



CONTAINS
IMPORTANT
SHOW
INFORMATION!

Cincinnati Golf Show®

January 20 – 22, 2012

Welcome Show Exhibitors!

Enclosed you will find a Show Fact Sheet. It contains information on move-in/move-out, building regulations and other pertinent Show information. Please pay special attention to the forms included. These include an Exhibitor Credential Form and Prize Registration Form, both due **December 20, 2011**. A Discount Ticket Order Form is also included.

Any questions regarding the Show or information in this Fact Sheet can be addressed to:

Sarah Allen
Hart Productions, Inc.
60 N. Second St.
Batavia, OH 45103

Phone: 513.797.7900 or 877.704.8190

Fax: 513.797.1013

Email: sarah@hartproductions.com

Web site: www.hartproductions.com

2012 CINCINNATI GOLF SHOW®

SHOW DATES & HOURS

Friday, January 20.....5:00 PM – 9:30 PM
Saturday, January 21.....10:00 AM – 9:30 PM
Sunday, January 22.....11:00 AM – 5:00 PM

All entrances/box offices will close one hour prior to posted closing time.

ADMISSION

\$11.00 for Adults

KIDS 13 AND UNDER ARE FREE THE ENTIRE SHOW WHEN ACCOMPANIED BY A PAYING ADULT.

ADVANCED TICKET SALES

The Kroger Co. will be selling advance sale adult tickets at all of their Greater Cincinnati grocery stores beginning December 13 through January 20 at 1:00 p.m. Adult tickets at Kroger are only \$8.00 each with a Kroger Plus card.

HOTEL INFORMATION CO-HOST HOTELS

Hilton Cincinnati Netherland Plaza

35 West Fifth Street
Cincinnati, OH 45202
800-445-8664
513-421-9100

RATES: \$71.00/night
(Single/Double)
Plus Tax (currently 17%)
Parking: \$12.00 per day
Cut off date: 1/2/12

Millennium Hotel

150 West Fifth Street
Cincinnati, OH 45202
800.876.2100
513-352.2100

RATES: \$69.00/night
(Single/Double)
Plus Tax (currently 17%)
Parking: \$12.00 per day
Cut Off Date: 12/17/11

Hyatt Regency Cincinnati

151 West Fifth Street
Cincinnati, OH 45202
800.233.1234
513-579.1234

RATES: \$70.00/night
(Single/Double)
Plus Tax (currently 17%)
Parking: \$16.00 per day
Cut Off Date: 1/1/12

ATM INFORMATION

An automatic teller machine will be located on the first floor of the Duke Energy Convention Center in the Elm Street lobby.

EXHIBITOR ENTRANCE & SHOW OFFICE

The **Exhibitor Registration** will be located in the Elm Street lobby at the Hall A entrance of the Duke Energy Convention Center. The **Show Office** is convenient to the Exhibitor Entrance.

REGISTRATION

(during set-up and Show) will be conducted from the main Exhibitor Entrance. During the Show, it will be open **one hour prior to Show opening until one hour before closing.**

An entrance for MAIN FLOOR exhibitors will be open at the loading dock for the **one hour** prior to the Show opening. This is a **pass only** gate. Any exhibitor needing more than one hour prior to opening, to work on display, must fill out an **early-entry form one (1) day in advance.** Forms will be available at the Exhibitor Registration/Entrance and must be approved by Show Management.

There will also be a **WILL CALL** station available at Exhibitor Registration/Entrance.



The phone number for the Show Office is 513.419.7210. This phone is for emergency messages only.

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SHIPPING & MOVE-IN/OUT INFORMATION

BULK EXHIBITORS: Move-In information will be sent under separate cover.

BOOTH EXHIBITORS: Booth Exhibitors may move in on Thursday, January 19 from 8:00 AM – 6:00 PM and continue on Friday, January 20 from 8:00 AM – 3:00 PM.

NOTES:



PLEASE DO NOT BLOCK THE FIREHOUSE LOCATED ON FIFTH STREET AT CENTRAL. ANY VEHICLES BLOCKING FIREHOUSE WILL BE TOWED IMMEDIATELY.

