

2010 PHILADELPHIA INTERNATIONAL
FLOWER SHOW[®]
THE PENNSYLVANIA HORTICULTURAL SOCIETY

**MAJOR
EXHIBITOR
MANUAL**

Important:

Fewer handouts! One-stop reference guide!

**This manual incorporates most of the information
that was previously distributed in many mailings.**

**It should answer most of your questions
about exhibiting at the Show.**

We urge you to read it carefully and consult it often.



100 North 20th Street - 5th floor
Philadelphia, PA 19103-1495
215-988-8800
pennsylvaniahorticulturalsociety.org



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NOTES

**APPENDIX 6
SAMPLE INTENT FORM**

2009 Philadelphia Flower Show

**MAJOR EXHIBITORS
EXHIBITOR'S INTENT
DEADLINE—February 1, 2009**

(to be completed by *all* categories except those "Not in Competition for PHS Awards")

Exhibitor's name _____

Contact person _____

Phone _____ Fax _____

Please state the objectives for your exhibit, clearly and in as few words as possible. This information will be used solely for the judges, and their decisions will be based on how well you have achieved your stated intent. Here is an example of an intent from a previous Show.

<p>1. Explain the overall design concept of the exhibit.</p> <p>The exhibit has been designed to display the various functions and qualities of woody plant bark. Both the commercial and aesthetic uses will be presented.</p> <p>2. Explain the horticultural concept of the exhibit.</p> <p>A selection of woody plant material in a woodland setting will illustrate bark characteristics, including color and texture, that can add year-round interest to the landscape.</p> <p>3. What impact do you want the exhibit to have on the visitor?</p> <p>The visitor should walk away with a new or renewed respect and appreciation for plant bark and its impact on their daily life.</p>
--

INTENT OF EXHIBIT (NOTE: Each section must be *no longer* than 25 words. Intents must be TYPED or COMPUTER-PRINTED. You may attach a typed or computer-printed version to this form, but please conform to the requested three-section format. Sections longer than 25 words will be truncated.)

1. Explain the overall design concept of the exhibit.
2. Explain the horticultural concept of the exhibit.
3. What impact do you want the exhibit to have on the visitor?

Please note: If you revise your intent, you must submit a typewritten/computer-printed copy to Betsie Blodgett in Room 300 of the Pennsylvania Convention Center **no later than noon, Friday, February 27.** Intents received after that time will NOT be typed for the judges.

Return by February 1, 2009, to:
 Attn.: Kathleen A. Mills
 The Pennsylvania Horticultural Society
 100 N. 20th St. - 5th Floor
 Philadelphia, PA 19103-1495

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INTRODUCTION

The Pennsylvania Horticultural Society's Philadelphia International Flower Show is the largest annual indoor flower show in the world. With its position as "the Olympic event of horticulture," the Flower Show puts Philadelphia in the world spotlight. A key tourist destination, the Show attracts approximately 250,000 visitors to the Pennsylvania Convention Center and provides the region's retail shops, cultural attractions, restaurants, and hotels with a welcome infusion of business in early March.

Every year, the Show has more than 60 major displays that showcase the talents of local, national, and international landscape designers and florists. For many major exhibitors, participation in the Flower Show is the cornerstone of their annual marketing strategy.

The Show is also an arena in which nearly 600 of the region's amateur flower arrangers, gardeners, garden clubs, and horticultural organizations display their artistic talents and horticultural skills in more than 600 competitive classes.

This combination of professional and amateur gardening talent, the Show's proximity to Philadelphia's central business district, and its preeminence among all other flower shows allows The Pennsylvania Horticultural Society to provide horticultural inspiration to hundreds of thousands of people each year. As a result of the Show's success, the Society is able to raise revenues to support its many outreach programs and community greening activities.

**FLOWER SHOW STAFF
WHO ARE MOST INVOLVED WITH MAJOR EXHIBITORS**

- | | |
|---|------------------------|
| Jane G. Pepper, PHS President..... | 215-988-8890 |
| Kathleen A. Mills, Director, Show Production | 215-988-8823 |
| | kmills@pennhort.org |
| Sam Lemheney, Director, Design | 215-988-1621 |
| | slemheney@pennhort.org |
| Bob Felke, Operations Manager | 215-988-8825 |
| | rfelke@pennhort.org |
| Elsa Efran, Data Coordinator | 215-988-8822 |
| | eefran@pennhort.org |
| Leslie Ferebee, Sr. Special Events Coordinator..... | 215-988-8815 |
| | lferebee@pennhort.org |
| Jonathan Keogh, Sr. Production Coordinator | 215-988-8821 |
| | jkeogh@pennhort.org |
| Alan Jaffe, Public Relations Manager..... | 215-988-8833 |
| | ajaffe@pennhort.org |

PHILADELPHIA INTERNATIONAL FLOWER SHOW HISTORY

The roots of the Philadelphia International Flower Show go back to the summer of 1829, when the Pennsylvania Horticultural Society held its first annual exhibition. The exhibition brought together a variety of exotic and native plants, including magnolias, peonies from China, the India rubber tree, the coffee tree of Arabia, and sugar cane from the West Indies. As horticultural practices advanced, the Show produced an increasing variety of flowers and vegetables for visitors' enjoyment. For the first half of the 1900s, management of the Flower Show was under the auspices of Philadelphia Flower Show, Inc., a group of nurserymen and growers. The Society produced the amateur competitive sections of the Show.

In 1963, the City of Philadelphia announced that because of the rebuilding of Convention Hall, no facility would be available for the 1964 Show. Philadelphia Flower Show, Inc., decided to abandon the Show until the new hall was completed. Ernesta D. Ballard, then executive director of PHS, believed visitors would lose interest if Philadelphia was without its annual Show. She persuaded the Society's Council members to stage the 1964 Show in the First City Troop Armory. In 1965, the Show was staged on two floors in the old Convention Hall. The Show moved to the new Philadelphia Civic Center in 1966 under the management of the Society and remained in the Civic Center until 1995, before moving to its current home at the Pennsylvania Convention Center. This location has allowed the Show to expand, with larger public spaces, wider aisles, more rooms for the lecture and demonstration series, a location for The Gardener's Studio demonstration station on the Show floor, and an increased area for the Marketplace.

Since the late 1970s, proceeds from the Philadelphia Flower Show have helped fund the Society's outreach program, Philadelphia Green. Ongoing projects include educating community gardeners, planting gardens and street trees, improving parks, and designing and managing public landscapes. In recent years, Philadelphia Green developed successful management programs for derelict vacant lots and has now partnered with the City of Philadelphia to explore solutions to the vacant land problem on a larger scale—the "Green City Strategy."

Beginning with the 2010 Show, the event's name will change to the Philadelphia International Flower Show to reflect its world-renowned status..

