

SNOWEST

SNOWMOBILE SHOWS

2023

Exhibitor Handbook

Booth Sales
Jason Huff
208-542-2252

SNOWEST

SNOWMOBILE SHOWS

Handbook Contents

Page 3 _____ Rules & Regulations **PLEASE READ and Sign Below & return this page!**
Page 4 _____ Deadlines / Checklist

PAYMENT DATES – Checks payable to *SnoWest* Snowmobile Show. Include your invoice number on the check. Please pay your show invoice separate from print or online advertising.

Page 5 _____ Directions to show facilities
Page 6 _____ Lodging ** (Show discounts available)**
Pages 7-12 _____ Utah Show Application
Pages 13 _____ Idaho Show Application

Please contact us if you have questions or need help.

Jason Huff
208-542-2252
jhuff@snowest.com

I have received & read the exhibitor packet & Rules & regulations for the SnoWest Snow Shows.

Company

Authorized Signature

Date

Please sign & return via Email or Fax to jhuff@snowest.com (208) 522-5241

Failure to return may prevent your being able to exhibit at the Snow Show.

SnoWest Magazine – 520 Park Ave - Idaho Falls, ID 83402 - Fax (208) 522-5241

SNOWEST

SNOWMOBILE SHOWS

Rules, Regulations & Booth Information

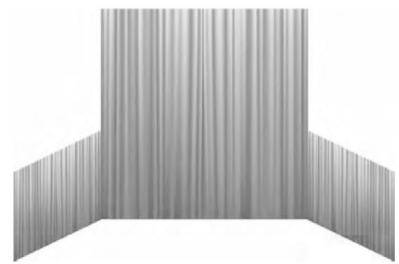
Our top priority is to produce a quality event. Two very important aspects to doing this are: maintaining the visual integrity of the show and creating an atmosphere where all exhibitors can do business. The following Rules and Regulations help us to maintain these aspects:

Physically

- **Booth sharing is strictly prohibited.** All exhibits are exclusive to the company and products contracted only.
- All promotional activity must take place inside your contracted exhibit space. Working in the aisles, or distributing brochures or literature from any other area of the show is prohibited.
- No display may protrude into the aisle beyond the depth limits of the booth dividers.
- Hard walls and factory displays are encouraged, but need to be finished on both sides.
- **All sleds / UTVs / etc May only have up to 1/4 tank of fuel in the facility.**
- **All sleds must be on dollies or lifts for move in/out. All sled skis must be on carpet / wood / cardboard.**

ITEMS INCLUDED

- 1 Table
- 2 Chairs



- No straw bales, cornstalks or dried trees.
- No cut evergreen trees, unless treated.

Alcoholic Beverages

- Alcoholic beverages can not be brought into the event at any time by exhibitors or the public.
- Alcoholic beverages can not be distributed (which is state licensed controlled) or consumed at the event at any time by exhibitors.

- Temporary Sales tax permits must be obtained by each dealer.
- ***All accounts must be paid in full before move-in.***
- Early move-out / Booth Teardown is strictly prohibited. \$100 fine for violating. If you teardown early, you may not be invited to return for following years.

Staffing of exhibit during show hours

Exhibit staff with show identification will be allowed to enter the facility one hour earlier than published show hours, and allowed to remain one half hour after closing in order to tidy up booth area.

You must check in with SnoWest Show Staff to get your credentials before you unload.

Deadlines / Checklist

- ❑ Return ***Signed Contract & Signed Rules and Regulations Sheet***
- ❑ **Exhibit Space Paid in full** by Sept 25, 2023 for Utah Snow Show
October 15, 2023 for Idaho Show
- ❑ Electricity, carpet, chairs, tables, skirting, shipping, water, and/or gas ordered from Modern Expositions for Utah Show, from Venue Event services for Idaho Show
- ❑ Move-in times scheduled with your employees
- ❑ Utah Move in dates October 19, 2023 - **8 am – 6 pm**
October 20, 2023 8 am – 2 pm
- ❑ Sales tax permit- Businesses Selling tangible product at the show must apply for a Temporary Utah / Idaho State Sales Tax Number. You may obtain one from:

