



The area's largest showcase of home improvement products and services

Friday 1-7pm
Saturday 10am-7pm
Sunday 10am-5pm

**Turning Stone Resort Casino Events Center,
5218 Patrick Road
Verona, NY 13478**

Exit 33 off the NYS Thruway off of Rt. 365
EXHIBITOR MANUAL

EXHIBITOR GUIDELINES

Thank you for participating in the 10th Annual Home Show. Exhibitor Guidelines and Show logistics are as follows; please review it thoroughly as it will be of value to even seasoned exhibitors.

SHOW DATES/TIMES:

Friday, February 11th SHOW OPENS 1 p.m. – 7 p.m.

Saturday, February 12th 10 a.m. – 7 p.m.

Sunday, February 13th 10 a.m. – 5 p.m.

Sat & Sun Event Center doors open for exhibitors at 9:00 a.m.

1. SHOW SET-UP DATES AND TIMES:

THE SHOW REGISTRATION TABLE WILL BE located next to the overhead door. YOU MUST SIGN IN PRIOR TO SETTING UP. All exhibit space must be paid in full prior to the show opening. No fork truck is available. See section 17 for break down.

Exhibitors may set up their booth:

Wednesday, February 9th 3 p.m. - 7 p.m.

Thursday, February 10th 8 a.m. - 6 p.m.

Friday, February 11th 8 a.m. - 12 noon SHARP

2. BOOTH LOCATION:

You have already chosen your booth location. It will be clearly marked with your company name so you can easily identify it. Design your booth to be creative and eye-catching but please consider others and ensure your exhibit does not interfere with the exhibit of adjacent booths.

Show management reserves the right to modify the floor plan and/or reassign booths at any time.

3. DECORATOR:

Your booth includes two exhibitor badges, and green and white pipe & drape. Electricity is an added cost (see section 4). If you require additional furnishings such as tables or chairs it is your responsibility to complete the equipment order form. **ALL ORDERS MUST BE RECEIVED BY FEBRUARY 1st, 2022.**

It is not the responsibility of the promoter to order additional furnishings for you the exhibitor.

4. ELECTRIC:

Electric is **not** included with your booth and must have been ordered on your application. Anyone needing electricity will need to contact Debbie ASAP to order it for an additional \$45. Anyone using halogen lights should contact the promoters; Halogen lights risk a chance of blowing a fuse and you may be asked to disconnect. It is your responsibility to provide the **electrical cord and power strip with a minimum of 100 feet long.**

5. EXHIBITOR BADGES:

Each exhibitor will receive two stick on badges per booth, at registration. This will allow free entrance to the show. You will receive your badges at registration. No exhibitor is allowed to hand out their badges to non-working personnel. **Discount/Advance Sale tickets will also be available to purchase, see section 14.**

6. PARKING:

A parking map is provided in this manual. We strongly urge all exhibitors to follow the map guidelines. All trucks & trailers must park near Shuttle Stop 5. Parking is available in the parking garage and is free of charge. The Events Center is located adjacent to the parking garage on the second level.

7. SECURITY:

Turning Stone Resort Casino Security will be present throughout the entire show. The Events Center will be locked each night with security patrolling periodically. It is still recommended that all valuables be removed from your exhibit. It is not the responsibility of the promoters if items are lost or stolen. OUTER HALLWAY EXHIBITORS, it is recommended valuables be removed and booth fully covered. All exhibitors must exit the Events Center before it is locked at the end of each night.

8. LODGING & DINING:

We have arranged some discounted accommodations rates for you. We urge you to make your reservations early. **If you want to take advantage of these reduced rates, it is crucial that you book your rooms as soon as possible.**

The Hotel at Turning Stone Resort Casino is located at the heart of the Resort with convenient access to gaming, dining and pool and spa activities. Each of its recently renovated guest rooms and specialty suites features a spacious layout and comfortable, modern conveniences.

