

# The Franchise Show

**PHILADELPHIA**

March 25 & 26, 2022

Pennsylvania Convention Centre - Hall C



# EXHIBITOR MANUAL

# **WELCOME AND THANK YOU**

## **for choosing to be a participant in**

## **The Franchise Show -**

## **Philadelphia!**

Please take a moment to read the exhibitor manual, which will provide you with all of the necessary information for the preparation and installation of your exhibit. Processing your orders at your earliest convenience will allow us and the service-contractors time to provide you with the best possible rates & service.

The Show Office will be set up at the  
**Pennsylvania Convention Centre**  
on Thursday March 24th, 2022 at 12pm. Management will be available to assist you for the duration of the show.

# **MANUAL QUICK LINKS**

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# GENERAL INFORMATION

## Show Location

**Pennsylvania Convention Center**  
Hall C  
1101 Arch Street  
Philadelphia, PA  
19107

## MAP TO FACILITY

## Show Dates & Times

Friday March 25, 2022	11:00am – 5:00pm
Saturday March 26, 2022	11:00am – 5:00pm

## Exhibitor Move-in Times

Thursday March 24, 2022	12:00pm – 6:00pm
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## Exhibitor Move-Out Dates & Times

Saturday March 26, 2022	5:00pm – 8:00pm
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## Produced By

### **National Event Management**

Suite #102  
260 Town Center Blvd.,  
Markham ON  
L3R 8H8  
Tel: (905) 477-2677 or (800) 891-4859  
Fax: (905) 477-7872

## Exhibitor Coordinator

Joy Gallaiford  
905 477-2677 or (800) 891-4859 Ext 284  
Email: [joy@nationalevent.com](mailto:joy@nationalevent.com)

## Director of Operations

Dina Latina  
905 477-2677 or (800) 891-4859 Ext 224  
Email: [dina@nationalevent.com](mailto:dina@nationalevent.com)

## **EXHIBITOR CHECK LIST**

Please print a copy of this checklist to assist you in planning for the Show. To take advantage of "early booking discounts" please note booking deadlines.

## CHECK LIST

## **MOVE-IN INSTRUCTIONS**

### **Move-in Times: Thursday March 24, 2022 12:00pm - 6:00pm**

- **All exhibitors must officially register before setting up.** Please come to the show office and staff will direct you to your booth.
- **All exhibits must be set up by 6:00 pm Thursday.** Exhibitors will not be permitted to set up during show hours.
- **The aisle carpet will be in place Friday morning.** Dollies and carts WILL NOT be permitted on the carpet. Hand carried items only may be brought in on Friday.
- Children 15 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

# EXHIBITOR MOVE-OUT INSTRUCTIONS

## **Move-out Times: Saturday March 26, 2022 5:00pm - 8:00pm**

Please note that move-out will begin once the show has closed, the aisles are cleared. If you are able to hand carry your supplies out to your car, we encourage you to do so. Dismantling or removing your exhibit/exhibit materials before the end of the show is strictly prohibited.

### **All material must be removed by 8:00pm**

Items left on the show floor after move-out time will be forced off the floor. Show Management reserves the right to reroute shipments that are not picked-up or refused by carriers. Should this occur, you will be responsible for any charges incurred

Exhibitors are encouraged to remove small items and open cases of products from the show floor first. Show Management will take all reasonable security precautions, but immediate removal of these items is the best way to prevent pilferage.

## **LOADING DOCKS**

Dock C will be available. Access ramp is located East bound on Vine Street between 12th and 11th Streets.

GPS Address: 1130 Vine Street Philadelphia Pennsylvania 19107

Dock level access is available. Dollies and a pump truck will be available for your use. If you require a forklift to move material from the dock to your booth, a forklift will be available to you. However, if you have excessive forklift requirements please contact Dina Latina ([dina@nationalevent.com](mailto:dina@nationalevent.com)) to discuss your needs. A charge may apply.

