

2020 Michigan Outdoor Life/Field and Stream Expo | August 14 – 16, 2020

Exhibitor Manual

Item	Instructions	Contact Info	Timeline
Event Location	Lansing Center 333 E Michigan Ave. Lansing, MI 48933	Lansing Center Ph: 517-483-7400 F: 517-483-7439 www.lansingcenter.com	Fri 8/14 2p-8p Sat 8/15 9a-7p Sun 8/16 9a-4p
Show Office Check-In/ Badge Pickup Temporary Show Office	- Exhibitors must check-in before starting to set up, to indicate their arrival, confirm booth, and receive badges. A temporary show office will be set up for check-in by the load in doors in the N.E. corner of building. Thurs. 8/13 1p – 7p, Fri. 8/14 8a – 2p After 2p Friday, The show office will be located in the lobby for late check-ins or any questions.	OL/F&S Expo Show Office	Registration begins 8/13 Thur. 11a - 7p Fri. 8a - 12p
Table, Chairs, Signs, Fork lift	- Order online or contact the decorator - Go to website - Click on 'Get Exhibitor Kit' - Enter Code: OUTDOOR	Art Craft Display Ph: 517-485-2221 or 800-878-0710 www.artcraftdisplay.com	Advance Order Deadline: 7/31/2020
Shipping To The Facility	- Order online or contact the decorator - Go to website - Click on 'Get Exhibitor Kit' - Enter Code: OUTDOOR	Art Craft Display Ph: 517-485-2221 www.artcraftdisplay.com	8/10/2020
Electrical	- Order Online or mail in Utilities Order Form - Pricing and options at the website below www.lansingcenter.com/Utilities-Order-Form - Order 10 days prior to show for advance discount and guaranteed service	Lansing Center Ph: 517-483-7400 F: 517-483-7439 www.lansingcenter.com	Advance Rate Deadline: 8/3/2020
Internet, Wi-Fi, Phone	- Fee-based wifi options are available on site - Internet service may only be purchased on the day of the event. Prices can be found at the link below www.lansingcenter.com/Internet-Services	Lansing Center Ph: 517-483-7400 F: 517-483-7439 www.lansingcenter.com	Only Available for purchase on-site
Setup Times	- Booths vacant after 12 pm on Fri. 8/14/20 are considered abandoned and are subject to being filled by companies from a waiting list. - In case of emergency email cheryl@fieldandstreamexpo.com or call Ph: 262-227-7634 for instructions or notification of late arrival.	OL/F&S Expo Office 262-227-7634 Info@fieldandstreamexpo.com	Thu 8/13 1p-7p Fri 8/14 8a-1p All exhibits must be completely set up by 12 p Fri., Aug. 14 th .
Parking	- For exhibitor parking and pricing please see attached map at the end of the manual. - Exhibitors can unload in the back parking lot but will need to park in the public parking underneath the building - There is NO parking available behind the Lansing Center. Unload ONLY - Lansing Center Parking (Lot A) cost \$2/hour, with a daily max of \$10 per entry - North Grand Parking Ramp (Lot D) cost \$3/hour with a daily max of \$15 (per entry) - Truck & Trailer parking is \$4.00 per hour with a daily maximum of \$20 per entry. FREE Trailer Parking - 637 East Michigan Ave, Lansing, MI, 48912. Only 50 Passes. Details end of Manual	Lansing Center Lansing Center Parking Website Parking Map Attached	