The Inn at Turning Stone Resort Casino offers an affordably priced alternative for your stay. Entirely smoke-free, The Inn's standard rooms feature comfortable king or double beds, cable TV, and wireless internet. Included in the room rate is a deluxe breakfast bar with hot oatmeal and fluffy waffles, in addition to cold cereal, yogurt, donuts and a selection of bread items. The Inn is located about two miles from the Resort, with free shuttle service to the Casino.

To book, please call 1 800 771 7711. Please use the provided codes when booking rooms. See below for Home Show codes.

Sandstone Hollow INN - Booking Code: [MHOME22](#)

Thursday, February 10th - \$79 per night, plus tax (Queen Singles)

Thursday, February 10th - \$89 per night, plus tax (Queen Double)

Friday, February 11th - \$139 per night, plus tax (Queen Singles)

Friday, February 11th - \$79 per night, plus tax (Queen Double)

Saturday, February 12th - \$139 per night, plus tax (Queen Singles)

Saturday, February 12th - \$149 per night, plus tax (Queen Double)

HOTEL - Booking Code: **MHOME22**

Thursday, February 10th - \$119 per night, plus tax

Friday, February 11th - \$209 per night, plus tax

Saturday, February 12th - \$209 per night, plus tax

If you prefer to stay at Turning Stone, it is advised that you book your room as soon as possible.

Vernon Downs Casino Hotel

Accommodations are spacious and comfortable, with many facing historic Vernon Downs Racing Track for panoramic views. The hotel is 100% non-smoking and features flat screen television, an in-room coffee maker, microwave, and refrigerator. There is convenient inside access to the adjoining casino with 767 gaming machines, complete with live entertainment and delicious fare.

Vendors can book a room for a rate of \$69.00 per night. Just call reservations at 315-829-2201 and tell them you are booking a room under the Home Show block.

Once again, we urge you to call and make your reservations early. **These rooms will sell out and the block will be released 30 days prior to the show.** If you are interested in anything in Rome or Utica it is recommended you call the Oneida County Convention and Visitors Bureau for a list of accommodations. Call 1-800-426-3132

TURNING STONE RESORT CASINO DINING: Turning Stone is being recognized once again by the leading industry publication, Casino Player magazine, for its unparalleled amenities and signature restaurants, earning a record high of 11 Best of Dining Awards. Reserve a seat at the luxurious TS Steakhouse or the intimate Wildflowers, grab local favorites at Upstate Tavern, feast at the new Sushi Sushi and savor BBQ from Tin Rooster and heavenly sweets at Opals. With such a variety, in the food hall with six distinct eateries.

9. SHIPPING & STORAGE:

If you should need items shipped to the Turning Stone Resort Casino ahead of time staging prices are as follows: Pallets \$70.00 each. Boxes and carton 26lbs – 70 lbs. \$20.00 each. Less than 26 lbs. \$10.00 each. Please contact the promoter to make arrangements for your shipment at deborah@kesslerpromotions.com or 315-794-0695.

10. INTERNET:

Complimentary Wi-Fi is available.

11. INSURANCE:

Turning Stone Resort & Casino, LLC, a governmental instrumentality of the Oneida Indian Nation, requires exhibitors to provide evidence of insurance coverage in the form of a certificate of insurance at least 14 days prior to the event. The standard insurance limits required by Turning Stone are (1) comprehensive general liability insurance in the amount of \$1,000,000 per occurrence, \$2,000,000 aggregate for bodily injury and property damage; (2) worker's compensation insurance equal to those amounts otherwise required by the State of New York. If an exhibitor does not carry insurance or does not carry the requisite insurance limits, a waiver will need to be obtained from Turning Stone **(See form below.)**

Certificates shall name the “Oneida Indian Nation and its governmental instrumentalities, subsidiaries and affiliates” and “Kessler Promotions, Inc.” as additional insureds and mailed to the following addresses:

Oneida Indian Nation, Legal Department – Insurance, 5218 Patrick Road, Verona, New York 13478
and Kessler Promotions, Inc. 449 Gravesville Road, Poland, NY 13431.