MAJOR EXHIBITOR CATEGORIES FOR 2010

- Showcase Garden
- Display Garden—Landscape
- Display Garden—Floral
- Invitational
- Newcomer Landscape
- Newcomer Florist
- Academic Education
- Nonacademic Education
- Plant Society
- Education/Not in Competition for PHS Awards

SPECIAL PANEL AWARDS

14. **Chicago Horticultural Society Flower Show Medal**—to an exhibit showing outstanding horticultural skill and knowledge in a nationally recognized flower show.
16. **Massachusetts Horticultural Society Gold Medal**—to the Newcomer Landscape exhibit demonstrating the best use of design.
17. **The American Horticultural Society Environmental Award**—for an exhibit of horticultural excellence which best demonstrates the bond between horticulture and the environment, and inspires the viewer to beautify home and community through skillful design and appropriate plant material.
18. **Bulkley Medal of the Garden Club of America**—awarded to a special exhibit in the fields of horticulture, botany, or conservation. The exhibit must be one of exceptional educational merit which increases the knowledge and awareness of the viewing public.
19. **Special Achievement Awards of the Garden Club Federation of Pennsylvania**—awarded, if merited, to exhibits of unusual excellence (1,000 square feet and over, and under 1,000 square feet) in the categories of Conservation, Education, Horticulture, and Creativity.
20. **Men's Garden Club of Delaware Valley Award**—to a garden containing plants suited to the Delaware Valley, in a setting that can primarily be maintained by one person.
21. **Society of American Florists Flower Show Award**—for artistic presentation of flowers and plants for public enjoyment in the **Newcomer Florist** category.
22. **The Phyllis M. Craig Award**—for the best use of flowering and/or foliage pot plants in the **Display Garden—Floral** category.
27. **The Emile H. Geschick Memorial Award**—for distinctive orchid display, to be judged for quality and artistic arrangement in either group or individual specimens.
28. **American Orchid Society Show Trophy**—for the most meritorious orchid exhibit.
29. **American Orchid Society Show Awards**—presented, if merited.
30. **Philadelphia Unit of the Herb Society of America, Inc., Awards**—for an outstanding use of herbs or an individual specimen herb. A total of nine ribbons may be awarded.

APPENDIX 5

PHS AWARDS - MAJOR EXHIBITORS

1. The **Pennsylvania Horticultural Society Flower Show Award**—for the Best in Show in the following categories:
 - Showcase Garden
 - Display Garden—Landscape
 - Display Garden—Floral
 - Invitational
 - Academic Educational
 - Nonacademic Educational
 - Plant Societies
2. **The PHS Award of Distinction**—for the second-highest point score in the following categories:
 - Showcase Garden
 - Display Garden—Landscape
 - Display Garden—Floral
 - Invitational
 - Academic Educational
 - Nonacademic Educational
 - Plant Societies
3. **The PHS Award of Excellence**—for the first-place winners in the following categories:
 - Newcomer Landscape
 - Newcomer Florist

FEATURE AWARDS

4. **The Philadelphia Flower Show, Inc. Silver Trophy**—for the most distinctive exhibit in the Show. **Eligible categories: Showcase Garden, Display Gardens—Floral, Display Gardens—Landscape, Invitational.**
5. **The Alfred M. Campbell Memorial Trophy**—for the Philadelphia Flower Show exhibit that demonstrates the most successful use of a variety of plants in a unique fashion. **Eligible categories: Display Garden—Floral, Display Garden—Landscape, Invitational.**
6. **The Mayor's Trophy**—for appropriate use of a wide selection of plants and/or cut flowers in a **Showcase Garden** exhibit.
7. **The Governor's Trophy**—for successful integration of appropriate structural features and accessories into overall exhibits. **Eligible categories: Display Garden—Floral, Display Garden—Landscape, Invitational.**
8. **The Philadelphia Trophy**—for the most unusual design concept. **Eligible categories: Showcase Garden, Display Garden—Floral, Display Garden—Landscape, Invitational.**
9. **The PHS Council Trophy**—for the most accomplished display of forced plants and/or cut flowers in a **Showcase Garden** exhibit.
80. **The Gold Medal Award**—for the best use of Gold Medal plants in a landscape. **Eligible categories: Showcase Garden, Display Garden—Landscape, Invitational, Academic Educational, Nonacademic Educational.**
85. **The Kate and Robert Bartlett, Jr. Award**—for the best use of trees in a **Display Garden—Landscape.**
90. **PNC People's Choice Award**—for the major exhibit voted most favorite by PHS members (February 27) and the public (February 28-March 7). **Eligible categories: Showcase Garden, Display Garden—Floral, Display Garden—Landscape, Invitational.**

EXHIBITING AT THE PHILADELPHIA INTERNATIONAL FLOWER SHOW

ADVICE AND ASSISTANCE

- We have designed this manual to answer most of the general questions you might have about aspects of exhibiting in the Philadelphia International Flower Show, in approximately the order you will need to know the information. Additional information about schedules, etc., is contained in the contract and the *Exhibitor's Guide* for each year's Show, as well as in mailings sent to you throughout the months preceding the Show. Please read all of these materials carefully, and adhere to all deadlines for returning your paperwork.
- Many people are available to help make exhibiting in the Show a pleasant and rewarding experience. The key contact is Sam Lemheney, Director, Design. Production questions should be addressed to Kathy Mills, Director, Production, or Bob Felke, Operations Manager. Several long-time exhibitors have volunteered to act as mentors with regard to forcing plants as well as other exhibition processes and techniques. Let us know if you need a mentor.
- A Major Exhibitor meeting in January is designed to orient you to the Show, answer your last-minute questions, and give you an opportunity to get acquainted with other exhibitors. At this meeting, Public Relations photographers take pictures of exhibitors for publicity purposes. The Public Relations and Marketing Department offers assistance to all exhibitors, including promotion and linkage from the Flower Show website, publicity and promotion to targeted media, reduced-rate advertising offers in the Show Program and Schedule of Events, individual marketing consultation, and brochures, posters, and envelope stuffers containing general Show information.

SHOW THEME

- Every year, the Show has a different theme. A theme offers exhibitors an opportunity to stretch their imagination with design and plants. The theme is always general enough that exhibitors have wide range in how they interpret it.
- A theme also assists the Show's publicity and advertising efforts. Editors are more likely to report on the Show year after year if each Show appears to be new and substantially different from Shows in prior years.
- Although exhibitors are encouraged to tie in to the Show theme, **a connection with the theme is not mandatory in most judging categories and is not part of the judging criteria.**

INVITATION PACKET

- In May, prospective exhibitors receive an invitation to exhibit in the following year's Show. The invitation packet includes a contract, a floor plan, information about the size of the exhibit, and the subsidy amount, if applicable. Exhibitors are expected to return the contract **by the deadline** listed in the invitation so that an unspoken-for space can be assigned to other exhibitors in a timely manner.

SUBSIDIES

- Some major exhibitors are provided with subsidies to offset the costs of their exhibits. Payment of subsidies is contingent on the submission of paperwork prior to the Show.
- As an incentive for completing their initial paperwork, exhibitors can receive ¼ of their subsidy in November if the following items have been received by their deadlines: (1) contract, (2), sketch/plan/descriptive paragraph, (3) complete staging requirements form, and (4) signed/approved location plan.
- Some exhibitors will receive a partial payment in January. Educational exhibitors and plant societies that receive flat subsidies will receive their checks after the Show.
- **Charges for sod and mulch will be deducted from the final (March) payments, which will be distributed after the Show.**
- Point scores and judging comments can be picked up in the Show Office (Room 303B at the Pennsylvania Convention Center) beginning Tuesday of Show week.