- ALL BOOTHS MUST BE COMPLETED BY 3:00 PM, FRIDAY, JANUARY 20.
- We urge you to avoid Downtown traffic between 4:00 - 5:30 PM.
- LABOR will be available to help you unload your vehicles!

TRANSPORTING DISPLAYS: Enter dock, Sixth Street at Plum Street (center, rear of building). Labor and equipment will be at dock to help **unload**. Directions are enclosed. After unloading, VEHICLE MUST BE REMOVED FROM DOCK AREA IMMEDIATELY.

SHIPPING INSTRUCTIONS:

Shipments to arrive **PRIOR** to Tues., Jan. 17 should be sent **PREPAID** to the following:

TO: (Exhibit Name)
c/o George Fern Company
645 Linn Street
Cincinnati, OH 45203
FOR: Cincinnati Golf Show
Booth # _____

Shipments to arrive **ON** or **AFTER** Tues., Jan. 17 should be sent **PREPAID** to the following:

TO: (Exhibit Name)
Duke Energy Convention Center
6th Street Docks
Cincinnati, OH 45202
FOR: Cincinnati Golf Show
Booth # _____

PLEASE MAKE SURE BOOTH NUMBER IS ON ALL BOXES, CRATES, ETC.

HANDLING for shipments consigned to the Duke Energy Convention Center or reaching the dock by your transportation, will be accepted on or after January 17, 2012. Any items shipped via U.P.S., overnight carrier or common carrier is subject to drayage charges. The Show Decorator is also available for freight handling. Contact their office if you would like them to handle your drayage. (George Fern Company, 888.621.3376 or 513.333.7060).

EXHIBITS ARRIVING PRIOR TO JANUARY 17 will automatically be sent to the George Fern Company and **WILL BE CHARGED** for shipping and handling.

RECEIVING HOURS: Tuesday through Friday.....8:00 AM - 6:00 PM

FOR YOUR INFORMATION The George Fern Company hours are 8:00 AM - 4:00 PM. If a forklift or any other special attention is needed, please plan your move-in and move-out schedules in advance.

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MOVE OUT INFORMATION

ALL exhibits MUST remain in place until closing, Sunday, January 22, at 5:00 PM. Exhibits may be removed Sunday after 5:00 PM or Monday, January 23, from 8:00 AM - noon. Booth exhibits MUST be removed by Monday no later than noon!

*****Tape placed on the concrete floor by Exhibitors must be removed at the end of the Show. If tape is not removed, Exhibitor will be invoiced for the labor to do so.*****

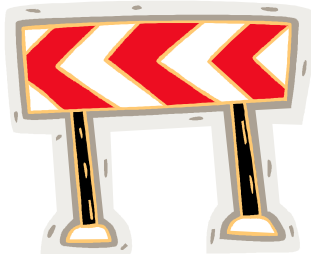
MOVE OUT SECURITY

Due to the impossible task of checking each and every Exhibitor leaving the building during move-out, we strongly recommend that anything of value be removed from the building at the close of the Show. This would include electronic equipment and small items that are portable. Hart Productions, Inc. and its sponsors are not responsible for items lost due to theft.

PARKING

Parking lots are available around the Duke Energy Convention Center for approximately \$3.00 - \$10.00 per day.

IMPORTANT NOTICE



All exhibitors are permitted to enter the Show one (1) hour prior to the Show opening. Early worker passes are available for those needing more than one hour to work on their display. This form must be filled out one (1) day in advance.

THERE WILL BE NO EXCEPTIONS TO THIS RULE!!!

Please advise your entire Show staff.

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DIRECTIONS TO THE DOCKS OF THE DUKE ENERGY CONVENTION CENTER

TRAVELING 1-75 SOUTHBOUND (FROM DAYTON):

Take 1-75 South to the FIFTH STREET Exit (exit 1-75 from the LEFT Lane). Exit at FIFTH STREET and go to the 3rd traffic light (Elm Street). Turn left on ELM. Go to the next street (SIXTH STREET) and turn left. The Docks to the Convention Center are halfway down the building on your left.