[DRIVING DIRECTIONS](#)

[PARKING INFORMATION](#)

## **EXHIBITOR PARKING**

There are a number of parking lots surrounding the venue. Please see the below attachment for details. To park close to the hall, choose a parking lot near 1324 Arch Street

[DRIVING DIRECTIONS](#)

[PARKING INFORMATION](#)

## **SHIPPING & DELIVERIES TO THE SHOW**

### **Shipping Direct To Show: Thursday March 24, 2022**

**PLEASE NOTE: The facility will NOT accept shipments prior to the Show move-in date.** Show Management will sign for the delivery on your behalf during move-in hours only. Your materials will be left at the dock until you arrive. To move your items to your booth space, pump trucks and dollies will be available at no charge. Should you require assistance or the use of a forklift, please contact Dina Latina ([Dina@nationalevent.com](mailto:Dina@nationalevent.com)) as charges may apply.

#### **Please address shipments to:**

Company name Booth number

The Franchise Show

Pennsylvania Convention Center

Hall C

1101 Arch Street

Philadelphia, PA

19107

**PLEASE NOTE:** After freight is packed at the end of the show it must be moved to the dock area for pick up. Freight that is left on the show floor will incur a handling fee. Handling fee charges will be a minimum of \$45.00 or \$15.00 per 'hundred weight' whichever is greater.

Haulistics no longer offers Advance Warehouse shipments. This will be offered thru our Decorator GES, if you require your goods to be shipped or sorted in the advance warehouse please contact show management [dina@nationalevent.com](mailto:dina@nationalevent.com)

[SHIPPING ORDER FORMS](#)

### Pre-Show Shipping

If you require advanced warehousing, please contact the show decorator or use the online ordering link below:

General Exposition Services

(610) 495-8866

Mention The Franchise Show

Use the online ordering [link here](#)

Enter password: **FRANCHISE22**

You may choose to use another carrier however, keep in mind that not all carriers deliver and pick up during our scheduled move in/move out times.

[ONLINE ORDER](#)

## **FEDERAL ID NUMBER**

The Federal ID Number for the venue is **23-2451659**. You will require this number to clear customs.

## **HOTEL**

### **BOOKING DEADLINE: March 2, 2022**

**Rooms and discounted rate will only be held until the specified date. Rooms will then be subject to availability at prevailing rates.**

We have obtained a group rate of \$189.00 + taxes at the Hilton Garden Inn

**Hilton Garden Inn**

Philadelphia Center City

1100 Arch Street,

Philadelphia, PA 19107

+1 215-923-0100

Reservations may be made by booking [online here](#). Or by calling +1 215-923-0100

To receive this rate, you must mention that you are with The Franchise Show when booking. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

## **FOOD SAMPLING**

If you would like to sample food, please send the info below to Dina Latina [dina@nationalevent.com](mailto:dina@nationalevent.com)

- Company name
- Booth Number
- Booth size
- Product or item you would like to sample
- Contact name

## **VEHICLES ON SHOW FLOOR**

All vehicles must abide by the arrival and departure schedules and procedures established by Show Management. Please contact Dina Latina ([dina@nationalevent.com](mailto:dina@nationalevent.com)) for approval and to arrange arrival time if you want to display a vehicle.

When motorized vehicles are approved for use, a protective sheet of visqueen, tarpaulin or comparable material may be required to eliminate damages from leaks of gas, oil, etc., at the exhibitor's expense.

Any vehicle used in a display or exhibit must have all battery cables disconnected, ends taped and gas caps locked. Fuel tanks and fill openings are closed and sealed to prevent tampering. The disconnection of vehicle battery falls under the jurisdiction of the electricians. The vehicle may only contain a maximum fuel level of one quarter (1/4) tank or 5 gallons (19L) whichever is least. Fuel applies to gasoline, diesel, CNG, LPG, etc. Tanks cannot be refueled or emptied inside the PCC. The flooring under the vehicle must be protected from any leakage, spillage or other potential damage. During non-show hours the vehicle should be locked with an extra set of keys left with your Event Manager. Vehicle locations must be shown on Floorplans submitted for Fire Marshal approval. Please refer to the guidelines for Display of Motor Vehicles and the PCC Floor Protection Policy provided by your Event Manager.