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Exhibitor Entrance	Northeast corner of the building by the load in doors	OL/F&S Expo Show Office	
Unloading & Loading	- Driving into the building is NOT permitted Thursday or Friday - Vendors will be able to drive in one of the 3 overhead doors to unload, but not on to the floor. - DO NOT set up your booth as you unload. - Unload first, park your vehicle, then set up your booth. - The facility has a limited number of dollies and hand carts. Bring your own to avoid any waiting.	OL/F&S Expo Office 262-227-7634 Info@fieldandstreamexpo.com	
Large Equipment Unloading	- Large Equipment Unloading - If you have large equipment that requires unique unloading needs please contact us before the expo so we can schedule you to move in before the designated setup times. - If your booth setup requires the use of a forklift please contact/order through Art Craft <u>in advance</u> to set up a time for forklift services. - You may order forklift service on-site, but you should expect long waits and paying regular rates.	OL/F&S Expo Office 262-227-7634 Info@fieldandstreamexpo.com Art Craft Display Ph: 517-485-2221 or 800-878-0710 www.artcraftdisplay.com	
Badges	- You are eligible to receive four (4) badges for your first 10'x10' booth space. - Non-profit organizations receive six (6) badges. Extra badges are \$5.00 - You are eligible to receive two (2) extra badges for each additional 10'x10' booth space. - Badges will be available for pick-up at the Show Office. - NO ONE will be admitted to the exhibit floor without the appropriate badge. - For the security of your products, EVERYONE working in a booth MUST HAVE and WEAR an exhibitor badge during ALL EXPO HOURS. - Door guards will check badges every day when you enter the building. - Your badge must be immediately visible and checkable for easiest, fastest admittance. - Replacement badges are \$10.	OL/F&S Expo Business Office 262-227-7634 Info@fieldandstreamexpo.com For personalized name badges add names of your workers HERE - Remember to click Submit when finished.	Deadline for additional badges: 8/3/2020
Insurance	- We NO longer charge for booth insurance. - It is up to you to provide us with a certificate of insurance (by March 6, 2020), one week before the event - You can submit your COI to Cheryl or Tina via E-mail. Below you will find the correct criteria and language your COI needs to provide: - All vendors must carry \$1,000,000 liability insurance and it must name "Bonnier Corporation and their subsidiaries, parent companies and affiliates as additional insured." - Certificate holder listed as: Bonnier Corporation, 480 N Orlando Ave. Ste 236, Winter Park, FL 32789.	Cheryl@fieldandstreamexpo.com tina.rollins@bonniercorp.com For your convenience, if you are having trouble finding/getting insurance we offer an option HERE <i>Doing Multiple Shows?</i> <i>Call Victoria for small discount 866.836.9066 Ext 102.</i>	8/7/2020

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Drapery Colors	Backdrops and side curtains will be black		
Re-Stocking	- Hand carts and dollies can be used to re-stock before the show, 8a - 9 a. - If you need to restock your booth during show hours you must carry all items into the facility by hand. - NO use of hand carts or dollies are allowed during the expo.	OL/F&S Expo Show Office	8a - 9a daily
Tear Down Times & Info	- NO early tear down. - All exhibits must remain setup in place until the official close of the expo. - Exhibitors leaving early will lose their booth choice for next year. - Exhibitors must be out no later than Midnight Sunday evening.	OL/F&S Expo Show Office 262-227-7634 Info@fieldandstreamexpo.com	Sunday 4p - Midnight
Driving Directions	- For driving directions to The Lansing Center visit our website. 333 E Michigan Ave., Lansing, MI 48933	OL/F&S Expo Website Click Here for Directions	
Hotels	- Discounted hotel rates with partner hotels, amenities, and dining options can be found on our website. - Remember to say Outdoor Life/Field & Stream Expo to receive the best rate	OL/F&S Expo Website Click Here for Lodging	
Visit Lansing	Information on the City of Lansing, including restaurants and sights.	Greater Lansing Visitors Center Ph: 517-487-6800 or 888-252-6746 lansing.org	
Camping	- Wheel-Inn Campground (Open all year) 20 to 25 minutes from Downtown	Ph: (517) 589-8097 Click here for website	
Antlers & Mounts	- Contest entries cannot be displayed in an exhibitor's booth; they must be on contest boards. - Exhibitors selling shed antlers must provide a container or bag at the time of purchase to prevent the risk of injury to attendees from the shed being carried around on the exhibit floor.	OL/F&S Expo Show Office	
Gasoline Engines	- Less than one gallon of gas must be in the fuel tank. - The fuel cap must be taped shut. - The battery must be disconnected. <i>Transfer of fuel is not allowed on the expo center floor.</i>	OL/F&S Expo Show Office	
Fire Regulations	- Exhibits must comply with all local, state and federal fire codes as they apply. - Only fire-proof materials should be used as decoration in displays. - Contact The Lansing Center for specific fire regulations and codes.	Lansing Center 517-483-7400 www.lansingcenter.com	
Security	We will maintain security for the facility during expo hours and at night. We are not responsible for lost or stolen items.	OL/F&S Expo Show Office	