All vendors are required to provide a certificate of insurance to Kessler Promotions, Inc., and the Oneida Indian Nation no later than January 31st. In the event a vendor does not carry insurance, a waiver from this obligation must be requested. The Insurance Obligation Acknowledgment Form is attached below, must be signed, and returned no later than January 31st. Insurance waivers will only be provided to vendors who do not carry insurance. Please feel free to contact Kessler Promotions or the Oneida Indian Nation if you have any questions or concerns. Questions for the Oneida Indian Nation should be directed to Jamie Stevens, Insurance Administrator (Telephone Number: 315-361-7607).

Please have your agent mail your certificate of insurance to **both** of the above addresses no later than **Monday January 31st or email to dawn@kesslerpromotions.com, or fax to 1.866.710.9179.** If you have already submitted it THANK YOU!

Please feel free to contact us or the Oneida Indian Nation Legal Department if you have any questions or concerns. Jamie Stevens, Insurance Administrator Phone: 315- 361-7607

Insurance Obligation Acknowledgment Form

All vendors are required to provide a certificate of insurance to Kessler Promotions, Inc., and the Oneida Indian Nation no later than Monday January 31st. In the event a vendor does not carry insurance, a waiver from this obligation must be requested below. Insurance waivers will only be provided to vendors who do not carry insurance.

Vendor Business NAME: _____

Vendor NAME: _____

Vendor Signature: _____

DATE: _____

EMAIL THIS FORM, FAX or mail TO: NO LATER THAN January 24th.

dawn@kesslerpromotions.com

1-866-710-9179

Kessler Promotions, Inc
449 Gravesville Road
Poland, NY 13431

12. NEW YORK SALES TAX:

If you will be collecting New York State Sales Tax during the Home Show at Turning Stone, please follow the remittance instructions. If you will NOT be collecting tax, this does not pertain to you.

Pursuant to an agreement with the State of New York; every exhibitor and vendor that sells goods or services at the Event must be authorized by the Oneida Indian Nation Department of Taxation to collect and remit Oneida Indian sales tax to the Oneida Indian Nation on such sales in accordance with the rules of the Oneida Indian Nation Department of Taxation.

As a result of this agreement vendors and exhibitors who sell products on Oneida Indian Nation lands are not required to collect or remit sales or occupancy taxes to the State of New York.

If you will be selling directly during the show and collecting money, form (OST-808), Oneida Indian Nation Department of Taxation Sales and Use Tax Return must be completed and submitted with the tax money collected during the show no later than March 1st, 2022. The Sales Tax Rate is 8.75%. You will not have to submit taxes to New York State for this event. The (OST-808) form can be completed via Oneida Indian Nation's online portal: <https://www.oneidanationtax.com>.

The Oneida Indian Nation Department of Taxation also requires exhibitors to complete form (ODT-17.1), Application for Exhibitors License and Certificate of Authority. This form must be completed and submitted at least 10 days prior to conducting business activity on Nation Land and can be found on the same portal as form (OST-808). We would like to have the applications completed as soon as possible.

Please visit [Home Page - Oneida Indian Nation Tax Portal \(oneidanationtax.com\)](https://www.oneidanationtax.com) for addition information.

Any questions or concerns please contact the Oneida Indian Nation Department of Taxation at 315-366-9393 or taxinfo@oneida-nation.org. Thank you in advance for your cooperation.

***NOTE: The application only needs to be completed by vendors that are required to collect and remit sales tax.**

13. ADMISSION PRICES:

Admission prices for this year's show are \$10.00 per adult, \$9.00 for Senior Citizens 55 & Up, First Responders, Military Personnel with ID, 16 and under are free. Discount coupons are available on our website: www.homeshowatturningstone.com. Coupons MAY be used in conjunction with Senior and other discounts.