Utah State Tax Commission
Special Events Section
(801)297-6303

Idaho State Tax Commission
<https://tax.idaho.gov/i-1030action-a2.cfm?hc=Obov9S4PIL8zxWaO>
(800) 972-7660

- ❑ Proof of Insurance due October 1, 2023 for Utah Show. Due November 1, 2023 Idaho Show
- ❑ Each Exhibitor needs to pick up their own wrist bands ***BEFORE*** move-in at the show office before opening day *before* you set up your display. You are allotted a certain number of wristbands depending on the size of your booth space (consult your sales rep for specifics). Additional wristbands may be purchased for \$5 each.
- ❑ Idaho Move in dates November 16, 2023 – 8 am – 6 pm, ***Trailers 4 pm – 6 pm***
Nov 17, 2023 8 am – 2 pm

Booth Sales
Jason Huff
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jhuff@snowest.com

Utah Snowmobile Show Directions

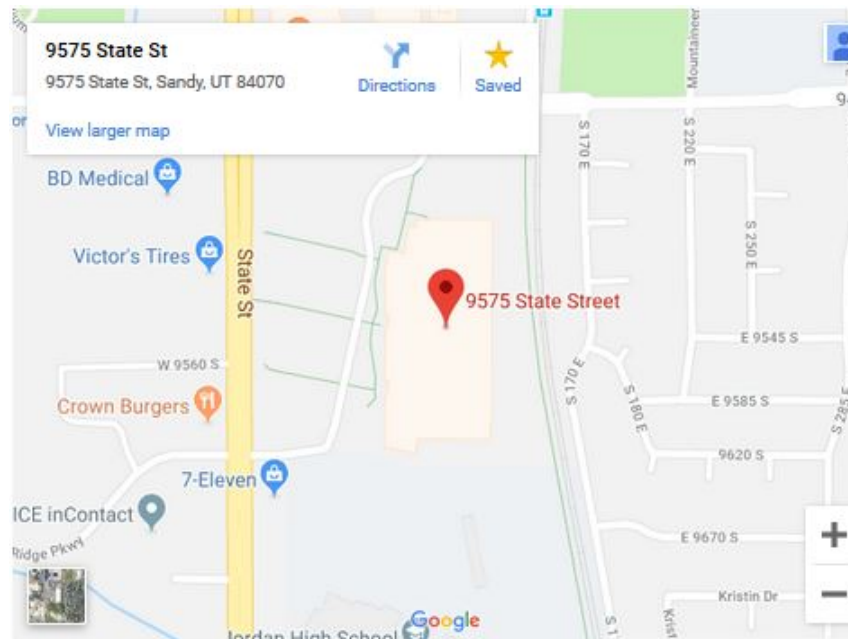
WHERE: Mountain America Expo Center
9575 S. State Street
Sandy, UT 84070
801-565-4400

DATES: **October 20-21 2023**

Show Hours: Friday - 3 pm - 9 pm
Saturday - 10 am - 6 pm

MOVE IN: TRAILERS Thurs 8am-10am
Thursday - 8am-6pm
Friday - 8am-2pm

MOVE OUT: Saturday - 6 pm - 12 am



Idaho Snowmobile Show Directions

WHERE: Idaho Ford Center
16114 N Idaho Center Blvd,
Nampa, ID 83687

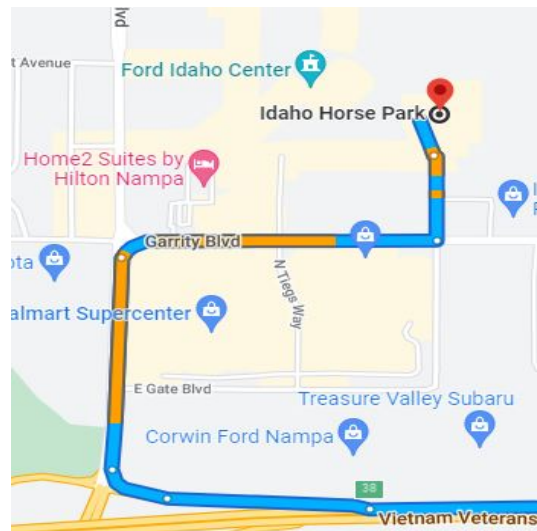
DATES: **November 17-18, 2023**

Show Hours: Friday - 3 pm - 9 pm
Saturday - 10 am - 6 pm

MOVE IN: Wednesday - 4 pm - 6 pm
(TRAILERS ONLY)