DESIGN SUBMISSION

- Major exhibitors must submit a floor plan (to scale, including wall placement if applicable) and a sketch (elevation) of their proposed exhibit by the deadline listed in the invitation letter. The Director of Design will review and approve all designs. Submission of the floor plan after the deadline will delay the initial subsidy payment (see Subsidies, above).

CONTRACT

- All major exhibitors will receive a contract in the May invitation packet. The contract contains important information concerning sponsorship, guidelines, set-up schedules, and tear-down times. **Your signature should be witnessed before returning the contract to PHS.** The signed and witnessed contract is due by June 25. The contract will be then be signed by PHS, and a copy will be returned to you.

CERTIFICATE OF INSURANCE

- The contract specifies that each major exhibitor **must** furnish a Certificate of Public Liability Insurance (a.k.a. "Certificate of Insurance") that should be in effect during the Show, including set-up and tear-down. The amounts of liability required are spelled out in the contract. Your business or personal insurance agent should be able to assist you in obtaining this certificate, which is due in January.

FORMS ON THE FLOWER SHOW WEBSITE

- A list of Major Exhibitor forms and a deadline schedule can be found in Appendices 3 and 4. Copies of all Major Exhibitor forms except the contract will be downloadable from the Flower Show website soon; you will be notified about how and when to access these forms. Other services can be ordered directly from the Pennsylvania Convention Center (<http://www.paconvention.com/home2/exhibitors/services/>)

APPENDIX 4

FORMS TO BE AVAILABLE ON THE WEBSITE (You will receive directions about how and when to access the site.)

- Button/Pass/Marshalling Yard Order (2 types)
- Contact Update Form
- Early Carpentry Request, if applicable
- Exhibitor's Guide
- Instructions for using Botanical Database
- Lighting Order Form
- Major Exhibitor Manual
- Mulch/Sod Order
- Partnering Sign Copy Form
- Plant List (for Nomenclature checking) and Nomenclature/Labeling Memo
- Point Scales for Judging Categories
- Sign Copy Order
- Staging Requirements (Carpentry/Paint/Water /Electrical Specs)
- Trash Memo
- W-9 form for new exhibitors receiving subsidies.

APPENDIX 3

IMPORTANT DATES AND DEADLINES

Date/Deadline	Form on website	What's Due
* June 25, 2009		<ul style="list-style-type: none"> Contract (be sure to have your signature witnessed)
June 25, 2009	X	<ul style="list-style-type: none"> Contact Update Form (to ensure that your name is consistent on all paperwork)
Oct. 15, 2009	X	<ul style="list-style-type: none"> W-9 form for new exhibitors receiving subsidies.
* Oct. 15, 2009		<ul style="list-style-type: none"> Plan of Exhibit (floor plan to scale, plus sketch or elevation)
* Oct. 15, 2009	X	<ul style="list-style-type: none"> Staging Requirements (Carpentry/Paint/Water /Electrical Specs)
Oct. 15, 2009		<ul style="list-style-type: none"> Plan of any architectural structure planned for exhibit
Oct. 15, 2009		<ul style="list-style-type: none"> Individual location plan diagram (return a signed copy)
Nov. 1, 2009	X	<ul style="list-style-type: none"> Sign Copy Order
Nov. 1, 2009	X	<ul style="list-style-type: none"> Mulch/Sod Order
Nov. 1, 2009		<ul style="list-style-type: none"> Any inclusion of live persons or animals in an exhibit must be approved by Show Management by this date. You must obtain proper permits.
Jan. 1, 2010		<ul style="list-style-type: none"> Copies of any literature that is to be sold by plant societies (this must be reviewed by Show Management)
Jan. 1, 2010		<ul style="list-style-type: none"> Copies of literature that is to be distributed at your exhibit (this must be reviewed by Show Management)
Jan. 1, 2010	X	<ul style="list-style-type: none"> Plant List (for Nomenclature checking)
Jan. 1, 2010	X	<ul style="list-style-type: none"> Early Carpentry Request, if applicable
Jan. 1, 2010		<ul style="list-style-type: none"> All special effects, including audio/visual, lighting, and sound must be approved by Show Management by this date.
Jan. 1, 2010	X	<ul style="list-style-type: none"> Partnering sign copy form
Jan. 1, 2010		<ul style="list-style-type: none"> Certificate of insurance
Jan. 19, 2010		Major Exhibitor Meeting, 4 – 6 p.m., PHS
Jan. 19, 2010		<ul style="list-style-type: none"> Bring in any paint needed for exhibit
Feb. 1, 2010	X	<ul style="list-style-type: none"> Button/Pass/Marshalling Yard Order
Feb. 1, 2010	X	<ul style="list-style-type: none"> Intent Form (needed from all except "Not in Comp. for PHS Awards"
	PCC**	<ul style="list-style-type: none"> Electrical Forms (service & labor)
	PCC**	<ul style="list-style-type: none"> Internet & Computer Service Form
	PCC**	<ul style="list-style-type: none"> Water & Compressed Air Service Form
	PCC**	<ul style="list-style-type: none"> Telephone Service Order
Feb. 24, 2010		<ul style="list-style-type: none"> Flame Retardant Form

* As an incentive, exhibitors who receive subsidies and whose paperwork (marked with *) has been submitted by these deadlines will be eligible to receive 1/4 of their subsidy in November.

** Order directly from PCC website: <http://www.paconvention.com/home2/exhibitors/services/>

JUDGING AND AWARDS

- **Judging Categories**—For judging purposes, major exhibits are grouped according to category (e.g., Display-Landscape, Showcase Garden, Academic Educational). Panels of judges rate each exhibit against a scale of points that is customized for each category.
- **Intent**—Each exhibitor in a category that is judged is required to state an “intent” for the exhibit (see sample form and some model intents in Appendix 6). On the Intent form, the exhibitor briefly explains the overall design **concept** and horticultural concept of the exhibit and describes the desired impact of the exhibit on Show visitors. One criterion for judging is whether the exhibit expresses this intent clearly.

Please adhere to the requested format—intents should be typed or computer-**printed**, and **each section should be no longer than 25 words**. Sections longer than 25 words will be truncated.

- **Awards**—See Appendix 5 for a list of Major Exhibitor awards. Central Feature exhibitors and exhibitors designated “Not Eligible for PHS Awards” are not eligible for PHS-sponsored awards such as Best in Show but may be eligible for other awards (e.g., Special Panel awards).

EXHIBITOR BENEFITS

- **Buttons and Passes**—Major exhibitors receive a limited number of **Exhibitor** buttons that are good for access to the Pennsylvania Convention Center during designated hours. In addition, exhibitors receive a supply of helpers’ **Set-up/Tear-down** buttons that are good during set-up and tear-down periods only; they are for exhibitors’ staff members who do not already have other buttons.