TRAVELING 1-75 NORTHBOUND (FROM KENTUCKY):

Take 1-75 North. When you cross the bridge, follow the signs for the FIFTH STREET exit. Exit at FIFTH STREET and go to the third traffic light (ELM Street). Turn left on ELM. Go to the next street (SIXTH STREET) and turn left. The Docks to the Convention Center are halfway down the building on your left.

TRAVELING 1-71 SOUTHBOUND (FROM COLUMBUS, WILMINGTON, ETC.):

Take 1-71 South to the DOWNTOWN/THIRD STREET exit (exit I-71 from the left lane). Take THIRD STREET to ELM STREET and turn right. Take Elm Street to the Convention Center at Fifth and Elm Streets.

TRAVELING ROUTE 32 FROM EASTERN OHIO (I.E. WEST VIRGINIA, BATAVIA):

Take Rt. 32 west to 1-275 South. Take 1-275 into Kentucky then take 1-471 (to Downtown Cincinnati). As you cross the bridge, stay to the right. Take the SIXTH STREET Exit. This will head one way West. After you cross ELM STREET, the Docks to the Convention Center are halfway down the building on your left.

TRAVELING FROM INDIANAPOLIS:

Take 1-74 East to Cincinnati, 1-74 then ends at 1-75. Take 1-75 South to the FIFTH STREET Exit (exits from the LEFT Lane). Take FIFTH STREET to the third traffic light (ELM STREET). Turn left on ELM. Go to the next street (SIXTH STREET) and turn left. The Docks to the Convention Center are halfway down the building on your left.

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SHOW CONTACTS

		PHONE	FAX
Show Producer:	Vicki Hart HART PRODUCTIONS, INC. 2234 Bauer Road, Suite B Batavia, OH 45103 Email: vicki@hartproductions.com	513.797.7900 877.704.8190	513.797.1013
Show Program:	John Lunn CINCINNATI MAGAZINE Carew Tower, 441 Vine St., Ste. 200 Cincinnati, OH 45202 Email: jlunn@cintimag.emmis.com	513.562.2752	513.562.2788
Show Decorator:	Henry Yellman GEORGE FERN COMPANY 645 Linn St. Cincinnati, OH 45203 Email: hyellman@georgefern.com	513.333.7060 888.621.3376	513.333.7067
Show Publicity:	Dacry Little VEHR COMMUNICATIONS 700 Walnut St. Suite 450 Cincinnati, OH 45202 Email: dlittle@vhrcommunications.com	513.381.8347	513.651.4101
Show Advertising:	Marty Bauer/Gail Owens ST. GREGORY GROUP 4000 Executive Park Dr., #200 Cincinnati, OH 45241 Email: marty@stgregory.com or gail@stgregory.com	513.956.3859	513.769.1640

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BOOTH DECORATION/CONSTRUCTION

All **BULK** exhibitors using drape to divide spaces must seek approval of Hart Productions and the adjoining exhibitor. All sidewalls and exhibit draping must be approved by Show Management.

Booth construction **MUST** be sound so as not to collapse or produce hazardous conditions for occupants and Show patrons. No exhibit (8'x 10' display) structure (display, boat, raft, signs, etc.) shall extend more than 8' in height of back line, nor exceed an 8' height from the back line 4' from the rear of the booth to the aisle.

All exhibits extending to 4' from the rear of the space must be properly decorated on both sides. Exhibitor's display/decorations may not obstruct other displays nor project into the aisles. All decorations must have been flame-proofed and pass inspection by all designated authorities of the City of Cincinnati. No cut evergreens shall be used for decorative purposes unless fire-proofed.

Television monitors used must have a screen 12" square in size or less and may be placed on front table 30 inches in height. If front table is more than 30 inches in height, television monitor must be placed to rear of the exhibit.

BUILDING SMOKING REGULATIONS

The Duke Energy Convention Center is a regulated non-smoking facility.

