



Dear Vendor Partner,

It is time to prepare for the upcoming dealer market and we have all the information you will need to have a successful exhibition! Enclosed you will find the GES Exhibitor Kit and information regarding the Spring Dealer Market held at the Orange County Convention Center, February 25 – 27, 2016.

This exhibitor kit will help you order everything needed to have a successful exhibit. Each section of this kit is organized to give you access to the most important forms and information needed to make your exhibiting process go as smoothly as possible.

- Booth furnishings
- Shipping product
- Ordering labor
- Assembling and disassembling your booth
- Shipping products back to your warehouse

We are excited to announce at the fall market we set records in all measures we utilize to grade our success from sales, attendance and vendor participation.

We cannot allow ourselves to become content with simply setting new records, so therefore, we take the responsibility to review our procedures following every dealer market with the goal to find incremental improvements to the exhibitor's process and most certainly the overall dealer experience while attending an Orgill market.

We appreciate your efforts to make us better and willingness to assist in those incremental improvements. Please take the time to review your exhibitor kit carefully to learn more about some changes in our set up process, most important the changing of the timeframe for removal of freight from the aisles on Wednesday, February 24<sup>th</sup>.

If you have questions concerning your booth number, please contact your merchandise manager at (901) 754-8850 or logon to [orgill.com](http://orgill.com). However, if you have questions concerning the Market or the information in this packet, please contact Tammy New at ext. 517.

We look forward to seeing you in Orlando.

Sincerely,

Phillip Walker  
Sr. Vice President, Merchandising

## **Orgill 2016 Spring Dealer Market Exhibitor Information:**

**Orange County Convention Center  
South Hall  
9899 International Drive  
Orlando, FL 32819**

Set-Up:                      Monday,        February 22    8:00 AM-5:00 PM  
                                  Tuesday,        February 23    8:00 AM-5:00 PM  
                                  \*Wednesday,   February 24    8:00 AM-3:00 PM

**\*CRATES WILL BE REMOVED FROM THE FLOOR AT 10:00 AM. FLOORS WILL  
CLEAR AT 3:00 PM TO LAY CARPET.**

Market Hours:           Thursday,        February 25    7:30 AM-6:00 PM  
                                  Friday,         February 26    7:30 AM-6:00 PM  
                                  Saturday,       February 27    7:30 AM-4:00 PM

Tear-Down:              Saturday,        February 27    4:00 PM-10:00 PM  
                                  Sunday,         February 28    8:00 AM-Noon

### **Ordering electrical, booth furnishing and labor**

- Place orders early (payment included) and receive discounts. ON-SITE ORDERS ARE EXPENSIVE!
- Confirm with GES/Convention Center that your order and payment have been received.
- Take copies of your orders sent via fax or placed online with you to the market.
- Take a company credit card to pay all balances due on show site and for deposits on rental equipment.

### **Installation & Dismantling - Electrical**

- OCCC electricians will provide the initial electrical power source.
- Electrical service is brought from the nearest column or floor port into the booth. The electrical outlets or boxes are placed in the rear of the booth along the pipe & drape line.

### **Shipping Reminders**

- Shipping to the advanced warehouse guarantees your freight to be in your booth on Monday at 8:00 a.m. for set-up.
- Ship your freight prepaid and keep an inventory and the tracking number(s) for all of your shipments.
- Remove all old shipping labels BEFORE you ship your crates.
- If shipping to the Pallet Area/Bulk Display Area – use the Pallet Form in your GES Exhibitor Kit. Please make sure your company name and booth numbers are clearly marked on the form, and affix this form on all four sides of your pallet.

- Make sure all shipments have a certified weight ticket.
- Shrink-wrap all cartons onto a skid to avoid items possibly becoming separated from shipment in transit.
- Read shipping instructions in the GES Exhibitor Kit.

### **Material Handling Services**

GES is the official material handling contractor. Work rules require that GES off-load all equipment and display material from commercial carriers, common carriers or van lines at the convention center loading docks. The use of forklifts, pallet jacks and lift gates are permitted only by GES personnel. Exhibitors are allowed to perform their own material handling provided they meet all of the following criteria:

- Person performing the work must be a full-time company employee of the exhibiting company
- They must be off-loading from a company-owned truck or rental vehicle, or from a car, van or truck owned by personnel of the exhibiting company. All trucks, including co-owned or rental vehicles over 24' in length will be off-loaded and/or loaded by GES.
- They may use only hand-operated equipment, which they have provided; two-wheeled hand trucks are permitted. The use of forklifts, pallet jacks, lift gates or any other mechanical equipment is not permitted by anyone other than GES.
- GES will not be responsible for any material they do not handle.