Exhibitors will receive **maintenance buttons** that permit **late-night access** for maintaining their exhibits. **One-day passes** are issued to persons staffing exhibits. An order form for these buttons and passes is enclosed in the January meeting packet.

- **Exhibitor Name Badges**—A name badge with a red Exhibitor ribbon is provided for each **major** exhibitor; these badges can be picked up in the Show Office, Room 303B.
- **Exhibitors’ and Members’ Lounge**—On the Bridge; open during judging and during Show week; hours will be posted. You must have your **Exhibitor** button for admittance.
- **Preview Dinner Cocktail Party**—Showcase Garden, Display Garden—Landscape, Display Garden—Floral, and Invitational exhibitors receive two complimentary tickets to the Preview Dinner Cocktail Party. This is an excellent opportunity for exhibitors to meet Preview Dinner patrons at their displays.
- **Designers’ Evening**—This special event, hosted by PHS, allows Showcase Garden, Display Garden—Landscape, Display Garden—Floral, Invitational, and Newcomer exhibitors the opportunity to have a limited number of special clients enjoy an evening at the Show as their guests.

Tickets to the Show and a hospitality room with refreshments are provided. There is a charge for any guests over the number allocated to an exhibitor.

- **Exhibitors and Awards Luncheon**—Held on Saturday of Show week. Invitations are mailed to all exhibitors; each major exhibit receives two complimentary tickets.
- **Ticket Discounts**—Advance-sale adult tickets to the Show are available to exhibitors at a discount. Minimum purchase is ten (10) tickets. An order form is enclosed in the January meeting packet. Contact: Connor Sharkey, Ticketing Sales Manager (215-988-8894).
- **Show Promotional Materials**—Envelope stuffers (4" x 6") and Flower Show posters (8½" x 11") are available to exhibitors in January. Contact: Elizabeth Anderson (215-988-8837).

EXHIBITOR SALES LITERATURE AND PROMOTIONAL ACTIVITIES

- **Promotional Literature**—The Show is an important marketing tool for exhibitors. We strongly encourage exhibitors to have some promotional piece (e.g., handout or brochure) available at the Show. This literature, which need not be elaborate, typically consists of a description of the company's capabilities and history, a description of the exhibit (including its design concept and plants—particularly the more notable plants), perhaps a reduced reproduction of the design plan, and the exhibitor's address and phone number. If you need assistance, please contact the PHS PR/Marketing Department.
- Your descriptive literature is an appropriate place for you to give credit to other companies who have loaned or donated materials for use in your exhibit. **Show Management must approve all such literature before it is printed.** The deadline for submitting your literature copy is January 1.
- It is advisable to include some kind of container (e.g., a basket, small wheelbarrow, literature stand) near the edge of your exhibit to hold your literature. Do not just set your literature on top of turf or mulch (it will be scattered all over within moments). Cardboard boxes are not permissible as literature containers. Storage materials and exhibit supplies must be stored out of sight. Based on other exhibitors' experience, we estimate that a well-staffed exhibit might distribute 1,000 copies of literature per day.
- **Sales**—No active sales solicitation is permitted in the Show's exhibit area, where an aesthetic, peaceful ambiance, rather than a commercial one, prevails. Therefore, distributing plastic bags or other promotional items (other than handouts) from your exhibit is not permitted. Nothing can be sold or removed from the exhibit area. The only place in the Show where money or other legal tender can change hands is the Marketplace, in PHS booths, or in the educational booth area for plant society memberships, literature, and donations (and then only with prior approval of Show Management).
- You are encouraged to have staff present in your exhibit to answer questions, identify plants, distribute literature, and take names of attendees who ask you to contact them later. This communication should occur in or immediately at the edge of your exhibit. Crowd congestion is a major

APPENDIX 2

INFORMATION SPECIFIC TO NEWCOMER FLORIST EXHIBITORS

Please also see your contract, the Exhibitor's Guide, and the rest of this manual for information that applies to all Major Exhibitors.

SIZE OF EXHIBIT

The exhibit space is 16' x 16'. You should define the front edges in some way—for instance, with stone, Belgian block, wooden railroad ties, etc. You are encouraged to be creative in the use of materials and are permitted to create irregularly shaped edges. Height limit along the open sides will be 30". Configuration of the exhibit must be approved by the Show Management. Architectural appointments, fresh cut flowers, potted plants, and other accessories are permitted. No duplicate themes are permitted.

There are no walls. Exhibits will be separated by a mulch border.

INSTALLATION

Thursday	February 25	8 a.m. - 5 p.m.
Friday	February 26	8 a.m. - 5 p.m.
Saturday	February 27	6 - 7:30 a.m.

PARKING

- Each Newcomer Florist exhibitor may receive one free Marshalling Yard tag.
- One small truck per exhibitor is permitted to **unload** on the dock from Thursday, February 25, to Friday, February 26, during the times listed above. After unloading, move your vehicle to the Marshalling Yard. Newcomer Florists exhibitors may not park on the ramp.
- Beginning on **Thursday, February 25**, through Show Week, unload at the back dock, if necessary. Then move vehicles to the Marshalling Yard or a parking lot.

LIGHTING

- You are responsible for any theatrical lighting on the exhibit. You will receive an order form from the lighting contractor in the December Major Exhibitor mailing. Be sure to return the form directly to the contractor. PHS will cover up to \$500 and will pay the contractor directly.

APPENDIX 1

INFORMATION SPECIFIC TO NEWCOMER LANDSCAPE EXHIBITORS

Please also see your contract, the Exhibitor's Guide, and the rest of this manual for information that applies to all Major Exhibitors.

SIZE OF EXHIBIT

The exhibit space is 22' x 22'. You should define the front edges in some way—the edging can be stone, Belgian block, wooden railroad ties, etc. You are encouraged to be creative in the use of materials and are permitted to create irregularly shaped edges. Height limit along the open sides will be 30". Configuration of the exhibit must be approved by the Show Management. Architectural appointments, fresh cut flowers, and other accessories are permitted. No duplicate themes are permitted.

Exhibits will be separated by a mulch divider.

INSTALLATION TIMES

Tuesday	February 23	1 – 4 p.m.—drop-off ONLY
Wednesday	February 24	8 a.m. - 4 p.m.
Thursday	February 25	8 a.m. - 5 p.m.
Friday	February 26	8 a.m. - 5 p.m.
Saturday	February 27	6 - 7:30 a.m.

PARKING

- Each exhibitor in Newcomer Landscapes receives one free Marshaling Yard tag.

LIGHTING

- You are responsible for any theatrical lighting on the exhibit. You will receive an order form from the lighting contractor in the December Major Exhibitor mailing. Be sure to return the form directly to the contractor. PHS will cover up to \$1,500 and will pay the contractor directly.
- You should meet with the Show Designer and lighting contractor to discuss the lighting for your exhibit. Three lighting fixtures are generally recommended.

concern of Show Management; please do not allow your communication with the public to contribute to aisle congestion. **Be sure to have adequate staff on hand to handle the volume of Show visitors.** A tall director's chair is recommended for the comfort of your staff.

