

EXHIBITOR KIT



April 25th-27th, 2025

www.EastCoastChristmasshow.com

Phone: (847)-453-4285 • Fax: (847)-453-9472

OFFICIAL CONTRACTORS

Please review the following Contractor's Exhibitor Kits for all of your booth needs:

General Contractor: General Exposition Services Inc.

(Furniture, electric, wi-fi, freight info, etc.)

Deadline for discounted pricing: April 11, 2025

Phone: (610) 495- 8870

Email: info@generalexposition.com

Location:

Greater Philadelphia Expo Center
100 Station Ave Oaks, PA 19456
(484) 382-3221

Trade Show Floor Hours:

Saturday April 26th 9:30 am - 5:00 pm
Sunday April 27th 10:00 am - 3:00 pm

Exhibitor Move In Hours:

Thursday April 24th 1:00 pm- 6:00 pm
Friday April 25th 8:00 am - 6:00 pm

Exhibitor Move Out Hours:

Sunday April 27th 3:00 pm - 8:00 pm

Exhibitor Desk/Registration Hours:

Friday April 25th 9:00 am - 5:00 pm
Saturday April 26th 8:30 am - 5:00 pm
Sunday April 27th 9:00 am - 3:00 pm

KEY CONTACTS

Please contact Show Management at any time with questions regarding your exhibit space, show schedule, registration or marketing opportunities.

EAST COAST Christmas Show

P: (847) 453-4285

1001 Green Bay Road, Suite 308

TF: (888) 320-8494

F: (847) 453-9472

Winnetka, IL 60093

www.eastcoastchristmasshow.com

HAUNTED TRADE SHOW LLC MANAGEMENT

PRESIDENT Jennifer Thaler

W: (847) 453-4285 jen@haashow.com

C: (847) 323-5109

W: (847) 453-4285

VICE PRESIDENT Rich Bianco

C: (412) 812-1773 rich@haashow.com

OPERATIONS Stephanie Geitner

W: (847) 453-4285 stephanie@haashow.com

MARKETING Claire Adair

W: (847) 453-4285 clair@haashow.com

To help ensure the safety and security of all persons in the exhibit hall, East Coast Christmas Show, the general contractor and the exhibit hall put the following Exhibit Rules & Regulations together. If at any time you have a question or concern regarding the Exhibit Rules & Regulations, please contact East Coast Christmas Show at (847) 453-4285.

AGREEMENT TO RULES & REGULATIONS

By participating in **East Coast Christmas Show**, exhibitors are responsible for compliance with all exhibit hall, general contractor and East Coast Christmas Show rules & regulations. Please familiarize yourself with all rules and regulations. The general regulations governing East Coast Christmas Show are printed on the back of your exhibit space contract.

CODE OF CONDUCT

We expect all Exhibitors in the East Coast Christmas Show (ECCS) to engage in respectful, considerate behavior towards each other and refrain from engaging in behavior or speech that is demeaning, discriminatory or harassing in any manner. The East Coast Christmas Show' Code of Conduct defines unacceptable behavior as behavior that includes (but is not limited to) the following: • Creating a disturbance that is dangerous or interferes with the ability to transact business on the show floor or creates apprehension in another person. • Engaging in any aggressive or unwanted physical contact with other vendors, attendees and/or general staff. • Making defamatory, harassing or demeaning remarks. • Using profanity, sexually explicit/suggestive or offensive language, racial, religious or ethnic slurs. Unacceptable behavior will not be tolerated in the facility, on the show floor or at any ECCS events. Participants determined to be in violation of these policies in the sole discretion of management will be asked to immediately discontinue their inappropriate behavior. If the behavior continues, management reserves the right to take immediate action to bar the attendee or the exhibitor from further participation in the ECCS without the right of refund for unused days of attendance, seminar, or event tickets, or any booth fees or any costs associated with the trade show.

AISLES

All aisle space belongs to Show Management. No exhibit display, product or equipment will be allowed to extend beyond the space assigned to the exhibitor. This also prohibits extending items in the air over aisles (i.e., banners, display trusses, vehicle arms, scaffolding, etc.). If you are interested in purchasing sponsorship above your booth or across the aisle, please contact Jen Thaler at jen@haashow.com.