ELECTRICAL CODE

ALL electrical use in the exhibit area **MUST** comply with the OSHA National Electrical Code. Specifically, **ONLY** three-wire ground extension cords are permitted for use. ALL electrical service must be ordered from the Convention Center. Proper requisition forms will be included in the George Fern Company package, mailed under separate cover.

FIRE EMERGENCY PLAN

- 1) An announcement will be made by security in the event of a fire emergency.
- 2) In the event an emergency announcement is made, you and your staff are to proceed and exit through the nearest fire exit.
- 3) If at all possible, encourage everyone exiting to do so in a calm and orderly fashion.
- 4) Do not exit the building via elevators. Use emergency exit steps which are well-marked on upper levels of the Duke Energy Center.
- 5) Once the emergency is over, Exhibitors will be re-admitted prior to the public through the Exhibitor Registration area in the front lobby (Elm Street).

FIRE PREVENTION CODE

ALL materials used for decorations **MUST BE FLAME RESISTANT**, capable of meeting a **MATCH FLAME TEST**. No **HAZARDOUS** equipment or material is permitted in the exhibit area without written approval from the Fire Prevention Bureau. (Includes open flame, hot coals, toxic liquid or gasses, flammable chemicals, liquid, solid or gas, LP cylinder, etc.) **ALL COMBUSTIBLES** (cartons, crates, packing materials, etc.) **MUST BE REMOVED** from exhibit area. Storage will be provided. For special approval form or information, contact the Cincinnati Fire Prevention Bureau at 513.352.2301.

FIRST AID STATION

The First Aid Station is located off the main lobby (street level) near the Fifth & Elm Streets entrance. An EMT is on duty during Show hours.

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HANGING SIGNS

"Business Name" signs hung from the ceiling may be used over BULK SPACE ONLY. Hanging signs over booths is not permitted. All sign sizes, sign copy and sign locations are at the discretion of Hart Productions, Inc. Hart Productions reserves the right to make changes in sign specifics without prior notice. No other type of signs may be suspended from the ceiling other than Show directional and feature signs except in the sole discretion of Show Management.

INSURANCE REQUIREMENTS

ALL exhibitors **MUST** furnish public liability insurance. Affidavits or other evidence of coverage must be sent to Hart Productions, Inc. This is an important safeguard for your company while exhibiting at a public show. Liability amounts can be found on the back of your contract.

LIQUOR CONTROL POLICY

ALL agents, employees, guests or exhibitors are prohibited from selling, giving away or bringing upon the premises, any intoxicating liquor, liquids or compounds. (Sec. 4301.62) This section does not apply to liquor lawfully purchased through the liquor license holder of the building (concessionaire).

PUBLICITY & PROMOTION

Publicity starts with interesting and newsworthy releases and captioned photos. Alert us now of plans involving unique or exclusive products, history of invention or development of your product or a visiting VIP or celebrity.

Highlight your participation in your TV, radio, newspaper, advertising, general mailings, newsletters or fliers. Treat it with the excitement it deserves!

RAFFLE REGULATIONS

Ohio law prohibits the sale of raffle tickets or the conducting of raffles by any company, corporation, non-profit organization or any other entity in a facility which holds a liquor license. The Duke Energy Center holds such a license, thus prohibiting this type of activity.

SERVICE ORDER FORMS

A complete service package will be sent to the Exhibitor by the Official Contractor, George Fern Company, approximately six weeks prior to the Show.

SPECIAL NOTES ... ATTENTION EXHIBITORS!

Why are you at the Show? **To sell!**

What is the best way to generate a lead for a possible sale? **Your exhibit presentation & qualified exhibit staff!**

How best do you present your exhibit? **In an imaginative & professional manner!**

How do you accomplish that? **By creating a display with floor covering and signage that promptly identifies the company name and your benefits!**

2012 CINCINNATI GOLF SHOW®

Banners, handwritten posters and signs, concrete floor under your feet and sloppy display elements show results - *but not what you're looking for!*

Your competitors that have done their homework will out-class and out-sell you every step of the way. Consumer trade shows are made up of your competitors and you can bet they will be gunning for you. *So look alive, vibrant and give an accurate reflection of your business through your exhibit!*

THINGS TO REMEMBER DURING THE SHOW

- 1) Make arrangements to meet your ride outside the Show. They will not be admitted to the Show without a ticket or Show Credential.
- 2) If you spot a lost child, please bring him or her to Exhibitor Registration.