Exhibitors are responsible for oil, grease, or any general damage to the carpeted area.

Exhibitors must provide a set of keys, the contact name, and phone number of the person responsible to remove the vehicle(s) to Show Management.

## **SHOW DECORATOR (FURNITURE & DISPLAY RENTAL)**

**ORDER DEADLINE: March 21, 2022**

**DISCOUNT DEADLINE: MARCH 11, 2022**

Carpet, 8ft back drape and 3 ft side drape are supplied for your exhibit space. If you require tables, chairs or additional booth supplies, these items can be rented from the Show Decorator.

### **Show Colours**

- **Booth Drapes: Black**
- **Aisle Carpet: Green Matrix**

To place an order with the Show Decorator, please click the link below.

[\*\*ORDER ONLINE\*\*](#) Use Exhibit Code: **FRANCHISE22**

If this is your first time ordering from General Exposition Services you must create an account before you can place your first order. If you need assistance with our online ordering system, please contact:

General Exposition Services

Phone: (610) 495-8866

Email: [info@generalexposition.com](mailto:info@generalexposition.com)

[\*\*ONLINE ORDERING\*\*](#)

## **BOOTH INSTALLATION & DISMANTLING**

**ORDER DEADLINE: March 21, 2022**

**DISCOUNT DEADLINE: MARCH 11, 2022**

Dismantling or removing your exhibit/exhibit materials before the end of the show is strictly prohibited.

Should you require assistance setting up or dismantling your booth, please click the link below and login to your account to place your service order online.

[\*\*ORDER ONLINE\*\*](#) Use Exhibit Code: **FRANCHISE22**

If this is your first time ordering from General Exposition Services, you must create an account before you can place your first order. If you need assistance with our online ordering system, please contact:

General Exposition Services

Phone: (610) 495-8866

Email: [info@generalexposition.com](mailto:info@generalexposition.com)

[\*\*ONLINE ORDERING\*\*](#)

# **BOOTH CLEANING**

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**ORDER DEADLINE: March 21, 2022**

**DISCOUNT DEADLINE: MARCH 11, 2022**

Exhibitors are responsible for maintaining their own booth space. If you require in-booth vacuuming please click the link below and login to your account to place your service order online.

[ORDER ONLINE](#)

Use Exhibit Code: **FRANCHISE22**

If this is your first time ordering from General Exposition Services, you must create an account before you can place your first order. If you need assistance with our online ordering system, please contact:

General Exposition Services

Phone: (610) 495-8866

Email: [info@generalexposition.com](mailto:info@generalexposition.com)

[ONLINE ORDERING](#)

## **EZ BACKDROPS**

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If you require a pop-up banner or backdrop, please contact:

**EZ Backdrops**

Phone: 678-717-1222

Email: [angie@ezbackdrops.com](mailto:angie@ezbackdrops.com)

[www.ezbackdrops.com](http://www.ezbackdrops.com)

## **ELECTRICAL**

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**ORDER DEADLINE: March 4, 2022**

**Electrical is not supplied to your booth.** If you require an electrical hookup please complete the forms below or [order online here](#)

Send completed forms to:

**Pennsylvania Convention Center**

Phone: 215-418-4815

Email: [exhibitorservices@paconvention.com](mailto:exhibitorservices@paconvention.com)

[ELECTRICAL ORDER FORMS](#)

[ELECTRICAL SERVICE CHECKLIST](#)

## **TELEPHONE/ INTERNET/ WIFI**

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**ORDER DEADLINE: March 4, 2022**

Please Note: This venue has complimentary WIFI on public concourses only – not in exhibit halls or meeting rooms.

If you require a telephone or internet line in your booth, please complete the forms or [order online here](#).

Please submit forms to:

**Pennsylvania Convention Center**

Phone: 215-418-4815

Email: [exhibitorservices@paconvention.com](mailto:exhibitorservices@paconvention.com)

[INTERNET ORDER FORM](#)

[TELECOMMUNICATIONS ORDER FORM](#)

# AUDIO / VISUAL RENTALS

## **ORDER DEADLINE: March 4, 2022**

If you require audio visual equipment in your booth, please fill out the forms below or [order online here](#).

