view for another exhibitor.

We encourage exhibitors to be courteous to each other:

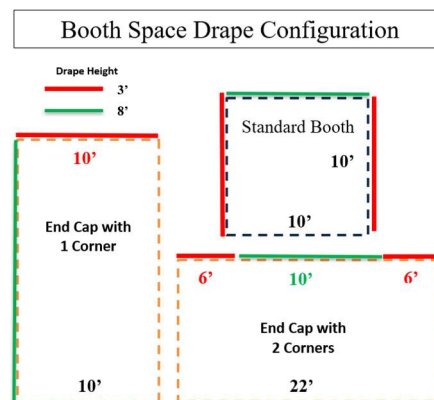
- Do not block the aisles or doorways.
- Do not leave vehicles on the floor; remove vehicles ASAP to make room for someone else.
- Do not have any part of your display in the aisle - If you purchased 10' x 10' booth space that is what you occupy. We will ask you to move your product to within your booked space.

For your own convenience, please do not set up until you have confirmed the space with a Floor Manager(s). Booth assignments are marked on the floor, you must stay within your assigned area.

If hard walls are being used in your display, be sure to stay within your booth space not on the perimeter- this includes the supports and braces. If you infringe on another booth space, you will be expected to move the display. Please refer to the outlined pipe and drape diagrams for dimension restrictions.

According to the terms of the contract, Exhibitors are not to dismantle exhibits until after **5PM on Sunday when the show ends**. The doors will not be opened for move-out until the rugs have been removed from the aisles. The time to dismantle your booth is after 5pm on Sunday when the show closes and the patrons have left the building.

It is the responsibility of the exhibitor to remove all portable items and cartons from the building immediately after the closing of the show on Sunday. Exhibitors are responsible for their possessions after 5PM on Sunday when the doors are opened for move-out. Your security depends on YOU. Damage done 'by you & your associates or 'to you' **must be reported** to show management before leaving the Fairgrounds, so it can be dealt with in a timely manner.



## **Exhibitor Parking**

During the show - Exhibitors may be directed to enter the Fairgrounds at Gate 6. **Parking hang tags displayed from their rear-view mirror will make it easier for Fairground staff to properly direct**; follow the signs to the designated parking lots. It is required for all exhibitors to have the parking tag hung properly in the vehicle to access the exhibitor parking & to be moved through the gate quickly. You will find an equal number of Badges & Parking hang tags in the Exhibitors envelope to be picked up at sign-in during show set-up.

If it is necessary to bring literature or products into the show once the show has opened, it must be done **prior** to the show's opening only! (*Unless you can hand carry it in with you*). Arrangements can be made for you to park and UNLOAD ONLY, then your vehicle must be moved to the parking lot. Please be considerate and cooperate so that we can help you accomplish your task.

## **Electric & Internet Service-See NYS Fair manual**

**Any exhibitor using dirt, mulch, or water, in or near their booth must see Floor Manager before constructing your space to allow the Fairgrounds to install protective covering first over the electrical boxes in the floor.**

Electric service & support labor is provided only through the New York State Fairgrounds. Access is through Show Management. Standard electrical service will be provided to each booth at no extra cost to you. This cost is included in your booth fee.

Additional 208 (220) service is \$175.00 per connection. Any special connection device needed will be the responsibility of the exhibitor.

**If you need additional electric services call John to order: (315) 729-9824.**

**Internet & Wi-Fi connections are only available through the NYS Fairgrounds. Free Wi-Fi access is provided to our exhibitors, however there is an added charge for hardwired internet service.**

## **Storage**

**Arrangements have been made for storage of large crates & boxes only. You should include the Company name & booth number on each crate; you are responsible for the cost of the forklift to transport them to the storage area if there is a large number of items to be stored; inform show management of your needs. The items will be stored until Sunday night at which time they will be returned to the exhibit floor. Forklift rates of \$ 95.00 per hour will apply.**

## **Move-Out Instructions**

Move-out **does NOT** begin until the carpet has been removed from the aisles, approximately 6pm on Sunday. However, you can begin to break down your booth within your own space after 5pm. The building will be open until 11pm on Sunday, March 16<sup>th</sup>. Try to take advantage of the Sunday night move-out time; it is one of the easiest times for moving out.



Doors will re-open at 7:00am - Monday morning. During the move-out DO NOT BLOCK OVERHEAD DOORS or bring trucks into the building until they are ready to be loaded. Your cooperation is appreciated.

**All exhibits must be removed on or before 12pm on Monday, March 17<sup>th</sup>**

### **Special Events**

This year four companies will be competing in our Landscape Design Competition. This main feature will take center stage on the showroom floor. Visitors at the Home & Garden Show will vote for their favorite display and the winner will be announced Sunday Evening.