PHS PROMOTION AND MARKETING

- A major goal of the Flower Show is to promote the Show exhibitors on an ongoing, year-round basis. In order to achieve this goal, PHS reserves the exclusive right to unrestricted use of each major exhibitor's name, logo, exhibit description, and exhibit image for promoting and marketing the Show by PHS. The Pennsylvania Horticultural Society and Philadelphia International Flower Show programs and promotional and informational material and logos are protected by copyright and may not be used without the prior written permission of PHS (see the back of the contract for detailed information about this issue).

PARKING AND BUILDING ACCESS

- Major exhibitors receive Dock Passes that admit working vehicles to the loading **dock**. Marshaling Yard passes are also available. To order, use the Button and Pass form included in the December mailing. Showcase Garden, Display Garden—Landscape, and Display Garden—Floral exhibitors may receive one (1) assigned space on the premises.
- Specific information about parking and access to the Pennsylvania Convention Center is provided closer to Show time and is subject to change due to volume and construction of the addition to the Convention Center.

During set-up, the back dock is a busy place, and often it is difficult to accommodate everyone. Please be patient and work with PHS staff, dock crew, and your fellow exhibitors.

SECURITY AND FIRST AID

- Uniformed guards** will be on duty day and night for the protection of exhibits. However, no responsibility is accepted by the Show Management for individual losses. Exhibitors are advised to secure small objects of value in locked containers. Additional guards are hired for Sunday-night tear-down.
- EMT's** are on site from the first day of set up through the last day of tear-down. The EMT's are stationed in the First Aid room in the rear of A Hall. If the room is empty, please dial 4911 from any house phone.

W-9 FORM

- A copy of your W-9 form must be on file with the PHS Finance Department before any exhibitor checks (e.g., subsidy, maintenance, premium) can be processed. New exhibitors will receive a copy of the form in the invitation packet.

PUTTING AN EXHIBIT TOGETHER

EXHIBIT DESIGNS

- **Forced plant material must predominate in all Flower Show exhibits.**
- All exhibit designs must be approved by the Show (see Appendix 3 for deadlines). Please keep in mind that once designs have been **approved**, any subsequent design changes must also be approved by Show Management. **If sketches are not submitted by the deadline, subsidy payments will be delayed.**
- Before the actual move-in of the exhibit begins, the space for each exhibit is marked on the floor per the Show's floor plan. Your exhibit must be created within this designated space. You cannot modify your boundaries.

PLANTS

- Exhibitors, particularly first-time ones, are sometimes uncertain about displaying together plants in flower that would normally bloom at different times of the year. The Show assures you that it is not inappropriate at a spring flower show to display together blooming plants from different seasons. A good spring flower show, including its gardens, is first and foremost a show, a theatrical event. This is what Show visitors, Management, and judges expect. Visitors look forward to being entertained by the drama of your creation, and for that pleasure they happily suspend disbelief. Furthermore, gardens are not marked down during judging for containing blooming plants from different seasons.
- When planning the amount of plants you need, remember the illusion you are creating is that of a mature landscape, not one that has been recently installed. Avoid plantings that look sparse. **All bedded plants must have their pots or burlapped balls completely concealed.** Stakes used to support plants should be inconspicuous. The use of artificial plants such as silk foliage or blossoms in a garden is not permitted.
- Floral Design and other non-landscape exhibitors who are not recreating a garden or landscape but who rely on cut flowers or interior plants for their exhibit must keep this material fresh and in Show condition. Daily maintenance is essential, and replacements should be made with the same plant type. See the Maintenance section for more detailed information.
- **Please note:** Wild-collected plants of endangered and threatened species are strictly forbidden in any Philadelphia International Flower Show exhibit. It is the responsibility of the exhibitor to make sure these plants are not on exhibit. Endangered or threatened species are designated on *the United States List of Endangered and Threatened Wildlife and Plants*. A current list is available on the Internet: Internet at <http://plants.usda.gov>

REMINDER!

A trash-removal fee (minimum of \$500) will be deducted from your subsidy (or you will be billed) if your area is not completely clear at the end of move-out (noon on Tuesday).

FOOD SERVICE AT THE CONVENTION CENTER

- The Convention Center operates a cafe on the Overlook level (300 level) during the hours the Show is open to the public. In addition, there are a number of snack bars around the perimeter of the Show floor and on the Bridge.
- **Please note:** It is the policy of the Convention Center that food and beverages cannot be brought in from outside the exhibit halls during hours that food service is offered inside the exhibit halls.

IMPORTANT REMINDERS

- No alcoholic beverages are permitted on the Show floor during set-up and tear-down.
- No smoking is allowed inside the Pennsylvania Convention Center. **Smoking is prohibited within 20 feet of any entrance to the Convention Center.** Smokers at the Show should leave the building. Use an exhibitor button or the same-day re-entry hand-stamp process to re-enter the building.

PENNSYLVANIA CONVENTION CENTER CONSTRUCTION

Flower Show traffic patterns and parking may be affected by the ongoing construction on the expansion to the Pennsylvania Convention Center. We suggest you allow for extra time when arriving by car. We appreciate your patience and understanding and encourage you to use public transportation whenever possible.

For up-to-date information about parking lots near the Show, go to <http://www.paconvention.com/home2/attendees/directions/parking.asp>

MAINTENANCE OF EXHIBITS

- Exhibitors are expected to maintain their exhibits in top Show condition every day of the Show. Plants must be kept fresh. Unsightly or wilted plants must be replaced. Each day all faded blooms and yellow leaves should be removed, the exhibit should be groomed, plant signs should be straightened, and the plants should be watered (if necessary).
- Do not over-water! Please clean up spills.
- **EVENING MAINTENANCE ONLY—No morning maintenance is permitted.** All Major Exhibitors must maintain their exhibits in the evening, after the Show closes to the public. Special white Night Maintenance buttons will be provided for your personnel who do not have other buttons.

Maintenance schedule: Saturday (Preview Day), and Sunday (Opening Day), from 11 p.m. to midnight; Monday through Saturday, from 9:30 to 11:30 p.m.

- Major exhibitors are permitted to use available space on the back dock for parking after 10 p.m. for daily maintenance.
- Long-term, high-quality maintenance is the best way to ensure that visitors will keep coming to the Show until the very last day. Maintenance of exhibits in the Showcase Garden, Display Garden—Landscape, Display Garden—Floral Design, and Invitational categories is judged daily during Show week, and prize money is distributed after the Show.

EXHIBIT STAFFING DURING SHOW HOURS

- If your exhibit will be a “walk-through,” be sure to have adequate staff on hand during Show Hours to monitor the flow of visitors through the exhibit and consider using stanchions and “Enter” and “Exit” signs to direct the visitors.
- If your exhibit is **not** a walk-through, make sure that you block off in some way any entrances that appear to invite visitors to enter the exhibit. Here too, it would be wise to have adequate staff on hand to prevent visitors from entering your exhibit.