14. ADVANCE SALE TICKETS:

If you would like to purchase \$4.00 advance discount tickets, please see form at end of manual. Deadline to purchase is January 29th. Please see form below.

15. ADVERTISING:

The greater Syracuse, Utica, Rome, and Mohawk Valley areas will be targeted with an aggressive advertising and promotional campaign. If your company plans any upcoming advertising or social media strategies it is advised that you mention your presence at the show. If you do any advertising via social media, we ask that you include and tag Home Show at Turning Stone in any posts.

16. ENTERTAINMENT:

Attendees will have to register and will be eligible for various prizes, including a Great TV Giveaway and a Shed Giveaway and more. **Exhibitors, owners, and employees are not eligible to enter.**

17. SHOW GIFT CERTIFICATES WINE & TASTING EXHIBITORS ONLY: (Please Read This)

We have added Home Show Gift Certificates as part of our advertising efforts once again this year. The bearer will be able to use them in the Wine and Tasting area section. At the end of the day, you the exhibitor can redeem them for cash value at the ticket booth. Gift Certificates will only be reimbursed for the exact face value. Gift Certificates are being used for promotional purposes from various Facebook contests. This helps you the vendor with sales and creates additional promotional interest to help drive attendance. Please honor the certificates.

18. SHOW BREAK DOWN:

Sunday, February 13th 5 p.m. – 8 p.m. SHARP • Monday, February 14th 8 a.m. – 2 p.m. SHARP

No exhibitor is allowed to start disassembling their booth until the show ends at 5 p.m. Sunday. All exhibitors are responsible for the removal of all items associated with their exhibit. **IF YOU DO NOT CLEAN UP YOUR GARBAGE, YOU WILL BE BILLED.**

19. 2023 SHOW DATES: Show dates for 2023 will be announced soon.

20. COVID-19:

The Turning Stone Resort Casino is following CDC guidelines, If the guidelines change, we will advise you. Below is the link to review current guidelines. Kessler Promotions is obligated to follow all directives from the Turning Stone. <https://www.turningstone.com/page/health-and-safety>

Thank you for participating in THE HOME SHOW AT TURNING STONE!

Scot Hayes Lou Raya Deborah Kessler

RULES & REGULATIONS/POLICIES:

To ensure a productive event and compliance with Show Management, we have established a few guidelines for all exhibitors. Please familiarize yourself with these guidelines as they are for your benefit.

1. Display booths should always be staffed during the show. Exhibitors are also encouraged to keep booths attractive and clean throughout the show. Please note the show hours.
2. Exhibitors may not rent or sublet booth space.
3. Audio-visual and sound volumes must not disturb neighboring exhibits or detract from the show.
4. All exhibitors must conform to the size of their space and must not be of such character or arrangement as to obstruct the view or interfere with the exhibits of others. All exposed parts of display partitions must be finished so they do not present an unsightly appearance when viewed from adjoining booths or aisles.
 - Your booth price includes two exhibitor badges, electricity, and pipe & drape. Exhibitors must provide their own tables, tablecloths, chairs, extension cords, hand carts, etc. An order form for furnishings is included in this manual.
 - Tables should be covered, and all extra stock and boxes stored out of sight.
5. Show management reserves the right to modify the floor plan and/or reassign booths at any time.
6. **Booths must stay assembled and complete until the official announcement of the show closing.** No tearing down or leaving early due to lack of inventory will be permitted unless there is an emergency. If you tear down or leave early, you will not be invited back to the show.
7. The use of nails, staples or tape of any substance will not be permitted on the walls of the building. Signs will be allowed if they are attached to the backdrops. Exhibitors must provide their own
8. Sale or sampling of food or beverages as well as certain giveaway items without indicating on your application is not allowed.
9. **NO** helium balloons of any kind will be allowed during the show.
10. No Exhibitor is allowed to hand out their exhibitor badges to non-working personnel.
11. **ALL EXHIBIT SPACE MUST BE PAID IN FULL PRIOR TO THE OPENING OF THE SHOW.**

