

Exhibitor Service Manual



18TH Annual Northwest Michigan Camper & RV Show
Grand Traverse Civic Arena
Traverse City, MI
March 26-28, 2010

Marvac
2222 Association Drive
Okemos, MI 48864
Phone: 517.349.8881 * Fax: 517.349.3543
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2010 Northwest Michigan Camper & RV Show
Grand Traverse Civic Arena
March 26-28, 2010

Admission

Adults	\$5.00
Children 12 & under	Free
Seniors (55 and older)	\$4.00 (Friday, March 26 only-no coupon necessary)

Awnings

Awnings may be left open within your space but must not exceed into the designated aisles. Please keep safety in mind.

Carpet

Aisle carpet will be installed on Thursday morning, March 25, 2010.

Complimentary Tickets

Exhibitors will be issued a supply of complimentary passes. These passes will be mailed. Additional complimentary passes may be purchased for \$2.50 each from show management.

Decorator

Mid States Exposition Services, 100 McEwan Street, Clare, Michigan 48617
Phone Number: (989) 386-3834 Fax Number: (989) 386-3867

Booth exhibitors will be provided with 8' high back drape and 3' side drapes, an 8' covered and skirted display table and one chair. Additional requirements can be ordered or you may bring your own.

Drayage/Freight Handling

Exhibitor materials will be accepted at the Grand Traverse Civic Arena beginning Tuesday, March 23, 2010. Ship materials to: Grand Traverse Civic Arena, 1125 W. Civic Center Drive, Traverse City, Michigan 49684. **Mark materials with exhibitor name and booth/row number.**

Electrical Service

RV Dealers will be provided with one 15 AMP electrical service for each recreation vehicle in your display. Booth vendors will be provided with one 15 AMP outlet for each 10' x 10' booth.

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 the MARVAC Show Schedule of Penalties. A copy has been included in 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 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.

Exhibitor Buttons

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 March 19, 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 as close to empty as possible. **Propane tanks must be new and empty.**

Give-Aways

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 Accommodations

A block of rooms has been secured for MARVAC exhibitors at the Holiday Inn West Bay. Please **make your hotel reservations by March 1, 2010** to guarantee the MARVAC rate. Guests must state "*Michigan Association of Recreation Vehicles & Campgrounds*" to be quoted the group rate.

Holiday Inn West Bay
615 East Front Street
Traverse City, Mi 49686

Call for reservations: 800.888.8020 or link to **MARVAC** for reservations.
Rate: \$75.95 + tax (single or double)

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 your exhibitor materials must be carried at the exhibitor expense. The exhibitor agrees to protect and hold harmless the Show, Show Management and the Grand Traverse Civic Arena from all claims which might arise inside or outside of the show property.

List has additional insured: MARVAC, 2222 Association Drive, Okemos, MI 48864.

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

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-In Information

RV Dealers

Staging area-RV dealers may stage their vehicles on Tuesday, March 23 in the South end of the parking lot adjacent to the Grand Traverse Civic Arena from 10:00 a.m. until 8:00 p.m.

Move-in Schedule

Wednesday, March 24, 2010

8:30 a.m.	Vacation Trailer
8:30 a.m.	Camping World
10:00 a.m.	International RV
10:00 a.m.	Holland Motorhomes
10:30 a.m.	Nature & Me RV
11:30 a.m.	Waters RV

Booth Exhibitors

Booth exhibitors can move-in on Thursday, March 25 from 12:00 noon until 5:00 p.m. and Friday, March 26 from 8:00 a.m.-10:00 a.m.

Move-out

All exhibitors must move out of the building on Sunday, March 28 starting after the show ends. The building must be vacant by midnight. Vehicles may be stored in the staging lot until 3:00 p.m. on Monday, March 29. **Note: 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 exhibitor's booths. Therefore, **copyrighted music will not be allowed** by any of our exhibitors.

Parking

Ample free parking is available adjacent to the Grand Traverse Civic Arena.

Public Relations

All public relations materials should be sent to Beth Monicatti-Blank, All Seasons Communications, P.O. 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.

Refreshments

A snack bar is located in the building. Every effort will be made to discourage people from taking food into the RV's. It is unlawful to consume intoxicating beverages at any time at the Grand Traverse Civic Arena.

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 precautions to protect their own valuables.

Show Dates & Hours

Friday, March 26	11:00 a.m.-9:00 p.m.
Saturday, March 27	11:00 a.m.-8:00 p.m.
Sunday, March 28	11:00 a.m.-5:00 p.m.

Show Location

Grand Traverse Civic Arena
1125 W. Civic Center Drive
Traverse City, MI 49684
(231) 922-4818

Show Office

MARVAC staff will be available at the Grand Traverse Civic Arena during show hours to assist exhibitors. The show office number is (231) 922-4893. Bill Sheffer, Show Director can also be reached at (517) 719-6909 during the show.

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.**

Telephone Service

Exhibitors requiring a telephone during the show, please call Ameritech Small Business at (888) 976-2427 to arrange for service.

Vehicle Regulations

75% of the units must be 2010 model year. 25% of the total number of units may be 2009 model year. **All units must be untitled.**

EXHIBITOR CREDENTIAL FORM

2010 NORTHWEST MICHIGAN CAMPER & RV SHOW
MARCH 26-28, 2010

Business Name _____

Person completing this form _____

The following persons will require Exhibitor Buttons for the Northwest Michigan Camper & RV Show:

Names of Working Personnel

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

TOTAL _____

Please mail to MARVAC, 2222 Association Drive, Okemos MI 48864 or fax at (517) 349-3543 by March 22, 2010.