There are events scheduled to take place throughout the show. Below are schedules for your reference.

Informational seminars will take place at the Visual Technologies Seminar Stage located at booth **1102**.

### **Visual Technologies Seminar Stage – Booth 1102**

| <b>Friday, March 14<sup>th</sup> at the Visual Technologies Seminar Stage</b> |  |
|---|--|
| 11:30   | Protecting Your Home & Life Savings - Estate Planning & More     |
| 12:30pm   | Transforming your Bathroom – Start to Finish                     |
| 1:30pm  | How NYS Grants Can Improve the Comfort of Your Home              |
| 2:30pm  | Meet the Pests <b>ANT</b> agonizing Your Home                    |
| 3:30pm  | Is Your Project Literally the Pain in Your Back?                 |
| 4:30pm  | Buy Existing or Build New?                                       |
| 5:00pm  | Home Builders & Remodeler of CNY Hall of Fame Induction Ceremony |

| <b>Saturday, March 15<sup>th</sup> at the Visual Technologies Seminar Stage</b> |  |
|---|--|
| 11:30   | DIYers – Tips, Tricks & Things to Avoid                      |
| 12:30pm   | Buy Existing or Build New?                                   |
| 1:30pm  | How NYS Grants Can Improve the Comfort of Your Home          |
| 2:30pm  | SPATCHCOCK FUNK Live   |
| 3:30pm  | Remodel Your Kitchen without Breaking the Bank.              |
| 4:30pm  | Meet the Pests <b>ANT</b> agonizing Your Home                |
| 5:00pm  | Protecting Your Home & Life Savings - Estate Planning & More |

| <b>Sunday, March 16<sup>th</sup> at the Visual Technologies Seminar Stage</b> |  |
|---|--|
| 11:30   | Buy Existing or Build New?                                   |
| 12:30pm   | How NYS Grants Can Improve the Comfort of Your Home          |
| 1:30pm  | SPATCHCOK FUNK Live  |
| 2:30pm  | Meet the Pests <b>ANT</b> agonizing Your Home                |
| 3pm   | Is Your Project Literally the Pain in Your Back?             |
| 3:30pm  | Protecting Your Home & Life Savings - Estate Planning & More |

## Cornell Cooperative Extension - Booth 1302

| Friday, March 14 <sup>th</sup> at the Cornell Cooperative Extension Booth 1302 |   |
|--|---|
| Noon   | Ticks – Avoiding the Bite               |
| 1pm  | Proper Tree Pruning Demo                |
| 2pm  | Gardening in the time of Climate Change |
| 4pm  | Microgreens Demonstration               |

| Saturday, March 15 <sup>th</sup> at the Cornell Cooperative Extension Booth 1302 |  |
|--|--|
| 1pm  | Tossers or Keeper -should you keep gifted plants |
| 2pm  | Seed Starting Demonstration                      |

| Sunday, March 16 <sup>th</sup> at the Cornell Cooperative Extension Booth 1302 |                                |
|--|--------------------------------|
| Noon   | Composting                     |
| 1pm  | Succulent Basics Demonstration |

## SPATCHCOCK FUNK LIVE

Celebrity **Chef Matt Read of Spatchcock Funk** will demonstrate his “no-holds-barred” culinary skills to a captive audience at the 2025 Home & Garden Show on March 15<sup>th</sup> and 16<sup>th</sup>.

**Spatchcock Funk** is a popular cooking show, which airs weekly on PBS, (on WCNY in Central New York) and in over **50** other U.S. markets. They have built a dynamic social media following across YouTube, Facebook, and Instagram platforms. Matt, Alex, and

their squad provide a one-of-a-kind culinary and mixology adventure, offering easy-to-follow yet impressive recipes while infusing storytelling, humor, and even sharing their favorite playlist.

**Spatchcock Funk** is known for empowering viewers to elevate their cooking and cocktail-making skills, to help create unforgettable meals and experiences.



### Just for Exhibitors

There will be free coffee throughout the weekend for exhibitors in our Exhibitor Lounge, compliments of the **Home Builders and Remodelers of CNY**. The Exhibitor Lounge is located just off the Expo Center’s main lobby and there will be signage directing you to the exact location. The Exhibitor Lounge provides you with an out-of-site break from the showroom floor so you can enjoy your coffee, lunch, or dinner.

*We appreciate your cooperation and want to thank you for your participation in the*

## ***“2025 Home & Garden Show”***

*As always, if you have any questions, please do not hesitate to call John at 315-463-6261 or during show hours 315-729-9824.*

Our best for a great show,

Mary M. Thompson, Executive Officer  
John D'Eredita, Director of Events & Marketing  
Pattie Woodmansee, Director of Member Services  
Kelly Leonard, Office Manager

Home Builders & Remodelers of Central New York

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#### **Show Title Sponsor**



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