TRANSIENT VENDORS LICENSE

The State of Ohio requires a transient vendor's license when the person who, in the usual course of his business, transports inventory, stock of goods, or similar personal property to a temporary place of business in a county in which he has no fixed place of business, for the purpose of making retail sales of such property.

USE OF SPACE REGULATIONS

All sales, taking of orders for future delivery, conferences, lectures, displays and distribution of literature will be in a dignified manner consistent with the overall theme of the Show within the confines of leased space. No noise making devices, public address systems and/or sound systems of any type shall be allowed without specific prior written approval of Show Management. All exhibits must have attendants during the Show hours unless other arrangements are made with Show Management. All rubbish must be moved into the aisles at the end of each day of the Show. No helium filled balloons or placement of stickers on persons or Center grounds will be permitted.

WHAT ELSE CAN YOU DO?

*** Understand why you're at the Show, make sure your salespeople are of the same philosophical opinion (put the best ones out there!) and you have made every effort to present your company or area through your exhibit presentation.

- 1) Supply your staff with all Show information available.
- 2) Conduct meetings regarding the Show prior to, so that you are assured of your salespeople's responsibilities and capabilities.
- 3) Lay your exhibit booth out prior to the Show to be assured of its quality and components.
- 4) Solicit your current clients to "See you at the Show!"
- 5) Make sure that you have read all the "rules and regulations" of the Show which are spelled out in this kit and on the "Exhibitor's Agreement". Ask questions now, not at Showtime!

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PRIZE REGISTRATION FORM

ALL registrations MUST BE APPROVED by Hart Productions, Inc. All prizes and give-away program winners MUST BE CONTACTED within two days (48 hours) after the Show closes. The Federal Trade Commission and local Consumer Protection officials are receiving a growing number of complaints about promotions using deceptively advertised prizes. (Vacation trips and contests in particular.)

ALL prizes and give-aways must relate directly to your area of business. If approached by an outside company to include a trip as part of your exhibit, exercise extreme caution, your reputation is at stake!

PRIZES: (Ohio Law, 109:4-3-06) It shall be a deceptive act of practice in connection with a consumer transaction for a supplier to, in any way, notify any consumer or prospective consumer that he has:

- 1) won a prize or will receive anything of value, or
- 2) been selected, or is eligible, to win a prize or receive anything of value, conditioned on:
 - * listening to or observing a sales promotion effort.
 - * payment of a deposit, service charge, handling charge, mailing charge or similar charge.

FREE: (Ohio Law, 109:4-3-04) Use of the word "**free**", etc. The word "**free**" or other words of similar meaning MAY NOT BE USED if conditions or other obligations are required of the consumer. (See above list.)

ALL QUESTIONABLE GIVE-AWAYS OR PRIZES WILL BE REFERRED DIRECTLY TO THE OHIO CONSUMER PROTECTION AGENCY AND/OR THE U.S. POSTAL INSPECTOR! PRIZE FORM MUST BE RECEIVED BY December 20, 2011. ANY FORMS RECEIVED AFTER THIS DATE WILL BE ACCEPTED AT DISCRETION OF SHOW MANAGEMENT.

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CIGS12

PRIZE REGISTRATION FORM



All planned promotional contests, prizes or audience registrations MUST be registered with Show Management. Return this form to Hart Productions, Inc.

EXHIBIT TITLE: _____ BOOTH # _____

Prizes to be awarded: _____

Description of program: _____

I UNDERSTAND THAT ALL AWARDS AND PRIZES MUST BE COMPLETED AT OR BY THE CLOSE OF THE SHOW.

Signature: _____ Approved by: _____
(Exhibitor) (Hart Productions, Inc.)