Thursday - 8 am - 6 pm
Friday - 8 am - 2 pm

MOVE OUT: Saturday - 6 pm - 12 am



Jason Huff
Booth Sales
208-542-2252

Utah Snowmobile Show Lodging



Hotel Rooms

Best Western Plus Cotton Tree Inn

Sandy, Utah, United States



[View Hotel Details](#)

Check-In: **3:00 P.M. MST** Check-Out: **12:00 P.M. MST**

10695 Auto Mall Drive Sandy, Utah 84070 United States

Toll Free Central Reservations (US & Canada Only) [1\(800\) 780-7234](tel:18007807234)

Hotel Direct Number [+1 801-523-8484](tel:+18015238484)

[Worldwide Numbers](#)

Utah Snowmobile Show

Accommodations & Amenities:

- Your choice of 1 king size bed or 2 queens
- Complimentary hot breakfast
- 24 hour indoor/hot tub/fitness center
- Free High-Speed Wi-Fi
- Hotel Shuttle available within 5 miles including Mountain America Expo Center
- Refrigerator, hair dryer and coffee maker in every room
- Fresh baked cookies in the lobby each evening
- Many restaurants within walking distance

Be sure to mention the “[Snowmobile Show](#)”
To receive your discounted rate!

[Click to Book Now!](#)

Booth Sales
Jason Huff
208-542-2252

SNOWEST

SNOWMOBILE SHOWS

Exhibit Space Application – Utah Show

Show Dates: October 20-21, 2023

Return to: Jason Huff

Fax: 208-522-5241 - jhuff@snowest.com

Company Name:

Contact Name:

Street Address:

City, State/Province:

Phone:

Fax:

Email:

Web Address:

Your booth cost

Booth size:			Total:
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Booth space is \$600 per 10'x10', add \$50 for corner booths. Multiple booths are calculated as \$600 for first booth and \$550 for each additional booth. Booths come with pipe and drape, one table and two chairs.

A deposit 50% is required with this application. Once your deposit is received your space will be reserved and placed on the floor plan. The balance is due 30 days before show.

Booth location: Due to the nature of the trade show, space is subject to change.

Space is not reserved until deposit has been received.

Payment Options:

Pay by check – Make check payable to: *SnoWest* Snowmobile Show.

Mail to: *SnoWest*, 520 Park Ave Idaho Falls, Idaho 83402

Pay by credit card –



DISCOVER



VISA

(3% transaction fee)

Credit Card #:

_____ Expiration date: _____

Name on Card: _____ 3 or 4-digit code (back) _____

I agree to all the terms and conditions contained in this contract and the attached rules and regulations for exhibit space. All deposits and payments are non-refundable.

Signature: _____

Date: _____

Print name: _____

RULES & REGULATIONS

ADMISSIBLE EXHIBITS

Exhibits, which are of a disruptive, objectionable, or inappropriate nature, as interpreted by show management, will be removed from the show.

LATE ARRIVALS

Exhibitors arriving for set-up after their scheduled installation time can be relocated to any location specified by show management or, if no alternative is available may forfeit their show participation rights.

PAYMENT FOR SPACE

A 50% deposit is due with your application. Balance is due 30 days before the show date. Exhibitors must be paid in full before they are allowed to move into the show.

CANCELLATIONS AND CUTBACKS

In the event of a cancellation of exhibit space by the exhibitor, Harris Publishing, Inc. shall retain as a cancellation fee, all amounts paid by the exhibitor up to the time of cancellation. The amount paid can be applied as credit to another Harris Publishing, Inc. show. For all exhibitors requesting a space reduction, Harris Publishing, Inc. reserves the right to relocate the exhibit or reconfigure it as determined by show management.

SUBLEASING

Exhibitors may not sublease their space. Sublease in this use includes renting, sharing, donating or in any way allowing another company or person to display or advertise in an exhibitors space. Non exhibiting firms will not be allowed to place stickers, place cards, or other signs anywhere in the show.

SALE OF MERCHANDISE

Management reserves the right to limit over-the-counter sale of products for delivery at the show or designated areas.