MOVE-OUT

- Move-out instructions will be distributed closer to Show time.
- We strongly recommend the use of caution tape to cordon off your exhibit after the Show closes on Sunday night. You should stand by your exhibit beginning at 5 p.m. and during removal hours, until the exhibit has been completely and safely removed from the building.
- **REMEMBER: SHOW MANAGEMENT WILL NOT BE RESPONSIBLE FOR LOSSES.**
- **Exhibitors are not permitted to sell or give away any plants or other material at the Show during or after move-out. You must remove all material to your facility. Under no circumstances is pickup by outside contractors permitted on the Show floor, the back dock, ramp, etc.**

PLANT LISTS AND LABELING

- **All plants in soil in your exhibit must be correctly labeled** (cut flowers need not be labeled). **Labels** must be legible from the aisles but not obtrusive. If multiple specimens of the same plant are used, only one need be labeled. The judges give points for legibility and unobtrusiveness of labels. Information about the format for plant labels will be sent to you and will be available on the website.
- An alphabetized list of all plants used in the exhibit **must** be submitted to PHS for checking. Corrected lists will be returned to exhibitors so that you can prepare your labels.
- Please list all possible alternatives under consideration—there is no penalty for submitting the names of plants that you ultimately decide to use, and it is better to have the names of extraneous plants checked ahead of time than to need to have plant names checked at the last minute. However, we request that you limit to 150 the number of plants submitted for checking.
- **Plant lists are due January 1. It is important that these lists be submitted on time so that you will have accurate names for your labels.**
- Cut material need not be labeled, but labeling always helps the visitor learn more about horticulture.

CHECK BOTANICAL NAMES ONLINE

You can check the correct spelling and punctuation of plant names yourself online by using the Flower Show Botanical Database (<http://register.theflowershow.com/Botanicalview.aspx>). Information about using the Data Base is on the website.

- Further assistance with nomenclature questions will be provided at the Pennsylvania Convention Center during the week prior to the Show opening. On the Friday afternoon before the Show opens, the Nomenclature Committee will check your labels. The Committee will ask exhibitors to replace incorrect labels. A responsible representative of the exhibitor must be present during this review.

BACKGROUNDS AND ACCESSORIES

- Digital or painted backgrounds can create depth and add interest to your exhibit. They **should** be of high quality and may require special lighting to be effective. If you need advice or assistance in planning such backgrounds, contact the Director of Design.
- Fountains, statuary, sundials, and similar accessories should be carefully chosen, of good quality, and in correct scale (see Water Features section for additional information).

THEATRICAL SET DESIGN AND CONSTRUCTION

- Remember that you are creating the illusion of a real, mature garden, not a literal garden. By using design principles, methods, and materials common to theatrical sets, structures in gardens can often be created and erected more easily, with less weight, time, and expense. For example, a window frame with sashes can adequately suggest a window, without using glass.

TIPS

- Pre-build as much as possible before you get to the Show.**
- Build in storage for brochures and maintenance tools!**

UNIONS

The following union jurisdictions must be complied with by all Philadelphia International Flower Show Major Exhibitors.

- Carpenters**—Assist with any construction taking place within the Pennsylvania Convention Center including the assembling of any architectural structures. Exhibitors must submit plans for such structures to the Director of Design by October 15. These plans will be reviewed with the Director of Design by management of the Carpenter's Union to determine the amount of union support to be assigned to the particular project.

The Carpenter Union Contractor is S & P Construction, 603 Rutledge Ave., Folsom, PA 19033 (610-237-6884).

- Decorators & Carpenters**—Lay carpet; install and dismantle pipe and drape, erect contractor stages, skirt tables.

The Decorating Contractor is General Exposition Services, 205 Windsor Road, Limerick Business Center, Pottstown, PA 19464 (610-495-8866). Obtain order forms directly from GES and return forms to them, not PHS.

- Electricians**—Install electrical power. The Electrical Contractor for the Philadelphia International Flower Show is the Pennsylvania Convention Center. Forms for ordering electrical power and electrical work are available online. You will receive instructions for accessing the online system.
- Laborers**—Load, unload, and deliver contractor equipment; load, unload, deliver, and check freight with Teamsters; install and dismantle pipe; pick-up carpet; remove empty crates; operate forklifts.
- Painters**—All painting within the Convention Center. The Painter Union Contractor is Tanglewood Painting, Corp., 278 Bridgewater Road, Brookhaven, PA 19015 (610-874-6160).
- Plumbers**—Provide plumbing, compressed air, water, and drains.
- Riggers**—Required when you can't lift something by yourself. Riggers use forklifts and move statuary, rocks, and structures. Contact the Operations Manager if your exhibit requires a rigger.

SET-UP SUGGESTIONS

- Prefab and pre-paint your staging.
- If possible, build structures on a trailer that can be mulched into your exhibit.
- Cut all flagstone and face stone for drywall, and key with numbers.
- Check all mechanics: electrical, fountain pumps, and motors.
- Prepare a set-up schedule listing daily objectives and deadlines.
- Schedule deliveries in order of material usage.
- Prepare a reversed plan for move-out.

SET-UP REGULATIONS

- The following must be done outside of the exhibit hall:
 - All stone and brick cutting
 - All cement mixing
 - All gasoline chainsaw work
- Cleanup of work areas outside of the building is the responsibility of the exhibitor.
- The last day for mulch delivery is Monday, February 22.
All mulch is to be placed by Wednesday, February 24.
- Aisle space is not to be used for storage during set-up or tear-down.
- ONE** vehicle per exhibitor is permitted to park on the Show floor **for unloading only** through noon on Wednesday, February 24.
The vehicle must have an official dashboard pass, may not be left running, and cannot remain on the Show floor overnight.
- Turn off vehicles when not in use.
- Removal of all plants, including cut trees, is the responsibility of the exhibitor.
- The following are **not permitted** on the show floor after Thursday night, February 25:
 - Diesel and gasoline tractors
 - Heavy trucks
 - Electric chainsaws

MOVE-IN AND SET-UP

INSTALLATION TIMES

(except Newcomer Landscapes and Newcomer Florists—for those times, see Appendices 1 and 2)

Monday	February 22	8 a.m. - 4 p.m.
Tuesday	February 23	8 a.m. - 4 p.m.
Wednesday	February 24	8 a.m. - 4 p.m.
Thursday	February 25	8 a.m. - 6 p.m.
Friday	February 26	8 a.m. - 6 p.m.
Saturday	February 27	6 - 7:30 a.m.

Experience has shown that the following considerations and policies expedite move-in for all exhibitors and fosters cooperation between them.

