

BIG EAST
POWERSPORTS
SHOW

October 4 – 6, 2024

Exposition Center at New York Fairgrounds

Syracuse, NY

EXHIBITOR
KIT

BIG EAST POWERSPORTS SHOW

EXHIBITOR TIMELINE

- Immediate** Room reservations at area hotels
- August 5** Balance due for exhibit space
- September 8** Sales Tax Certificate of Authority Due
(See page 10 of this Exhibitor Kit for links)
- September 20** **NEW – Electrical Services** must be ordered using the link on page 4. Deadline is 9/20/24
- September 20** **NEW – Internet Services** must be ordered using the link on page 4. Deadline is 9/20/24.
- September 20** Exhibitor Services Order must be placed with Great Lakes Events, LLC (tables, chairs, carpet, etc.) to get discount price
- September 20** All freight being shipped advance to Great Lakes Events, LLC (drayage service) must arrive by this date
- October 3 - 4** Set-up time for show at Exposition Center at NY Fairgrounds
- October 3 - 4** All freight being shipped directly to the show **must** arrive on these dates only
- October 4** Show opens at 4 p.m.

Questions? Contact Kayla Hudson, Event Coordinator, at 763-383-4472 or khudson@epgacceleration.com.



GENERAL INFORMATION

Show Dates: October 4 - October 6, 2023

Show Location: Exposition Center at the New York Fairgrounds
581 State Fair Blvd., Syracuse, New York 13209
Phone: 800-475-3247
Fax: 315-487-9260
www.nysfair.org

Show Hours: **Friday 4 p.m. – 9 p.m.**
Saturday 10 a.m. – 7 p.m.
Sunday 10 a.m. – 4 p.m.

Move-In: Booth set-up time is from 12 p.m. to 7 p.m. on Thursday, October 3. Additional set-up time will be available from 8 a.m. until 2 p.m. on Friday, October 4, prior to the opening of the show.

Move-Out: Booth teardown is not to start until the close of the show at 4 p.m. on Sunday, October 6. Move-out must be completed by 11:59 p.m. on Sunday, October 6.

Hotels: See area hotels on page 9 in this kit.

Security: Security will be in force during show hours.

Parking: Parking is free for exhibitors and consumers attending the show. Exhibitor parking is behind the Exposition Center.

Promoters: *Snow Goer, Rider, American Rider, and Woman Rider*
www.bigeastpowersportsshow.com

Questions? Contact Kayla Hudson, Event Coordinator, at 763-383-4472 or khudson@epgacceleration.com.

BIG EAST POWERSPORTS SHOW

NEW! [Click Here](#) to order Electric and/or Internet service:

Electrical Service:

Standard power is included with your booth space however, *it must be requested by Sept 15.*

Internet Service:

Service options:

Wi-Fi Secure 20 Mbit Access - \$105 (subject to change) **for 4 codes per exhibitor/show** (*This service is not compatible with credit card machines*)
(Specify Number of Connections)

Internet Wired Hook Up - \$85 (subject to change) **per exhibitor/show**

Internet Wired Hook Up - \$225 (subject to change) **per show day (3+ connections)**
(Specify Number of Connections)

DEADLINE: Exhibitor will be invoiced for Internet service and due on receipt.. All orders must be placed and paid for in full by **Friday, Sept. 20, 2024.** *Orders placed or paid after 9/20/24 incur a minimum \$50 late fee.*

If questions, please contact Kayla Hudson, Event Coordinator, at 763-383-4472 or khudson@epgacceleration.com.

New York State Fair Wireless Internet Network

The New York State Fair Wireless Internet Network is an unsecure network and should not be used to process financial or confidential information. If the intent of using the internet is to process credit card or other financial, business or personal information, a secure network should be used. We would recommend using a hardwired internet connection which is available at the NYS Fair through internet service providers.