INDEMNIFICATION

Exhibitor, without regard to assignment, lease, sublease or dealer occupancy shall indemnify, hold harmless, defend or reimburse Harris Publishing, Inc., Mountain America Expo Center or Expo Idaho!, and its partners and managers, Board of Directors, officers, agents or employees from all losses, claims, liability, damage, actions, judgments recovered from or assessed against exhibitor or above named indemnity, plus expenses including, without limitation, attorney's fees and or use by the exhibitor, or other persons in connection with the show, or the use of the space. Such indemnification shall not be effective in damage or injury resulting from the sole gross negligence or willful misconduct of the show sponsor, employees. Expenses for any injury or death to any persons, or any loss of, through theft or otherwise, or damage to property arising in any way in connection with the use and enjoyment by the exhibitor, or of any other person or entity, with the permission, express or implied, of exhibitor of the space, equipment or the show space of hall; arising from the use equipment, devices furnished to Harris Publishing, and its partners, or any of it's employees.

ACTS OF GOD

Harris Publishing, Inc. and its partners, shall have no liability whatsoever for any matter or thing resulting from strikes, lock-outs, fire or other acts of God; preventing exhibitor's show space from being made available to exhibitor. In such case, Harris Publishing, Inc., shall return to Exhibitor payments made by Exhibitor after deducting there from a pro-rata share of expenses incurred in connection with said show.

INSURANCE

Harris Publishing, Inc. and its partners shall not be responsible for any loss of or damage to any property of the Exhibitor for any reason, including theft, unless such loss or damage is caused by gross negligence of Harris Publishing, Inc. its partners, or any of its employees. Exhibitor is required to provide and keep in force during the show period, including move in and move out periods, the following insurance coverage:

Worker's compensation and employer's liability insurance covering its employees in the state in which the show is being held, in accordance with the statutes, rules and regulations promulgated by that state's governing authorities.

Comprehensive general liability insurance, including blanket contractual liability insurance naming Harris Publishing, Inc. and its partners as an additional insured, with limits of \$1,000,000 combined single limit for bodily injury and property damage or commercial general liability insurance naming the same as additional insured with limits not less than \$2,000,000 general aggregate, \$1,000,000 products-completed operations aggregate, \$1,000,000 personal and advertising injury limit and \$1,000,000 each occurrence limit. All Risk property insurance covering all exhibitors' property brought into or used in connection with the show, including move in and move out periods, with insurance coverage to be set forth in an insurance policy that includes (A) a waiver of subrogation against Harris Publishing, Inc., and its partners, its members, employees, officers and agents, and (B) limits of liability providing minimum coverage (with no deduction or participation provisions) of not less than the full replacement cost of the property lost or damaged.

Certificates of insurance shall be furnished as soon as possible to Harris Publishing, Inc., its partners, if requested by show management prior to or following the show.

COPYRIGHTS

Exhibitor hereby assumes all costs and expenses arising from exhibitor's or exhibitor's agents' or exhibitor's employee's incorporation or use during the event of any music, written material, dramatic rights, inventions or devices that are subject of any copyright, trademark, trade name, patent, franchise or other contractual or statutory protection.

Exhibitor agrees to indemnify and hold harmless Harris Publishing, Inc., its partnerships, its officers, agents and employees from any claims, damages, cost or expenses, including legal fees, which might arise out of or in connection with such incorporation or use.

AMMENDMENTS

The show management shall have the full power in the interpretation and enforcement of all terms, rules and regulations and any further stipulations considered necessary for the proper conduct of the show. Exhibitor agrees to comply with such terms, rules and regulations. Exhibitors' failure to comply with such terms, rules and regulations shall entitle Harris Publishing, Inc., to terminate Harris Publishing, Inc. obligations under this contract.

DECORATIONS

Decorations may not be taped, nailed, tacked or otherwise fastened to ceilings, painted surfaces, columns or fabric and decorative walls.

HELIUM BALLOONS

Helium balloons may not be given out inside the building but may be authorized for permanent attachment to authorized displays.

ADHESIVE-BACKED DECALS

Adhesive-backed decals and stickers may not be used or distributed anywhere on the premises.

GLITTER

Glitter and confetti may not be used in carpeted areas of the building without prior authorization of facility management.