- Only one truck per exhibitor is permitted to unload on the Show floor during installation hours. The vehicle must have an official dashboard pass. The vehicle may not be left running.
- **Vehicles must be removed from the floor immediately after they have been off-loaded.** Please be considerate of fellow exhibitors so that traffic is not tied up.
- Deliveries must be completed ½ hour before closing or they will be turned away.
- Do not use any other exhibitor's space as a staging area for materials to be used for your exhibit. If you require a staging area other than your own exhibit space, speak to the Operations Manager before the Show, and a temporary staging area will be assigned to you.
- Do not block access of other exhibitors to their spaces either with your vehicles or by staging your material so that it blocks vehicular passage to other exhibits. The aisles are wide; please be considerate.
- Before you leave each evening during move-in, please move your materials into or as close as possible to your exhibit site so that Housekeeping can clean the aisles overnight.
- To be considered for early entry to the Pennsylvania Convention Center, you must submit an Early Entry request form outlining the scope of the work to the Operations Manager by January 1.
- **Strictly observe your assigned arrival times for move-in and move-out. Do not arrive earlier than your arrival time. You will not be allowed access to your exhibit site before your arrival time.**

- **Stagehands**—Erect pullout, portable staging used for theatrical presentations; erect scaffolding or risers (not owned by the PCC) used to elevate spots, cameras, or audio-visual equipment for theatrical performances.
- **Teamsters**—Load, unload, deliver, and check freight with Laborers; operate forklifts.
- **Theatrical Lighting**—Union electricians and stagehands install all theatrical lighting and theatrical effects. Order forms must be returned directly to the theatrical lighting contractor.
- **NOTE:** With exception of the union contractors listed above, **no other** union or non-union contractors will be permitted to do work on the Show floor.

- **Any labor issues that arise should be immediately reported to Bob Felke, Kathy Mills, or Paul Tickle. Exhibitors should not attempt to deal with labor issues themselves.**
- **There should be no tipping of any contractors. Call the Shows Office (215-418-2400) immediately, and they will get someone to help.**

PENNSYLVANIA CONVENTION CENTER ORDER FORMS

- Order forms for Pennsylvania Convention Center services (including labor, electrical service, electrical labor, internet/telecom, etc.) are available online (www.paconvention.com). There is a list of Frequently Asked Questions (and answers) at <http://www.paconvention.com/services/exhfaq.asp>
- If you do not have access to a computer, please call Client Utilities at the Convention Center (215-418-4800) and ask to have the relevant forms mailed or faxed to you.
- For some services, there are discounts for advance orders. Be sure to check the price lists and/or order forms.

SHIPPING

- Do not ship material to arrive at the Pennsylvania Convention Center before Tuesday, February 23. Material shipped in advance of Show must be **PRE-PAID** and addressed to **YOUR** attention. **SHOW MANAGEMENT CANNOT ACCEPT DELIVERY.** Please use the following address format:

Attention: (YOUR NAME)
c/o PHILADELPHIA INTERNATIONAL FLOWER SHOW
B Hall
Pennsylvania Convention Center
1101 Arch Street
Philadelphia, PA 19107

CONSTRUCTION

- Prefabricate staging wherever possible. Any physical assembly (e.g., attaching walls, or even snapping things together) must be done by carpenters.

PAINTING

- Pre-paint staging wherever possible. Union painters must do any painting at the Convention Center.
- All Major Exhibitors provide their own paint. Paint should be brought to PHS no later than the date of the Major Exhibitor meeting in January; be sure to label it.
- Exhibitors pay Carpenters to hang any drapes that cover their walls.

HEAVY EQUIPMENT

- **Fork lifts with qualified operators (laborers union only) are available during move-in and move-out.** Arrangements for their use can be made through the Operations Manager. Sufficient heavy equipment to service the exhibits is present. If your heavy equipment requirements are excessive, please contact Show Management well before the Show. Exhibitors are permitted to bring in their own Bobcats **without forks**; however, prior approval **must** be obtained from Show Management.

EXHIBITORS MAY NOT PROVIDE THEIR OWN FORK LIFTS.

MULCH AND SOD

- Most exhibitors use some sort of mulch in their exhibits. The mulch most commonly used at the Flower Show is a sawdust-consistency mulch (often referred to as “sawdust”). Forms for ordering mulch and sod and for arranging for mulch and sod delivery and removal by the Flower Show will be mailed and will also be available on the website. Please note the deadlines on these forms and return them promptly. Exhibitors pay for mulch and sod (including removal). If you receive a subsidy, the costs will be subtracted from your final payment. If you do not receive a subsidy, you will be billed at the end of the Show.
- If your exhibit includes high contours or heavy objects such as large trees or structures, pallets or cinder block must be used beneath the mulch for a stronger base. Each exhibitor is responsible for such use of pallets, including bringing them to the exhibit hall, installing them, and **removing them** from the Convention Center after the Show closes.
- One reason sawdust is used is because it is recovered for reuse after the Show. **However, the mulch cannot be re-used unless it is clean** (i.e., free of debris). “Debris” includes everything from plastic sheeting scraps to wooden pallets to discarded nails—in other words, debris is anything that is not sawdust.

SAFETY

- **Fire Safety**—In compliance with Philadelphia Fire Prevention Code requirements, all cut trees and combustible materials in displays (including background and drapes) **MUST** be treated with an approved flame-retardant chemical in accordance with National Fire Protection Association Standard 701. (Any chemical you use must have that number on its label.) Note: Fabric must be **dunked** in fire retardant; spraying will not suffice.

Two local sources of flame retardants are J. B. Winder Fire Equipment, Inc., 1747 Easton Road, Willow Grove, PA 19090, 215-659-2737, and Philadelphia Theatrical Supply, 215-627-1225. We suggest that you contact the suppliers for current pricing and details.

You will be required to sign a statement indicating that you have complied with this regulation. This form should be returned to the Operations Manager no later than Wednesday of set-up week.

- **Water**—Beware of over-watering. Sawdust and mulch can absorb considerable amounts of water, but beyond a certain point “weeping” will occur and water will run onto the exhibit hall floor. Once it has started, weeping is extremely difficult, if not impossible, to stop. The best strategy is not to get it started in the first place. Water your plants, but do so carefully. (A good mantra: “Water the plants, not the sawdust!”) **Remember: Exhibitors are responsible for any damage to the Pennsylvania Convention Center.**
- **Children**—Children under 16 years old are not permitted in the exhibit halls after 4 p.m. Friday during set-up. During this time the exhibit area is essentially a large construction site with heavy equipment and heavy loads constantly moving. It is too dangerous an environment for children.
- **EMT's** are on site from the first day of set up through the last day of tear-down. The EMT's are stationed in the First Aid room in the rear of A Hall. If the room is empty, please dial 4911 from any house phone.

COMMUNICATION WITH ADJOINING EXHIBITS

- Good communication makes good neighbors. You should be communicating with the creators of all exhibits that adjoin yours. A list of exhibitors and a floor plan will be included in a mailing well ahead of Show time.
- Misunderstandings or dissatisfaction about how an exhibit adjoins yours can be avoided completely by advance communication between exhibitors. Don't wait for your neighbors to take the initiative—be proactive.

TOOLS

- **The Pennsylvania Convention Center prohibits the use of any hand tools or power tools for exhibits over 300 sq. ft. Union labor is required for ALL installation requiring tools.**
- However, for installation and maintenance, you may use your own **garden hand tools**, extension cords, sawhorses, ladders, wheelbarrows, tree carts, watering cans, and hoses. A 100-foot long hose is recommended. In some years, neighboring exhibitors have made arrangements before the Show to share a hose. The Show recommends that you put your name and phone number on all tools and hoses. The Show is not responsible for the security of your garden tools.