EXHIBITOR INFORMATION PACKET

All exhibitors must pick up and sign for their Exhibitor Information Packet at the Registration Desk before booth setup.

BADGES AND WRISTBANDS

Every person on the exhibit floor must wear an Exhibitor Badge & Exhibitor Wristband at all times. Please see additional information on this topic on page 5 of this kit.

CERTIFICATE OF INSURANCE

All exhibitors at East Coast Christmas Show are required to supply a Certificate of Insurance for general liability naming Haunted Trade Shows LLC as Certificate Holder and Additional Insured. Exhibitors will not be allowed onto the show floor until a Certificate of Insurance is presented to the East Coast Christmas Show.

East Coast Christmas Show, its employees and contractors are not responsible for any loss to exhibitor by reason of theft, transportation perils, fire, breakage, etc. **East Coast Christmas Show** requires each exhibitor to carry liability insurance in an amount not less than \$1,000,000 bodily injury and property damage combined. Show management requires exhibitors to file a Certificate of Liability Insurance naming Haunted Trade Shows LLC, 1001 Green Bay, Road Suite, 308 Winnetka, IL 60093 as Certificate Holder and Additional Insured. **Please make sure that your COI is valid for move in, trade show and move out dates: this year's required dates of coverage are April 24, 2025- April 28, 2025.** Exhibitors displaying or demonstrating rides must also supply a Certificate of Insurance that includes coverage for rides, both static and moving, as well coverage for audience participation, games and events. Exhibitors that will have a vehicle in their booth must also supply a Certificate of Insurance for Vehicle / Comprehensive General Liability. All certificates must be uploaded into the Exhibitor Directory Online Form by March 22nd, 2025. You will receive a custom URL to access your Directory Form and upload your certificate. Please see Page 6 for a sample Certificate of Insurance.

SALE OF MERCHANDISE

East Coast Christmas Show will be held in the city of Oaks, in the county of Montgomery, in the state of Pennsylvania. The state and county sales tax are currently 6%. Exhibitors making sales at the ECCS are solely responsible for obtaining any licenses and/or seller's permits required by the city, county or state and for collecting and remitting sales tax. If you plan to make retail sales at show, you are responsible for collecting and remitting Pennsylvania sales tax.

DAMAGE TO PROPERTY

The exhibitor is liable for any damage caused to building floors, walls, or columns, to standard booth equipment or to other exhibitors' property. The exhibitor may not apply paint, lacquer, adhesives, or other coatings to building, floors or to standard booth equipment. The exhibitor may also not drill, drive nails or screws into or otherwise damage building, floors or booth equipment.

DEMONSTRATIONS AND SPECIAL EVENTS

All demonstrations, interviews, and special activities must be contained within the limits of an exhibitor's assigned exhibit space. Distribution of printed material outside your assigned exhibit space is prohibited, unless approved by Show Management. Special events must be coordinated with Show Management. Under no circumstances will special events be permitted to conflict with official show hours. **No promotional activities or marketing activities may be conducted in the parking lot or in surrounding areas outside the exhibit hall during the show.**

DISABILITY PROVISIONS

Exhibitors shall have sole responsibility for ensuring that their exhibit is in full compliance with the Americans with Disabilities Act and any other regulations implemented by that Act.

DISMANTLING OF BOOTH

Exhibitors' display and product may not be dismantled and packed in preparation for removal prior to the official closing of the show. Move-out and dismantling of display material and equipment cannot begin until the show floor has been cleared of attendees. Opening of freight doors will not proceed until the official closing of the show.

EARLY BOOTH BREAKDOWN PENALTY

Exhibitors may not start to break down their booths until 3:00 pm on Sunday, April 27th. Exhibitors caught breaking down their booth before that time will be charged a \$500 penalty, which must be paid before being allowed to book a booth for 2026.

ATMOSPHERIC PRODUCT RULES

Please make sure that you have reviewed all of the rules & regulations on the form included in this kit on Page 9. Only fast-dissipating fog may be demonstrated in an exhibitor's booth at the show. Please also make sure to fill out and submit the form on page 7 if you will be using atmospheric products.