MARVAC Show Schedule of Penalties

Violations

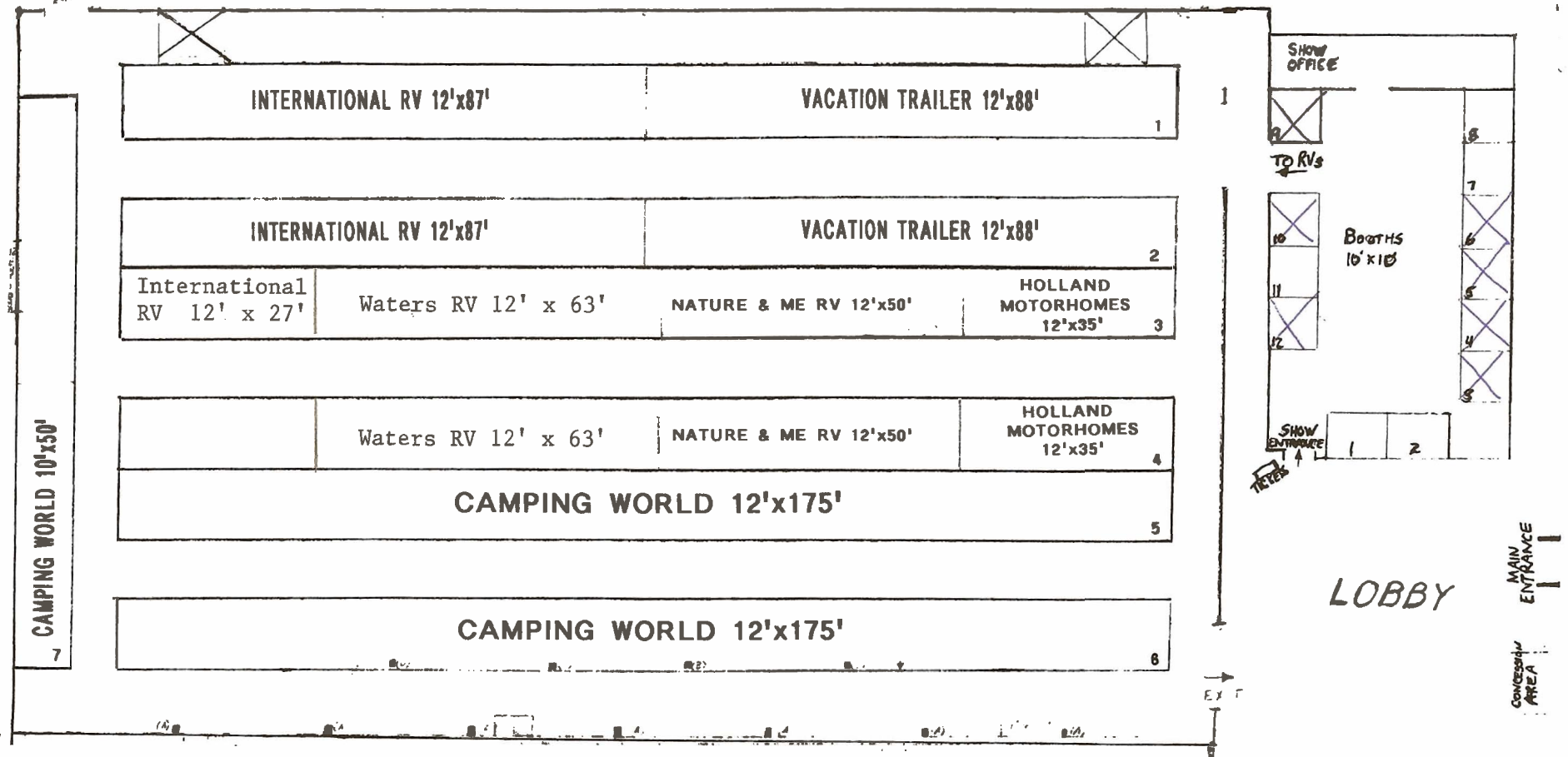
1. Failure to provide final payment for show space 45 days prior to move-in date.
(Penalty: A 20% penalty will be applied to the balance due if not paid 45 days before move-in. A permanent loss of one-year seniority for any future show if payment and penalty is not received 30 days before move-in.)
2. 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 SUBSEQUENT MARVAC CAMPER & RV SHOW.

NORTHWEST MICHIGAN CAMPER & RV SHOW

HOWE ARENA-TRAVERSE CITY, MI

MARCH 26-28, 2010



CAMPING WORLD 10'x50'

7

INTERNATIONAL RV 12'x87'

VACATION TRAILER 12'x88'

1

INTERNATIONAL RV 12'x87'

VACATION TRAILER 12'x88'

2

International RV 12' x 27'

Waters RV 12' x 63'

NATURE & ME RV 12'x50'

HOLLAND MOTORHOMES 12'x35'

3

Waters RV 12' x 63'

NATURE & ME RV 12'x50'

HOLLAND MOTORHOMES 12'x35'

4

CAMPING WORLD 12'x175'

5

CAMPING WORLD 12'x175'

6

SHOW OFFICE

TO RVs

BOATHS 10'x10'

SHOW ENTRANCE

LOBBY

MAIN ENTRANCE

CONCESSARY AREA

EXIT