MOTORIZED VEHICLES

Motorized vehicles, forklifts, gas or electric carts, bicycles, scooters and similar equipment may not be operated on any carpeted areas unless the areas are covered with appropriate plastic sheathing.

TEMPORARY FLOOR COVERINGS

Carpet runners, show carpet or other temporary floor covering over permanent carpet must be approved. Contact the Event Management Department for specification of approved tapes to use when installing carpet. Double-faced tape and heat tapes are prohibited for direct application to permanent carpeted areas.

SIGNS AND BANNERS

- All sign material used should be flame retardant to the satisfaction of the city Fire Marshal.
- Signs and banners may not be attached, taped, nailed or otherwise fastened to any surface including, ceiling, window, painted surface, columns, fabric wall or movable wall of the facility.
- Fees may be assessed for any promotional advertising located within the facility premises.
- All additional signage in non-contracted space must be approved by SMG Management. See rate schedule for established signage locations.
- No approval will be given prior to 90 days out from the first event day.
- All respective costs for reserved sign space will be invoiced on final settlement.
- Exterior signage cannot be placed prior to 48 hours of event opening.
- Exterior signage is not permitted on the city streets or right-of-way. The placement of signs or advertising in the city or county requires proper license and permits from the appropriate governing agencies.

BUSINESS LICENSES

The show management, their exhibitors, agents and contractors shall be required to comply with, and acquire any and all applicable federal, state and/or municipal permits or licenses for doing business within the State of Utah and Sandy City. For information regarding business licenses in Sandy City, call 801-568-7252.

Show management shall, at its own expense, promptly comply and cause its employees, agents, contractors, exhibitor, patrons and invitees to promptly comply with all laws, ordinances, orders, rules, regulations and requirements of all federal, state, municipal and local governments, departments, commissions, boards and officers and to conform in all respects with the City Fire Department Management Plan for the facility as in effect from time to time, with particular reference to such Plan's Exhibition Guidelines.

SAMPLES

Exhibitors who process or distribute food in their normal course of business and would like to distribute food samples may be allowed, provided their food samples are no larger than bite size, and the beverages are no larger than two (2) ounces. An exhibitor who does not manufacture, process or distribute food as their normal course of business, and would like to distribute food, must purchase their food samples from the facility's food service contractor, at retail prices, and no restriction on the size will be applied.

Trailer Parking

After trailers are unloaded in Utah, Park them in the North parking lot of the Expo Center. Sandy Utah has a city ordinance barring staying in camp trailers in the city limits, so ALL SLIDE OUTS in any trailer must be retracted before nightfall. If you leave slideouts extended, the Police will come and site you in the night.

FIRE SAFETY RULES AND REGULATIONS

The NFPA 101 Life Safety Code and the International Fire and Building Code are the established standards for review of occupancies and events at the South Towne Exposition Center. The information contained in this outline is a summary of relevant provisions contained in these Codes, as well as standard operation procedures established in cooperation with the City Fire Marshal.

1. All curtains, drapes and decoration must be constructed of flameproof material, or be treated with an approved flame proofing solution. Treatment shall be renewed as often as may be necessary to maintain the flame proofing effect.
2. No combustible materials, merchandise or signs shall be attached to, hung from or draped over side and rear divider draperies of booths, or attached to table skirting facing aisles, unless flame-proofed.
3. All exits, hallways and aisles are to be kept clear and unobstructed at all times.
4. Storage of any kind behind the drapes or display walls or inside display areas is prohibited. All cartons, crates, containers and packing materials that are necessary for re-packing shall be removed from the show floor. Consideration will be given for the storage of crates outside of the facility. Contact the Event Management Department for available areas.
5. All sawdust and shavings shall be thoroughly treated with an approved flame-retardant product, stored and maintained in a manner approved by the Fire Marshal. Hay and straw are not allowed in the facility.
6. Automobiles, trucks, tractors, machinery and other motor vehicles utilizing flammable fuels, which are placed on display inside the facility shall have no more than ¼ tank or five gallons of fuel in the tank, whichever is less. All fuel tanks shall be locked or effectively sealed, and at least one battery cable disconnected from the ignition system. Ignition keys for vehicles on display shall be kept by a responsible person at the display location for removal of such vehicle from the building in the event of an emergency.
7. The use of liquefied petroleum gases (LPG) and/or propane and compressed natural gas (CNG) inside the building, tents or other areas is strictly prohibited, except for demonstration purposed when approved by the Fire Marshal. Maximum LPG allowed for exhibition purposes shall not exceed the volume level of 2.5 lbs. of water weight.
8. All trash and refuse shall be removed daily from the facility.
9. All electrical wiring shall be installed by one of the facility's exclusive contractors.
10. All standpipe shall be kept clear and unobstructed at all times.