Disclaimer of Liability

THE USER OF THIS WIRELESS INTERNET SYSTEM ASSUMES ALL RESPONSIBILITY AND RISK FOR THE USE OF THIS SERVER AND THE INTERNET GENERALLY. THE STATE OF NEW YORK, THE NEW YORK STATE FAIR, ITS INTERNET SERVICE PROVIDER, AND THE NYS FAIR'S AFFILIATES DISCLAIM ALL WARRANTIES, REPRESENTATIONS, OR ENDORSEMENTS, EXPRESS OR IMPLIED, WITH REGARD TO THE INFORMATION ACCESSED FROM, OR VIA, THIS SERVER OR THE INTERNET, INCLUDING, BUT NOT LIMITED TO, ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NONINFRINGEMENT. THE STATE OF NEW YORK, THE NEW YORK STATE FAIR, AND ITS INTERNET SERVICE PROVIDER DOES NOT ASSUME ANY LEGAL LIABILITY OR RESPONSIBILITY FOR THE ACCURACY, COMPLETENESS, OR USEFULNESS OF ANY INFORMATION, APPARATUS, PRODUCT OR PROCESS DISCLOSED ON THE SERVER OR OTHER MATERIAL ACCESSIBLE FROM THE SERVER. IN NO EVENT SHALL THE STATE OF NEW YORK, THE NEW YORK STATE FAIR, AND ITS INTERNET SERVICE PROVIDER BE LIABLE FOR ANY SPECIAL, INDIRECT, OR CONSEQUENTIAL DAMAGES OR ANY DAMAGES WHATSOEVER RESULTING FROM LOSS OF USE, DATA, OR PROFITS, WHETHER IN AN ACTION OF CONTRACT, NEGLIGENCE OR OTHER TORTIOUS ACTION, ARISING OUT OF OR IN CONNECTION WITH THE USE OR PERFORMANCE OF THE INFORMATION ON THIS SERVER OR THE INTERNET GENERALLY.

BIG EAST POWERSPORTS SHOW

Exhibitor Admission: In order to expedite admission to the show for exhibitors, we are using WRISTBANDS. Here is how the program works:

- 1) Each 10 x 10 exhibitor will be provided 6 wristbands
- 2) For each additional 10 x 10 space (i.e. 10x20, 10x30, etc.), exhibitors will receive the following allotment:

200-400 sq. ft.: <u>8 wristbands</u>	801-1000 sq. ft.: <u>14 wristbands</u>
401-600 sq. ft.: <u>10 wristbands</u>	1001+ sq. ft.: <u>16 wristbands</u>
601-800 sq. ft.: <u>12 wristbands</u>	

Note: The maximum number of wristbands an exhibitor will receive is 16. Wristbands are good for all days of the show.

- 3) Wristbands will be available for pick-up/purchase at the Big East Powersports Show Office during move-in and show hours. Signature is required on your company form at the time of pick-up. Wristbands must be worn each day of the show.

If questions, please contact Kayla Hudson, Event Coordinator, at 763-383-4472 or khudson@epgacceleration.com.



SHOW REGULATIONS

- Booth Size:** Standard booths are 10' x 10' unless otherwise noted. All booths are draped with an 8' high back drape and 3' high side drapes. Booths must not have sides that exceed 4' in height at the front half and must not exceed 8' in height in the back. No booths will be allowed to block neighboring booths. If you have special needs or sizes, please address with show management in advance.
- Booth Materials:** All booth decorations must be fireproofed to comply with fire regulations. Propane tanks are not permitted in the Expo Hall. Gasoline tanks must be empty, and a locking fuel cap must be installed, or the tanks must have their filler caps secured with duct tape. Storage is not allowed in booth space or show floor. If you need additional storage, please see the show manager. No decals ("stickers") will be allowed on walls or tables.
- Booth Staffing:** Booths must be open and staffed at all times during show hours. Only staff members with the proper show credentials are to work booths. This is for your security! Exhibitors may enter the show floor one hour prior to show opening. Do not try to enter the show floor at any time during the weekend when the show is not in progress. This rule is for the security of your display and equipment.
- Use of Space:** Distribution of advertising or promotional material will be restricted to the exhibitor's booth. No part of the booth or product may extend into the aisle. No exhibitor shall assign or sublet any portion of his/her space to another exhibitor. No business or individual not assigned space will be permitted to distribute materials or solicit business during show hours. Show management reserves the right to decline, limit or prohibit an exhibit or part of an exhibit, which, in its judgment, is out of keeping with the character of the show.

