



EXHIBITOR HANDBOOK

40+ years of show production experience

Show Season 2024

WELCOME



Hello Snowmobile USA Exhibitor-

Thank you for joining us at SNOWMOBILE USA! We are a small family business that combined the love of snowmobiling and event planning into the SNOWMOBILE USA Show & Sale Series.

This is your Displayer's Handbook giving details on lodging, passes, electricity, furnishings, etc. Review the information, make your requests, and return your order forms to us or the specified vendor, within their established deadlines.

If you need additional services or furnishings, place your order directly with the facility using the order forms available for each show on-line at www.snowmobileusa.com by clicking on the "For Displayers" link.

Show Decorator & Shipping: Art Craft Display Inc.
Connectivity: BOCO

Do not wait until the last minute to order these services. Meet their deadlines for electric and/or booth dressings and you will save money and eliminate the hassles of waiting for service on opening day of the show.

Again, thank you for joining us at SNOWMOBILE USA. We look forward to working with you on the show productions. If you have any questions that are not answered in the displayer's handbook, please call us. We have tried to cover all questions, so please look in the handbook first.

Have a great show season!
Snowmobile USA Show Staff-

1-800-SHO-TYME (746-8963)

TABLE OF CONTENTS



Welcome **Page 2**



General Information **Pages 4-5**



**Novi
Show Information** **Pages 6-7**



Contact Information **Page 8**

1-800-SHO-TYME

GENERAL INFORMATION

Booth Guidelines

Standard booth size is 10' width and 10' depth. Exhibitors must fit within the space. Aisle space shall not be used for exhibits or product demonstrations.

The booth structure, content or signage: May NOT be more than eight (8) feet in height across the back unless approved by show management.

May NOT be more than eight (8) feet in height in rear four (4) feet of booth sides.

May NOT be more than four (4) feet in height in front six (6) feet of booth sides.

No exhibitor may impede another exhibitor's ability to conduct normal business, i.e., side walls that block the view of another exhibitor, loud or distracting noises and or presentations.

Booth Materials

All booth decorations must comply with fire regulations and will be enforced at each show. Gasoline and propane tanks must be empty and a locking fuel cap must be installed or the tanks must have their filler caps secured with duct tape. Battery terminals must be disconnected and wrapped with insulated tape.

Show Credentials

Wristbands will be available for pick up during set-up hours at the Show Office.

Please be prepared to show your wristband upon entrance to the Showfloor.

Each (10x10) booth will receive four wristbands. Multiple booths will be allocated extra wristbands per show based on the following listed below.

One booth = 4 wristbands
Two booths = 6 wristbands
Three booths = 7 wristbands
Four booths = 8 wristbands
Six booths = 10 wristbands
Seven+ booths = 15 total wristbands

Trailer Town booths = 6 wristbands regardless of booth size.

If you need wristbands beyond your booth allocation, they can be purchased for \$5.00 each.

All wristbands will be picked up at the show office. If you are unable to distribute a wristband prior to the show, please leave the remaining wristband(s) with the show staff at the show office, located in Hall B. Instruct the worker to go to the WILL CALL window in the Hall B lobby to sign in and receive their wristband.

GENERAL INFORMATION

Liability

Exhibitors shall assume all responsibility for damages to exhibit area caused by their negligence and shall indemnify and exempt Suburban Collection Showplace, Wisconsin Exposition Center, and Leisure Features Inc. from all claims for damages caused by exhibitor.

Show Insurance

Comprehensive coverage including premises, operations, and contractual liability coverage of at least \$1,000,000 for personal injury, liability and property damage.

Proof of same shall be furnished if requested by LFI prior to opening day of each show.

All of the show facilities have required this of us, and now we are also requiring it of you as exhibitors. Most of you already carry this type of insurance and only need to notify your agent of the need for a rider to be added for off premises coverage extension.

Check to be sure with your agent for the proper endorsements as they vary with each company and/or policy.