11. All appliances fired by natural gas shall be approved by the Facility Engineering Manager and Fire Marshal, and be installed in accordance with NFPA 54 National Fuel Gas Code before being used.
12. The Fire Marshal must approve the use of welding and cutting equipment for demonstration purposes.
13. There shall be no obstruction blocking exit doors from the outside of the facility, such as vehicles parked in front of the doorways or barricades across sidewalks, etc.
14. No curtains, drapes or decorations shall be hung in such a manner as to cover any exit signs or fire strobes.
15. No vehicles shall be parked in fire lanes outside the facility.
16. No flammable liquid or material shall be used or admitted inside of the facility except by approval of Facility Management and Fire Marshal. Prohibited materials include, but are not limited to, kerosene, motor fuel, explosives, cryogenic gases, etc.
17. Artificial lighting, such as lanterns and candles, etc., requires approval of the Facility Management and Fire Marshal.
18. The use of all gas-fired heating units, either portable or stationary, needs to be approved by Facility Management and Fire Marshal.
19. All cooking appliances shall be equipped with ventilating hoods and equipment as deemed necessary by the Fire Marshal, and installed in accordance with the provisions of the City Building and Fire Codes. Tabletop or portable deep fat fryers that do not exceed oil capacity of 32 pounds may be used without the necessary ventilating hood and fire suppression protection, providing there is (K) class extinguishers positioned on each side of said fryer. All cooking appliances shall be listed by a NATIONAL TESTING AGENCY, i.e., Underwriters Laboratory or Factory Mutual.
20. Portable fryers must be placed at the rear of a booth or maintain a separation from the public by five feet to prevent splashing burns.
21. Tables where a portable fryer is used must be made of a non-combustible material or covered with a non-combustible material. This requirement includes up to 18 inches around the portable fryer. Walls, drapery or décor closer than five feet from the fryer must be protected with a non-combustible material.
22. Double Deck and Covered Exhibit plans must be submitted to Event Management for Fire Marshal and Facility Management approval no later than 8 weeks before set-up date.
23. There shall not be any ticket booths, tables, or any other display set up in the lobby without the prior approval of Facility Management and Fire Marshal.
24. All aisles shall be maintained at a minimum of 10 (10) feet clearance unless otherwise approved in advance by Facility Management and the Fire Marshal.
25. All covered structures in excess of one hundred square feet in area shall be protected by an automatic smoke detection system approved by the Fire Marshal.
26. Should there be any questions regarding plans and/or code requirements, contact your Event Manager

SNOWEST

SNOWMOBILE SHOWS

Exhibit Space Application - Idaho Show

Show Dates: November 17-18, 2023

Return to: Jason Huff Fax: 208-522-5241 jhuff@snowest.com

Company Name:

Contact Name:

Street Address:

City, State/Province:

Phone:

Fax:

Email:

Web Address:

Your booth cost

Booth size:			Total:
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Booth space is \$550 per 10'x10', add \$50 for corner booths. Multiple booths are calculated as \$550 for first booth and \$500 for each additional booth. Booths come with pipe and drape, one table and two chairs.

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Booth location: Due to the nature of the trade show, space is subject to change.

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Payment Options:

Pay by check – Make check payable to: *SnoWest* Snowmobile Show.

Mail to: *SnoWest*, 520 Park Ave Idaho Falls, Idaho 83402

Pay by credit card –



DISCOVER



VISA

(3% transaction fee)

Credit Card #:

_____ Expiration date: _____

Name on Card: _____ 3 or 4-digit code (back) _____

I agree to all the terms and conditions contained in this contract and the attached rules and regulations for exhibit space. All deposits and payments are non-refundable.

Signature: _____

Date: _____

Print name: _____