SIGNS

- **Exhibit signs**—For each Major Exhibitor, the Show will provide signs that include the exhibitor’s name and city and the title of the exhibit. A Sign Copy form will be available on the website. **If the form is not returned by the deadline stated on the form, only the company name and city will appear on the sign.**
- **Partnering signs**—PHS will provide signs to acknowledge each **partner** of a Major Exhibit at the Show (see box below). The signs will be uniform in size and style. Forms for ordering Partnering signs will be available on the website. **All Partnering sign copy must be submitted to and approved by Show Management by January 1.** Late requests will be accommodated only if possible.
- **Descriptive and educational signs**—These signs are the exhibitor’s responsibility. They should be neat and concise. Show Management is happy to consult with exhibitors on type, size, etc.

PRODUCT USE & PARTNERSHIPS

The use of any product name or logo must be submitted to and approved by Show Management **no later than January 1, 2010.**

Partners include companies that are **providing and/or lending** accessories or other items to exhibitors **at no cost.** Designers, suppliers, etc., who have been paid for their services or supplies are not permitted to be recognized. All Partners must be approved by Show Management and the Director of Public Relations & Marketing to be sure that they do not conflict with official Show sponsors, and all copy for Partnering signs must also be approved.

Please refer to the contract and the *Exhibitor’s Guide* for detailed Show rules and regulations.

Therefore, during move-out, each exhibitor must remove **all** debris from the sawdust and mulch in the exhibit (see below). At the end of move-out, when the Show picks up each exhibitor’s sawdust and mulch, that material must be clean.

- Remember, **all sawdust and mulch must be returned in a clean condition, free of all debris.** We appreciate your cooperation in this critical area.

TRASH REMOVAL DURING INSTALLATION AND REMOVAL OF EXHIBITS

- It is extremely dangerous and difficult to work around accumulated piles of trash during the week of Flower Show installation. **Please remove your trash as quickly as you can and place it in the dumpsters outside “A” Door.** All trash should be placed in the dumpsters each night before you leave.
- One dumpster will be labeled for organic materials (plants, mulch, dust, etc.). The other dumpster(s) will be for all other trash and garbage.
- An additional dumpster will be provided for exhibitors’ use at the end of the Show, from Sunday night through the next two days of move-out. Please do not leave trash on the Show floor—place it in the dumpsters.
- Individual exhibitors are responsible for removing large items, such as cut trees, rocks, and building debris. These may not be placed in dumpsters. **Cut trees should be placed by the chipper outside the door to A Hall.**
- We need the cooperation of all exhibitors for a safe and speedy set-up and move-out from the Pennsylvania Convention Center. Thank you.

ROCK WORK

- The total weight of rock in any one exhibit may be subject to restriction by management of the Convention Center. If you plan to use a large amount of rock in your exhibit, please contact Show Management in advance to discuss possible weight restrictions.
- Remember that riggers are required when you can’t lift something by yourself. Contact the Operations Manager if your exhibit requires a rigger.
- Exhibitors may install their own paving. All flagstones and facestones for dry walls and paving should be pre-cut. No stone or brick cutting or cement mixing is permitted in the exhibit halls. Cutting **must** be done outside in the loading-dock area.
- Removal of rocks is your responsibility.

Please note: A trash-removal fee (minimum of \$500) will be charged if your area is not completely clear at the end of move-out.

KICKBOARDS

- Every Show exhibit and display is required to have a kickboard or comparable structure surrounding its perimeter. The function of kickboards is to contain sawdust, mulch, and other material within the exhibit and prevent the public from entering and damaging the exhibit.
- Possible kickboard materials are landscape timbers, masonry units, or simple board structures. Kickboards must be sturdily built to withstand the internal pressure of damp sawdust as well as the kicking they are subjected to by visitors. They must be in good repair throughout the Show. Wooden kickboards must be painted or stained an inconspicuous background color like black or dark brown. If you have questions about kickboards, please contact Show Management.
- Belgian blocks make an excellent exhibit edging or curb, but they must be laid **flat**, not on edge.

TIP

Be careful that your exhibit edging is not a comfortable seat for people to sit or stand on. Try to keep it below 14" in height.

WATER

- Bring a hose and have it available for watering. Before connecting a hose to the Convention Center's water supply, please see the Operations Manager for specific instructions. These instructions are necessary because the Convention Center's water outlets have sensitive backfill valves that can spray water 10 feet if connections are not made properly. All hoses must have a nozzle with an on/off valve. They must be checked for leaks prior to bringing them to the Show.

WATER FEATURES

- Pools must be waterproof. Liners for pools and fountains must be constructed of material of sufficient strength to prevent seepage. Information about pool liners is available from the Operations Manager. **You will be held responsible for any damages to the Pennsylvania Convention Center due to leakage.**
- If more than a bucketful of water is used, the services of a plumber are required! Because the Convention Center arranges for the plumbing, advance notice is necessary.
- Water features are filled and emptied by PCC plumbers **only**. There is no fee for plumbers.

Dimensions of water features should be reported to PHS on the Staging Requirements form and should accompany the initial sketch/design of the exhibit.

TREE STANDS

- For ease of installation and safety, we advise the use of tree stands for all cut trees used in an exhibit. They are fabricated from heavy-gauge steel pipes with triangular steel braces. The best way to install cut trees is to lay the tree on the floor, slide the stand on, and then set the tree upright.

ELECTRICITY

- Use 14 gauge wire or heavier for electrical wiring—cheap extension cords get overloaded and blow the circuits. Electrical wires used in your exhibit should not be visible.
- **Electricity is ordered from the Pennsylvania Convention Center. Order forms are available online (www.paconvention.com). Exhibitors are responsible for ordering and paying for the electricity for their exhibits.**

LIGHTING (LOW VOLTAGE LANDSCAPE LIGHTING)

- It is permissible to use ground lighting in an exhibit. Ground lighting is the responsibility of each exhibitor. Your ground lighting plans should be discussed with the Operations Manager before move-in.
- Pre-building any ground lighting into your exhibit beforehand (rather than installing at the Show) will cut costs.
- **Your electrical power must be ordered directly from the Pennsylvania Convention Center; forms are available online (www.paconvention.com).** Please show on your exhibit plan (sketch) any ground lighting location. This will guide the electrician with cable layout and assist the theatrical-lighting contractor with overall lighting design.

LIGHTING (THEATRICAL)

- The Show provides a lighting contractor for theatrical lighting. The contractor's professional lighting design staff will work with exhibitors to evaluate their needs and develop a plan for theatrical lighting and special effects. All costs are quoted and billed directly to the exhibitor by the contractor. (Exceptions: Newcomer Landscape and Newcomer Florist exhibitors.) Exhibitors may supply ground lighting (see previous section), lamps on tables, etc.

SPECIAL EFFECTS, PERFORMERS, AND ANIMALS

- **All special effects**, including audio/visual, lighting, and sound, as well as the inclusion of live persons or animals in an exhibit, must be approved by the Show Management **prior to January 1** and must comply with Show rules. You must obtain any permits that are needed.
- No taxidermy is permitted in any display.

STORAGE

- The Show does not provide storage space for Major Exhibitors. If you need storage space for plants or equipment (e.g., hoses), **you should build it into your exhibit.**