FIRE REGULATIONS

All display materials must be fire resistant or treated with flame retardant solution to meet requirements of the standard flame test as provided in the local municipal code for fire protection. No obstruction, such as chairs, tables, displays, easels, or stanchions, will be allowed to protrude into the aisles. Access to all four sides of the hall columns must be maintained. Each exhibitor is charged with the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the show. Compliance is mandatory and the sole responsibility of each exhibitor. **Storage behind booth space is a fire hazard and will not be permitted.**

FIRE HOSE CABINETS, PULL STATIONS, AISLES, EXITS, LOADING DOCKS, DOORS & RAMPS

Each of these must be visible and accessible at all times, including inside exhibit space. Chairs, tables, product and display equipment must be kept clear of aisles, corridors, stairways and other exits.

FOOD SERVICE

No food or beverage may be brought into the Convention Center from outside the facility. All food and beverage consumed on the premises must be provided by LG Catering. For more information call (609) 760-2434.

MUSIC

All exhibitors agree to obtain necessary licenses to play or perform live or recorded music and agree to defend, indemnify and hold harmless Show Management from any damages or expenses incurred by Show Management due to exhibitors use or authorization of use of such music.

SOUND LEVEL

Exhibitors must keep sound levels in their booth space to a reasonable level during the show. East Coast Christmas Show reserves the right to determine when excessive sound, music, or other display activities interfere with other exhibitors' ability to conduct business. A reasonable level of below 80db will be enforced. Decibel levels will be monitored on the show floor during all show days.

SAFETY DEVICES

All exhibitors agree to accept full responsibility for compliance with national, state and city regulations in the provision and maintenance of adequate safety devices on all exhibited equipment. Exhibitors also agree to comply with all exhibit hall Fire & Safety regulations. If planning a demonstration of equipment, please notify show management by March 22nd, 2025.

BALLOONS & AIRBORNE ITEMS

Helium-filled (floating) balloons and other floating airborne items are not permitted on the trade show floor.

SHOW REGULATIONS

Exhibitors shall abide by and observe all laws, rules and regulations of the United States, State of Pennsylvania, City of Oak, and East Coast Christmas Show. Exhibitors shall observe and abide by additional regulations as published in this Exhibitor Service Kit.

SPECIAL SERVICES

Please contact East Coast Christmas Show if you or a member of your staff has a disability that requires special services. Please submit your request in writing to Stephanie Geitner at stephanie@haashow.com or call (847) 453-4285 / fax (847) 453-9472. Wheelchairs & scooters can be rented from Access and Mobility P: (610) 518-2221 or Mobility on Wheels P: (855) 484-4454.

MATERIAL HANDLING INFORMATION: OPTIONS FOR MOVING FREIGHT IN/OUT

Self delivery – You are welcome, and encouraged, to bring in your merchandise and displays. You are also welcome to ship your merchandise directly to the General Expositions Services (GES) advanced warehouse, no more than 30 days in advance of the show. Please see their exhibitor kit for pricing. The Greater Philadelphia Expo Center (GPEC) has two loading docks in A Hall, and two overhead doors to bring product in. D Hall has one overhead door to bring in product. GES will have four wheel carts available for use on a first come first served basis and they will be available at their service desk. However, you are also welcome to bring your own. The GPEC and Fairgrounds parking lot have over 5000 parking spaces for cars and trucks with trailers at no charge. We recommend that truck/trailers are parked at the farthest spot in the GPEC parking lot or at the Greater Philadelphia Fairgrounds parking lot.

Shipping to the convention center – You are also welcome to ship your merchandise directly to the Greater Philadelphia Expo Center. If you need to ship your product to the convention center you must schedule it to arrive on Thursday or Friday, during set up hours. Shipments CANNOT arrive any earlier than this as we do not have access to the hall and it will not be accepted.

Please note that the roll up and dock doors will be available for move-in from 1pm to 6pm on Thursday and from 8am to 6pm on Friday.

Please review the GES exhibitor kit for material handling information including shippings costs, etc.

Truck / Trailer / RV Parking

The GPEC parking lot has parking for cars and trucks with trailers at no charge, These lots are unsecured. GPEC asks that you park at the back of Hall C furthest away from the building. There are also spaces in the lot next to the Expo lot. RV parking is also available in the back of the building. Please do not park RVs in front of A Hall. There is limited RV electric hookups (must order when onsite) at the back of Hall C. Hookups are first come, first served and can not be reserved. If an RV is not going to purchase electric they should park as far away from the building as possible, the same area as the trucks/trailers.