Send completed forms to:

**Pennsylvania Convention Center**

Phone: 215-418-4815

Email: [exhibitorservices@paconvention.com](mailto:exhibitorservices@paconvention.com)

[AUDIO VISUAL ORDER FORM](#)

## **LEAD RETRIEVAL SYSTEM**

We offer a Lead Collection system at the Franchise Show. This system uses any smartphone or internet enabled device (no scanners needed). Attendees contact info (name, email and cell if provided) will be pre-populated into the software to make your lead collection easy on-site and your post-show follow-up effortless.

Please send your completed order form to [joy@nationalevent.com](mailto:joy@nationalevent.com) if you would like to sign up for this system. Please note: This is not a complete list of attendees. It is a lead retrieval service to help you capture leads quickly and accurately.

[LEAD RETRIEVAL ORDER FORM](#)

[HOW TO COLLECT LEADS](#)

## **EXHIBITOR BADGES**

## **FORM SUBMISSION DEADLINE: March 4, 2022**

We have implemented a new automatic badge system to simplify the request process. Please [follow this link](#) to complete your badge request form. You will receive a confirmation email upon completion.

Exhibitors are provided with up to a maximum of 7 personalized name badges based on the size of your booth.

10x10 booth - 3 booth staff

10x20 booth - 5 booth staff

300 feet or larger - 7 booth staff

Badges will be available for pick up at the Show Office during move-in and must be worn to gain admittance to the Show.

[ONLINE BOOKING LINK](#)

## **FREE ADMISSION PASSES**

Raise awareness of your franchising initiatives and increase traffic to your booth by distributing Customized FREE ADMISSION passes to the Show. There is no limit to the number of FREE passes you may distribute to your professional and personal databases.

Please email your high-resolution logo in **.jpeg, .eps, or .pdf** format to [Joy Gallaiford](#).

## **SHOW GUIDE AD & SPONSORSHIP OPPORTUNITIES**

There are a number of ways to increase your brand awareness at our shows. Additional ad space is available in our Show Guides that are distributed to attendees and sponsorship recognition includes show guide space, on-site signage, & online presence. Speak to your sales rep for more information.

# INSURANCE

## Insurance for booth/show

Exhibitors must have their own liability insurance covering a minimum of \$1 million in damages. Please list National Event Management as "additional insured".

## Transportation Insurance

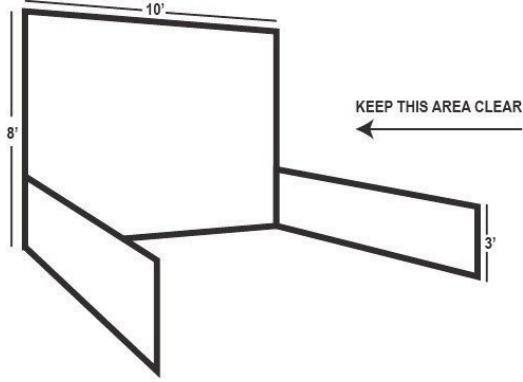
Show Management is NOT responsible for damages caused during the transportation of your products. We strongly recommend purchasing transportation insurance when booking your shipments.

## Liability

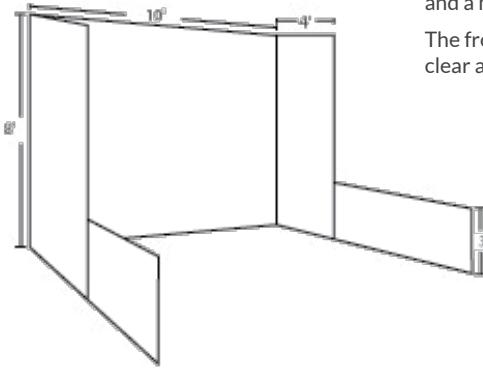
Exhibitors will be liable for, will indemnify, and will hold harmless Show Management from any loss or damage whatsoever occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the show, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

# RULES & REGULATIONS

**Diagram #1: Sample of the drape provided for your booth**



**Diagram #2: Sample of display allowance**



Upright banners & products must be within 4' from the back drape, and a maximum of 8' high.  
The front 6' of the booth must be clear above 4'.