BIG EAST POWERSPORTS SHOW

SHOW REGULATIONS

- Liability:** Exhibitor must carry general liability coverage as outlined on the show contract. Exhibitor assumes all responsibility for damages to exhibit area caused by their oversight or negligence. The exhibitor agrees to keep and hold harmless *Snow Goer*, *American Rider*, *Rider*, and *Woman Rider* magazine (EPG Media, LLC), the New York State Fairgrounds, Great Lakes Events, LLC, their management, agents and employees from all claims, liabilities and losses for injury to persons or damage to property arising in connection with the exhibitor's use of the exhibit space. Neither *Snow Goer* magazine nor the service contractor (Great Lakes Events, LLC) nor the NY State Fairgrounds nor any staff member of the above will be responsible for the safety of the exhibits from theft, damage by fire, water, vandalism or other causes. However, all reasonable precautions will be taken by show management to protect the exhibits from such losses.
- Security:** Security will be onsite for the duration of the show. Exhibitors will be allowed in the hall one hour before the opening of the show with an exhibitor wristband. If an exhibitor needs to be on the show floor prior to or after published times, please see show management.
- Labor:** Exhibitors will be allowed to assemble and dismantle their booths on their own (no union regulations or charges are in effect at the NY Fairgrounds). If an exhibitor needs assistance, the hire of labor is available through Great Lakes Events, LLC (see labor order form in your Great Lakes Events, LLC information).
- Sound Level:** Any devices that produce sound must be operated at a level that does not disturb other exhibitors. Show management reserves the right to determine acceptable sound levels. If you have any special sound needs, check with show management in advance.
- Cancellation:** In the event of a cancellation of exhibit space by the exhibitor, show management shall retain as a cancellation fee all amounts paid by exhibitor (and those fees due from the exhibitor) to the time of cancellation. All cancellations must be in writing. In the event the exhibitor has no representation on the show floor by the stated opening time of the show, exhibition management reserves the right to re-sell exhibit space or to move another exhibitor into that space.

BIG EAST POWERSPORTS SHOW

AREA HOTELS

Best Western The Inn at the Fairgrounds

670 State Fair Blvd,
Syracuse, NY 13209
Phone: 315-484-0044. 800-780-7234

Crowne Plaza

701 E. Genesee St.
Syracuse, NY 13210
Phone: 315-479-7000 866-305-4134

Tru by Hilton Syracuse-Camillus

116 Township Blvd.
Camillus, NY 13031
Phone: 315-314-8676

Holiday Inn Express Syracuse Fairgrounds

6946 Winchell Road
Warners, NY 13164
Phone: 315-701-5000

The Maplewood Suites Extended Stay

400 7th North St
Liverpool, NY 13088
Phone: 315-451-1511

Embassy Suites Syracuse Destiny USA

311 Hiawatha Blvd. W.
Syracuse, NY 13204
Phone: 315-303-1650

For more listings go to: www.nysfair.com/hotels



RETAIL SELLING/CERTIFICATE OF COMPLIANCE

Retail selling will be allowed and is a major benefit to exhibitors at the show. Regardless if you are selling products from your exhibit or just displaying, you must complete BOTH of the following items:

- 1) Sales Tax Certificate of Authority – see links below for information and to register.
Registration is completed online. Allow 20 days for processing.

Application Checklist to register for a Sales Tax Certificate of Authority:
<https://www.tax.ny.gov/e-services/elcoa/default.htm#checklist>

Instructions for the Application for a Sales Tax Certificate of Authority:
<https://www.tax.ny.gov/e-services/elcoa/default.htm>

To Register – Set up an account with a username and password first.
https://www.businessexpress.ny.gov/app/loginregister/?p_next_page=%2Fcc%2FInterview%2FstartDataIntake%3Fapp%3DDTF17

Once the application is completed and submitted, it will automatically be sent to the New York Taxing Authority, and they will mail the Certificate to your provided address.

It is the exhibitor's responsibility to charge appropriate sales tax.

For additional information visit www.tax.ny.gov

- 2) Certificate of Insurance – please follow the attached example COI, revised in 2019.

Both items must be clearly displayed at your exhibit location.

**Remember, impulse purchases are very strong at the show. Be prepared and ready to sell your products to active enthusiasts*