Special Attractions

Mr. Snow, the SNOWMOBILE USA show mascot, will greet youngsters and adults at the shows.

Exhibitors may participate free of charge in the "Where's Mr. Snow?" game by displaying a photo of Mr. Snow (*provided by SNOWMOBILE USA*) in their booth. It's a great way to attract new customers to your booth at the show!

Once a child confirms the picture sighting, the displayer simply rewards the child with a sticker (*provided at no charge by SNOWMOBILE USA*). The child will turn in their card to the Mr. Snow booth for a prize.



NOVI, MICHIGAN NOVEMBER 1-2-3, 2024



SHOW LOCATION

Suburban Collection Showplace
46100 Grand River Avenue
Novi, MI 48374
248-380-0843 phone 248-380-0848 fax
www.suburbancollectionshowplace.com

Exhibitors are allowed to set-up and take-down their own booths without outside assistance. All booths must be completely set-up by 4:00 on Friday to allow maintenance people time to clean the aisles before the public enters. All booth materials must be removed from the premises by Sunday night. Special arrangements must be made with the show staff & the Suburban Collection Showplace management if longer time is needed for removal of booth materials.

Novi Show:

Decorator & Shipping: Art Craft Display Inc. Connectivity: BOCO

Set Up Times: Thursday 8:00 am – 7:00 pm Friday 8:00 am – 4:00 pm

Tear-down: Sunday: 3:01 pm – 11:59 pm

Show Hours:

Friday 5:00 pm – 10:00 pm Saturday 10:00 am – 6:00 pm

Sunday 10:00 am – 3:00pm

Novi Exhibitor Kit



To order electrical service use the BOCO Ent, Inc. – Electric & Utility Order Form that is available on-line by clicking on Novi, MI “More Details” link listed on www.snowmobileusa.com. **Advance Rate deadline October 1, 2024**

To establish telephone & Internet service in your booth at the Novi show please use the BOCO Ent, Inc. – Electric & Utility Order Form link on-line at www.snowmobileusa.com under the For Displayers link. **Advance Rate deadline October 17, 2024.**

To order tables, chairs, stools, etc. for your booth at the Novi show – use the Art Craft Service Order form link at www.snowmobileusa.com under the For Displayers link. **Advance Rate deadline October 17, 2024.**

NOVI, MICHIGAN

NOVEMBER 1-2-3, 2024

Driving Directions

From the NORTH: Take US-131, US-27 or US-23 South to I-96 East to Exit 162. Turn right onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

From the WEST:

(A) I-94 to M-14 East to 275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

(B) I-96 East to Exit 162. Turn right on Novi Rd. and at the third stop light, turn right onto Grand River. Event Center is approximately 1 ¼ mile down on the right side.

From the SOUTH:

(A) I-94 East to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right.

(B) I-69 North to I-94 East to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. At the third light; turn right onto Grand River Avenue. The Event Center is approximately 1 ¼ mile on the right.

(C) US-23 North to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right.

(D) I-75 North to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

From the EAST:

I-94 West to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

(B) I-696 West to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

From the DETROIT METRO AIRPORT: I-94 West to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

*Driving into the parking lot:
There are (3) access and egress points:
from Taft Road and Grand River*



S SUBURBAN COLLECTION
SHOWPLACE

SHOW LOCATION
Suburban Collection
Showplace
46100 Grand River Ave
Novi, MI 48374

Parking Passes

The show facility features ample parking spaces to accommodate both exhibitors and attendees. A Parking Pass may be purchased for a discounted rate in advance by mailing or faxing the online order form available under the For Displayers link at: www.snowmobileusa.com by **October 28, 2024.**

Passes will also be available at the discounted price if purchased on site before the show opens on November 2nd at the service desk.

Novi Show Information



CONTACT US

1525 N. Railroad Street
Eagle River, WI 54521

1-800-746-8963

Lori@snowmobileusa.com

SNOWMOBILE 
U S A
S H O W & S A L E

www.snowmobileusa.com