Please see <https://eastcoastchristmasshow.com/parking-info/> for a diagram of the parking areas. The area indicated in red is the RV / truck & trailer parking area.

The online directory forms must be completed by March 22nd, 2025

Each exhibitor will receive a unique URL via email that will direct you to the Online Directory form. Please fill out your company information, staff badge names and upload your Certificate of Insurance form to the Exhibitor Directory online form. This information will be used for the official ECCS Show Directory and to issue staff badges for your company. As a reminder, badges must be picked up on-site at the Exhibitor Registration counter; they will not be mailed to you. Each exhibitor must present their photo ID to pick up their badge. Each employee working a booth must pick up their own badge and show a photo ID as well. Online Directory forms must be completed by March 22, 2025 and you will receive a reminder email periodically until you complete the Directory and check the box labeled "I confirm that my Directory information is now complete." Once you have completed all sections in the Online Directory form you will receive an email letting you know that this form has been completed and submitted.

BADGES AND WRISTBANDS

Badges and wristbands will be required to access the show floor at all times. Temporary staff badges will be available inside the dock doors; you may wear these temporary badges until you come up to the registration counter to pick up your permanent badges. Every person on the exhibit floor must wear an Exhibitor Badge & Exhibitor Wristband at all times. A photo ID will also be required each time you enter the show floor. Security will be checking each and every person at the dock and lobby doors. There will be no exceptions to this policy. • 4 Exhibitor Badges will be issued per FIRST 10' x 10' booth reserved • 1 Exhibitor Badge will be issued per each additional 10' x 10' booth reserved • Additional Exhibitor Badges can be purchased for \$65 The online directory form must be completed by March 22, 2025. Please be sure to pick up a temporary Exhibitor Badge near the dock when you arrive. You may pick up your Exhibitor Badges on site at the Exhibitor Registration Counter starting Thursday, April 24th at 2:00 pm. **A photo ID must be presented for each badge picked up.**

Please Note: There is a \$65 replacement fee per badge or wristband.

Please Note: If your company fails to fill out the online directory form your company information will be uploaded from our database for the ECCS show directory only. Haunted Trade Shows LLC and the East Coast Christmas will not be responsible for errors or omissions in the Show Directory.

Certificate of Insurance information can be found on Page 2 & 6 of this Exhibitor Kit. All exhibitors at any Haunted Trade Shows LLC event are now required to supply a Certificate of Insurance for general liability. Exhibitors will not be allowed onto the show floor until a COI has been presented to Haunted Trade Shows LLC.

DIRECTORY, ONLINE DIRECTORY, EXHIBITOR BADGE & CERTIFICATE OF INSURANCE (TO BE FILLED OUT ONLINE)

Below is a sample screenshot of the form you'll see at your custom URL:

If you are exhibiting in more than one TransWorld show, please select it from the dropdown below:

Select Directory 04-25 East Coast Christmas Show, April 2025

Online Directory Form

04-25 East Coast Christmas Show, April 2025

MUST BE COMPLETED BY March 22, 2025

▼ Directory Information - please complete by March 22, 2025

Primary Contact	<input type="text"/>	Website	<input type="text"/>
Directory Email	<input type="text"/>	Directory/Signage Name (if different than exhibiting company name)	<input type="text"/>
Directory Address	<input type="text"/>	Directory City	<input type="text"/>
Directory State	<input type="text"/>	Directory Postal Code	<input type="text"/>
Directory Country	<input type="text"/>	Directory Phone	<input type="text"/>
Directory Fax	<input type="text"/>	Directory Toll Free	<input type="text"/>

▼ Exhibitor Badges - This form is for employees working the Booth only. Each individual needs to pick up their own badge at the registration counter during move-in. Please note that you will need to bring your ID to pick up your badge. Badges will not be mailed. Please complete by March 22, 2025

For 1 10x10 space you receive 4 badges, every 10x10 space after that you get 1 badge. Additional badges are \$65. Please note you must be employed by the company to receive an exhibitor badge. Please email Jen@haashow.com if you need to purchase additional badges