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Firearms	- Firearms in display accessible to the attending public must be modified so they cannot be discharged. - Ammunition sales regulations vary from facility to facility check with the facility.	Lansing Center 517-483-7400 www.lansingcenter.com	
Pets	- Live animals are not allowed in the building unless they are an approved exhibit, display or performance. - Owners are responsible for the cleanup, waste removal and any damage done by animals.	OL/F&S Expo 800-324-3337 Info@fieldandstreamexpo.com	
Sound Control	- Any DVD's, music, or other audio devices including duck and turkey callers, must be kept to a minimum. - Please respect your neighboring exhibitors and avoid sound pollution.	OL/F&S Expo 800-324-3337 Info@fieldandstreamexpo.com	
Raffles	- Non-Profit Groups: Must have license. Fee is \$15 or \$50, depending upon value of prizes. Michigan based organizations or chapters only. Allow up to 8 weeks for qualification process. - For-Profit Organizations: Cannot hold raffles unless nothing of value is required to enter. <i>Note: the show office does not page winners for raffles and will not announce raffles.</i>	Michigan Charitable Gaming 517-335-5780	
Selling Product	- Michigan tax rate – 6.0%. - Non-residents selling products must submit required tax forms. - Forms can be downloaded at the website <i>Tax information subject to change.</i>	Michigan Department of Treasury 517-636-6925 www.michigan.gov/treasury	
Food Sales & Sampling	- All food sales and distribution must be approved by The Outdoor Life/Field & Stream Expo and Lansing Center Catering within 4 weeks of event (7/17/20). - Look over Lansing Center's guidelines on sales and sampling. Any questions contact Kevin Powless - Concessionaire Fee may apply. - Obtain Temporary Food Permit/certificate from Ingham Co. Health Dept. within 2 weeks of the event. \$200 or more. - If an exhibitor is demonstrating but NOT distributing, a food certificate is not needed	OL/F&S Expo Kevin Powless 517-980-4036 Lansing Center guidelines Click on the Tradeshow tab Ingham Co. Health Dept. 517-887-4312 Hd.ingham.org/Tempfood Temp food application is under Food Establishments	Lansing Center Approval Deadline: 7/17/20
Door Prize	Bring your door prizes or certificates with door prizes listed to Show Office.		

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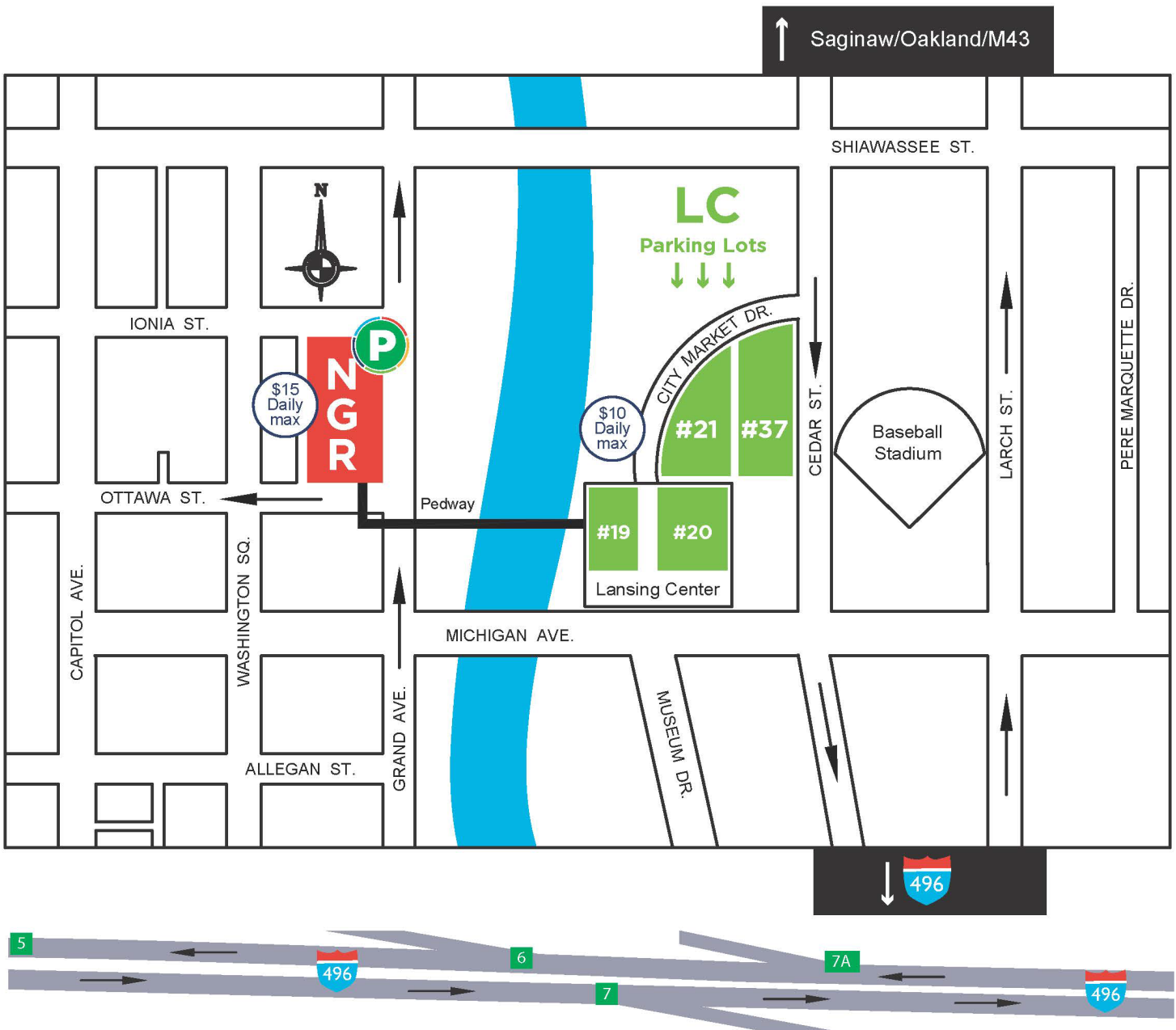
Sales Policies:

Non-Profit Discount	\$150 Discount per interior booth only; Tax exempt form must be included with payment to qualify. Multiple booth discounts do not qualify or not available.
Full Payment	Full payment was due May 1, 2020. If you haven't paid in full call 262.227.7634
Cancellations	Must be submitted in writing. Exhibitors that cancel and "no shows" forfeit all prior payments.
Booth Resale	After 12:00 pm Friday, unoccupied booths may be sold to exhibitors on waiting list. No refunds.
Shooting Lanes	Free shooting lane with booth purchase. Excludes WI.
Next Year	Deposit must be paid by end of expo to secure your same location next year.

Last Updated 5/19/2020 1:06 PM



Lansing Center Parking Rates and Locations



496 Exits

5 Exit 5 - MLK Blvd 6 Exit 6 - Walnut St./Pine St. 7A Exit 7A - Grand Ave. 7 Exit 7 - Cedar St./Larch St.

City of Lansing Parking Ramps

NGR	North Grand Ramp
Per hour	\$3
Daily maximum	\$15

Lansing Center Parking Lots

LC	Lots #19, #20, #21, & #37
Per hour	\$2
Daily maximum	\$10

P City of Lansing
 Parking Services Office

219 N. Grand Ave.
 Lansing, MI 48933

*There are exceptions to the rate for certain events: Concerts, Common Ground...etc.

Lansing Center Parking Details:

The North Grand ramp is \$3.00 per hour with a Daily maximum of \$15 (per entry)

The Lansing Center lots are \$2.00 per hour with a daily maximum of \$10 (per entry)

Truck & Trailer parking is \$4.00 per hour with a daily maximum of \$20 per entry. We will have an attendant down there to assist.

The surface lots (Saturday/Sunday) are \$10 per entry. Monday through Friday the surface lots are permit lots during the day and may be staffed in the evening.

The above rates apply M-Sun – 24-hours (the exit gates are never raised).

The Lansing Center lots are automated now so there are no booth attendants however we do have parking ambassadors in the lots and the ramp to assist the customers (during busy times). People will enter the ramp/lot, pull an entry ticket and park and pay on exit (paying directly at the exit using a credit card or paying at the walk up machine with cash and taking your paid ticket to the exit).

Free Parking for Trucks & Trailers

Depot (Claras) parking lot - 637 East Michigan Ave, Lansing, MI, 48912.

It is a 3-5 minute walk from the Lansing Center.

The parking passes are available on a first come – first serve basis. Therefore, if you would like a free parking pass for truck or trailer or both, please email cheryl.keller@bonniercorp.com; please be sure to include your company name within your email. Once confirmed, Cheryl will have them available for you upon your arrival at check in.

General info from the owner of the lot is below:

1. The lot is secure, we haven't had any issues at the lot over the course of several years.

We always recommend locking car doors just to be safe, but there aren't any overnight parking concerns.

2. We will have staffers go through the lot periodically during the event to make sure the appropriate cars are parked. There likely won't be an attendant while they're first arriving.

3. One parking pass will cover a truck & trailer. We just request that larger vehicles/trailers park in the back section of the lot to avoid congestion.

4. The trailers won't need specific identification as long as they're in the back portion of the lot.

Free General Parking Saturday and Sunday

Lot 49 and 49a close to the Lansing Center will offer free parking when you show your exhibitor badge. If you do not show your badge you will be charged. Map is attached for specific location

Loading dock information for the Lansing Center