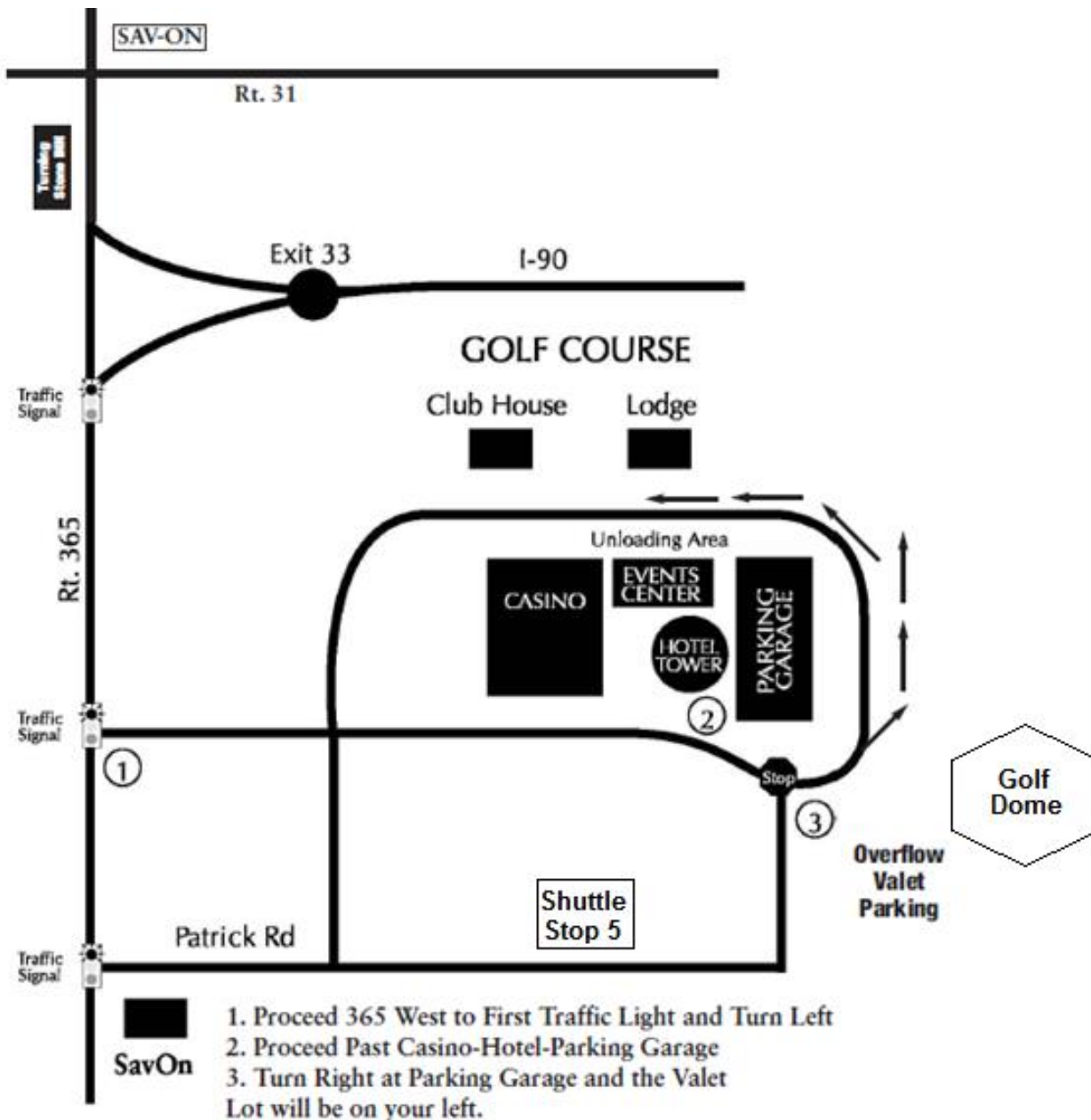
The Home Show Parking and MAP

DIRECTIONS

The Turning Stone Resort Casino is located off of Exit 33 of the NYS Thruway in Verona, NY. Take Rt. 365W. from Thruway off ramp towards Casino for .3 of a mile where you will turn LEFT at the second traffic light. As you turn left you will enter the casino grounds and you will continue to go straight and follow signs for Turning Stone Events Center. The Event Center will appear on your left and there is a traffic circle there and we ask you to park in front of the glass atrium where you can unload your display. We ask you to move your vehicle once you have unloaded to make room for other vendors. **Trucks and Trailers must be parked in the lot near Shuttle 5.** Weekend parking is available in the parking garage or any open lot. Parking is free.

PLEASE BRING YOUR OWN HAND CART.

As you enter the building the registration desk will be located by the overhead door.



THANK YOU TO THIS YEAR'S SPONSORS:





THE HOME SHOW

Turning Stone Resort Casino • Friday 1-7pm | Saturday 10am-7pm | Sunday 10am-5pm



**FEBRUARY
11-12-13**

EQUIPMENT ORDER FORM
ALL ORDERS MUST BE RECEIVED BY February 1, 2022

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
	<u>WOOD DISPLAYS TABLES/WITH SKIRTING</u>		
_____	6L X 30"W TABLES	\$32.00	_____
_____	8L X 30"W TABLES	\$35.00	_____
	<u>CHAIRS</u>		
_____	FOLDING SAMSONITE (BROWN)	\$5.00	_____
_____	FOLDING PADDED (WHITE)	\$9.00	_____
_____	BARSTOOL DELUXE (SEAT & BACK)	\$23.00	_____
	<u>CARPET</u>		