**Return form by December 20, 2011 to: Hart Productions, Inc.
60 N. Second St.
Batavia, OH 45103
Fax: 513.797.1013**



2012 CINCINNATI GOLF SHOW®

DISCOUNT TICKET ORDER FORM

ORDER YOUR SPECIAL GUEST TICKETS IN ADVANCE! TICKETS ARE \$5 EACH AND ARE GOOD FOR A SINGLE ONE TIME ENTRY.

Company Name: _____
_____ # of Tickets Needed (\$5.00 each)

FOR HP USE ONLY
of tickets: _____
Total \$: _____
\$Amt. Enc.: _____
Check #: _____
Visa App: _____
M/C App: _____
Batch #: _____
Tkt Nos. mailed: _____
Tkt P/U: _____

\$ _____ has been included (check, credit card information, or money order MUST accompany this form). Make check payable to Hart Productions, Inc. (US Funds)

OR use a credit card (Only Visa & MasterCard are accepted)

Form for credit card payment including fields for Visa/MasterCard, Authorized Dollar Amount, Full Name on Credit Card, Full Address, Credit Card Number, Expiration Date, Security Code, and Signature.

Hold tickets at Registration OR

Please mail to this address: (Note: Hart Productions, Inc. claims no responsibility for tickets lost in the mail).

Please print: Name: _____
Company Name: _____
Address: _____
City/State/Zip: _____

Note: All tickets will be mailed November 22. Any requests received after that date will be mailed out on a daily basis until January 10, 2012. Any tickets ordered after January 10, 2012, will be held at Exhibitor Registration. Special Guest Tickets will also be on sale (cash, check, or credit card) during Move-in and throughout the Show hours at Exhibitor Registration. Unused tickets may be returned for a refund if received NO LATER than 3:00 PM, Sunday, January 22, 2012. Refund checks will be mailed within ten (10) business days.

Return to:
HART PRODUCTIONS, INC.
60 N. Second St.
Batavia, OH 45103
Phone: 877.704.8190 or 513.797.7900
Fax: 513.797.1013

2012 CINCINNATI GOLF SHOW®

EXHIBITOR CREDENTIAL FORM

Exhibitor Credentials (badges) will be issued EXCLUSIVELY from this form. Credentials will be issued for **full-time working staff only**. Special \$5.00 Guest Discount Tickets are available for family, friends, guests, returning customers, etc. Only people with proper credentials will be permitted to enter the exhibit area. Exhibitor Credentials can be picked up during move-in or during the Show. Exhibitor Credentials **will not** be mailed. Lost or additional Full Time credentials are \$10. **This form is due December 20, 2011.**

Please COMPLETE and RETURN.

COMPANY NAME: _____ BOOTH #: _____
(please print)

NAME: _____ PHONE: _____
(please print)

HOTEL where you are staying: _____ PHONE: _____
(if applicable)

I PLAN TO MOVE IN ON: _____
(day/time)

EMERGENCY CONTACT: _____ **PHONE:** _____

PLEASE LIST BELOW THE NAME(S) OF UP TO 3 PEOPLE THAT WILL BE WORKING YOUR BOOTH ON A FULL-TIME BASIS. PLEASE INCLUDE YOUR NAME IF YOU WILL NEED A BADGE.

(Please print legibly)

(Please print legibly)

(Please print legibly)

- **PLEASE PICK UP YOUR CREDENTIALS ON YOUR MOVE-IN DAY.**
- **WE WILL RANDOMLY CHECK PHOTO ID'S EVERY DAY OF THE SHOW TO STOP THE MISUSE OF BADGES. NO EXCEPTIONS. PLEASE ALERT YOUR STAFF OF THIS POLICY.**

If you have additional workers, please attach a list of the worker's name(s), day(s) and time(s) he/she will be working.

IF YOU HAVE ANY QUESTIONS REGARDING THE EXHIBITOR CREDENTIAL FORM, PLEASE CALL SARAH AT 513.797.7900 OR EMAIL sarah@hartproductions.com.

Return by December 20 to: Hart Productions, Inc.
60 N. Second St.
Batavia, OH 45103
Phone: 877.704.8190 or 513.797.7900
Fax: 513.797.1013