Exhibitor Badges #1	<input type="text"/>	Exhibitor Badges #2	<input type="text"/>
Exhibitor Badges #3	<input type="text"/>	Exhibitor Badges #4	<input type="text"/>
Exhibitor Badges #5	<input type="text"/>	Exhibitor Badges #6	<input type="text"/>
Exhibitor Badges #7	<input type="text"/>	Exhibitor Badges #8	<input type="text"/>
Exhibitor Badges #9	<input type="text"/>	Exhibitor Badges #10	<input type="text"/>

▼ Upload Exhibitor Forms - The Certificate of Insurance form is Mandatory for all Exhibitors - please complete by March 22, 2025

No file chosen

▼ This section required to complete Directory - due by March 22, 2025

I confirm that all of the Online Directory Form information is complete

Annotations:

- Make any adjustments to your company information in this section
- Enter the names of the personnel that will be working in your booth in this section
- Required forms can be uploaded by clicking on "Choose File"
- Your directory entry is not complete until you check this box. Weekly reminders will stop once this is checked.

REQUEST FOR BOOTH VARIANCE

Our intent is to provide each and every exhibitor a fair sight line. Please refer to the ECCS Display Rules & Regulations. If you would like to request a variance for your booth, please fill out and include diagram for the variance requested. Each request will be reviewed on an individual basis.

DUE: March 22nd, 2025

Please submit completed form to Stephanie Geitner:

Fax: (847) 453-9472
Email: stephanie@haashow.com

Question? Please call Jen (847) 453-4285

COMPANY: _____
BOOTH #: _____ BOOTH CONFIGURATION: _____
PRIMARY CONTACT: _____ TITLE: _____
TELEPHONE: _____ FAX NUMBER: _____
EMAIL ADDRESS: _____

• Have you reviewed the ECCS Show Display Rules & Regulations? • Will the line-of-sight for neighboring booths be affected by your requested variance? Yes No Yes No

Please explain Variance Requested and include diagrams if possible. (Please submit additional page if necessary):

OFFICE USE ONLY
Approved _____ Declined _____ By _____ Date _____
Explanation _____

FOG, SNOW & SCENT DISPENSING DISCLOSURE FORM

If you dispense fog, to create a more comfortable environment for everyone on the Show Floor, only water based fast dissipating fog fluid maybe dispersed in an exhibitor's booth. Other types of fog fluid products may be sold, but not dispersed during the show. If you intend to disperse fog fluid in your products or display, this form must be filled out and submitted to Show Management for approval by March 22nd, 2025. If you require assistance in determining whether your fog fluid is water based and quick dissipating, please contact Show Management.

If you dispense snow, the machines in your booth must be adjusted so that snow falls only within the confines of your booth space. Snow machines must be operated on intervals and with appropriate velocity. If your snow is found blowing towards or in another booth you will be asked to turn off your machines and/or redirect them.

If you dispense scents, scents may only be dispensed upon buyer request and at a level as to not annoy neighboring companies and/or buyers in the aisles.

Any company failing to obtain prior approval of their use of fog or snow will not be permitted to disperse fog or snow fluid for any purpose in their booth. Any company found to be in violation of these rules during the show will be subject to removal from the 2025 show and will face a \$500.00 surcharge upon booking a subsequent show. Please note: Atmospheric products may not be tested on the show floor until Saturday April 26th. Designated hours will be sent to you at a later date.

Please complete and submit completed form to Stephanie Geitner:

Fax: (847) 453-9472

Email: stephanie@haashow.com

Company Name: _____ Booth #: _____

Primary Contact: _____ Tel #: _____

Fax #: _____ Email: _____

Brand Name and Product Name of fluid to be used: _____

Number of fog or snow machines that will have power and will be running in your booth: _____

Interval, output & duration you expect to set each machine at: _____

Explanation of how fog or snow will be used in your booth (direct demo of machines, part of prop, etc.): _____

PLEASE NOTE: If at any time, a member of Show Management sees a violation of the rules or a discrepancy in the information submitted on the disclosure form (i.e. not using fast dissipating fluid, running more machines than noted on form, using fog or snow continuously with no regard to the comfort of the environment) you will be subject to removal from the 2025 ECCS and will face a \$500 surcharge on site as well.

Have you reviewed the entire Terms & Conditions for Fog, Snow & Scent use at the 2025 ECCS?

Yes

No

I will only use Quick Dissipating Fluid during the entire 2025 ECCS.

Yes

No

OFFICE USE ONLY

Approved _____ Declined _____ By _____ Date _____

Explanation _____