_____	10 x 10 Gray Carpet	\$90.00	_____
_____	10 x 20 Gray Carpet	\$170.00	_____
_____	10 x 30 Gray Carpet	\$220.00	_____

NAME: _____ SUBTOTAL _____

COMPANY: _____ BOOTH # _____ SALES TAX 8.75% _____

ADDRESS: _____

CITY, STATE, ZIP: _____ TOTAL DUE _____

PHONE#: () - _____ ALT#: () - _____

VISA/MC: _____

EXP. DATE: ____/____ CCV: _____

EMAIL ADDRESS _____

PAYMENT POLICY IS DUE WITH ORDER FORM. PRICES LISTED ABOVE ARE FOR THE DURATION OF THE SHOW INCLUDING DELIVERY/SETUP & REMOVAL. ALL MATERIALS ARE PROPERTY OF DECORATOR UNLESS OTHERWISE NOTED.

MAKE CHECKS PAYABLE TO: KESSLER PROMOTIONS - 449 GRAVESVILLE RD, POLAND NY 13431 Or pay online at kesslerpromotions.com/vendorpayment



Advanced Discount One-Day Tickets

Each exhibitor will receive two exhibitor badges that will allow you free entrance to the show for the weekend. Each additional booth will also receive two badges. No exhibitor is allowed to hand out their exhibitor badges to non-working personnel. We are offering our Exhibitors discount one-day tickets at \$4 each for distribution to employees, customers or friends/family!

Tickets can also be purchased during set up.

DEADLINE: 1/29/2022

Company Name: _____

Contact Name: _____ Telephone: _____

Address: _____

Yes, I want to purchase Advance Discount One-Day Tickets

Qty Requested: _____ X \$4.00 each = \$ _____ DUE

Payment Information

Check #: _____

Payable to: Kessler Promotions Inc. Mail to: 449 Gravesville Rd. Poland, NY 13431

-OR-

Credit Card #: _____ Expiration: _____

Name on Card: _____ CCV Code: _____

Signature: _____

Billing Address: _____

Phone Number: _____

Email Address: _____