## Booth Display & Restrictions

- Diagram#1 shows the drapes that are provided as a part of your booth cost.
- Diagram#2 shows the allowed clearance for displays, banners and products within your booth.
- No exhibit may exceed a maximum height of 8 ft.
- Side panels 8 ft. high, must not exceed a depth of 4 ft. extending from the back of the display.
- The remainder of the 6 ft depth from the front of the booth must not exceed a 4 ft. height.
- Any exceptions to this must have pre-approval from Dina Latina ([dina@nationalevent.com](mailto:dina@nationalevent.com)).

Prefab booth partitions must be finished on both sides. If they are not, please request drapes prior to the show.

## Signage

No signage or material may be extended above the 8ft height at the back of your booth nor hung from the ceiling or across the aisle, without approval from Show Management. All signs must be printed on one side only. Your brand messaging can only face the inner walls of your exhibit space.

## Carpet or Flooring

Grey carpet is provided within your booth space. If you would like to change the colour, you may order different flooring through our decorator at your own cost or you may bring your own. \*Please be sure to review the Tape Restrictions below.

## Tape (Floor, Wall, and Carpet Damage)

***This only applies to companies that choose to place carpet or flooring on top of the existing carpet.***

It is important that you use the proper carpet tape in your booth. If you do not use the correct tape there will be a charge for tape removal.

Here are the models of two-faced tapes that are authorized by the facility.

- Polyken 105c LPDE
- Scapa 274004
- DC W002A

If you bring your own carpet, you must adhere to the above Tape Restrictions. If you do not have the proper tape, please notify Show Management before installing your carpet or tiles.

If you would like to install your carpet on top of the existing carpet, please contact Dina Latina, [dina@nationalevent.com](mailto:dina@nationalevent.com), 905-477-2677 or 1-800-891-4859 ext 224.

## Restrictions for Booth Installation

Painting, nailing, drilling, or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not fasten the coverings to the building floor. It is suggested that building paper or the approved tape (Polyken 105c LPDE OR Scapa 274004 OR DC W002A) is used instead.

## Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighbouring exhibitors. The use of microphones is not permitted without prior management approval.

## Fire Regulations

All exhibitors planning to use any type of fuel (such as gas, oil, helium gas, or propane) in their exhibits are requested to contact Show Management. All displays or exhibited materials must be fireproof to conform to Federal, Provincial, and City Fire Laws.

National Event Management is obligated to abide by the Fire Code regulations in each city. We therefore retain the right to refuse any material or object that does not conform to code. If you have a question or need information re the Fire Code please contact Dina Latina, [dina@nationalevent.com](mailto:dina@nationalevent.com), 905-477-2677 or 1-800-891-4859, ext. 224.

## FIRE AND SAFETY REGULATIONS

### Animals in the Show

The facility's policy prohibits the presence of animals unless they are used as a working dog for the blind. Permission must be obtained from the facility for any exception. Please contact Dina Latina ([dina@nationalevent.com](mailto:dina@nationalevent.com) ; 905 477-2677 ext. 224) regarding the necessary forms.

### Helium Balloons

Helium balloons are prohibited in most venues. There is a large retrieval fee, charged to the exhibitor, when balloons are lost. Please contact Dina Latina ([dina@nationalevent.com](mailto:dina@nationalevent.com)) if you wish to use helium balloons in your display.

### Mechanical Conveyances

Mechanical Conveyances such as electric carts, scooters, or bicycles will not be allowed in the aisles during the show hours. The only exceptions to this rule will be in the case of handicapped persons visiting the show, or those with authorization from Show Management.

### Non-Compliance

National Event Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in ejection of the offending exhibitor or in the closing of his/her exhibit.

### COVID - 19

Please find the most up to date COVID - 19 information at the venue here: <https://www.paconvention.com/about/covid1>