### **CART INFORMATION**

Cart Service is a feature for Personally Operated Vehicles (POV) only. This service is for those who have small hand carry items all of which must fit on a 3'x 4' push cart in one trip for a fee of \$81.00. For more information please refer to the Cartload Service Order Form in your GES Exhibitor Kit.

### **RIGGING**

OCCC is the exclusive rigging service provider of Aerial Rigging Service. If you require rigging services for your booth, OCCC is the only vendor authorized to hang signs or banners in the booth space.

- All rigging must conform to the rules, regulations and facility limitations of the OCCC which may be found in the OCCC Event Planning Guide at [www.occc.net](http://www.occc.net); and Orgill Show Management regulations.
- All assembly of equipment, signs, products necessary prior to hanging, etc., will be the responsibility of the Exhibitor.
- Failure to submit accurate diagrams prior to set-up will delay the hanging of your sign and could incur additional cost.
- An exhibitor order form for rigging services may be found in the OCCC Exhibitor Ordering Guide included in the GES kit.

## **Frequently asked questions:**

### **How do I label my freight?**

Use the labels in the **GES Section** of this exhibitor kit and copy them if you need more. Remove all old labels from your crates and cartons.

### **How does my shipment get unloaded?**

GES has the responsibility of receiving and handling all exhibits materials. It is their responsibility to manage docks and schedule vehicles for a smooth and efficient move-in. If you wish to unload, you must report to the GES Marshalling Yard. Do not proceed to the dock until authorized to do so.

### **When will I get my empty crates back? Other exhibitors have already received their “empties”?**

Platinum Exhibitors will receive their empty crates first followed by the remaining exhibitors; this is all completed on a random basis based on the zone of your booth location. **Please do not stand in the dock area looking for your freight - this only slows down the empty return process and is also a safety concern.**

### **What are the hours for straight time and overtime labor?**

All labor before 8:00 a.m. and after 4:30 p.m. Monday thru Friday, and all hours on Saturday, Sunday and holidays will be overtime. Straight time rates are hours worked between 8:00 a.m. and 4:30 p.m. Monday thru Friday only, excluding holidays.

### **What is the address for advanced shipments?**

C/O GES  
Orgill Spring Dealer Market  
Name of Exhibiting Company  
Booth # \_\_\_\_\_  
7945 Mandarin Drive  
Orlando, FL 32819

The first day for shipments to arrive is **Tuesday, January 19<sup>th</sup>**. Last day for shipments to arrive at the advance warehouse without a surcharge is **Wednesday, February 17<sup>th</sup>**.

### **What is the address for direct shipments?**

C/O GES  
Orgill Spring Dealer Market  
Name of Exhibiting Company  
Booth # \_\_\_\_\_  
Orange County Convention Center  
South Hall  
9899 International Drive  
Orlando, FL 32819

Direct shipments can begin arriving at the exhibit site on **Monday, February 22<sup>nd</sup>**. Last day for shipments to arrive at the exhibit site is by **9:00 AM on Wednesday, February 24<sup>th</sup>**.

### **BUSINESS CENTER**

FedEx Kinko's will operate a full service business center onsite to provide small small package shipping and copy and fax services.

### **DISTRIBUTION OF FLYERS**

The distribution of literature, promotional items, samples, etc. is restricted to the location of your contracted exhibit space. Any distribution or other activity interfering with the activities of neighboring exhibitors or the obstruction of aisles will not be allowed.

### **INTERNET SERVICE**

SmartCity offers WiFi throughout meeting rooms, lobbies, and exhibit halls. Please refer to the Internet/Network Service form in your exhibitor kit.

### **FIRE LAWS**

All display materials must be flame-retardant treated and certified as such (a certificate should be available if it is asked for). Smoking in the convention center is prohibited. Exhibits must not block aisles, fire exits and fire extinguishers. No decorations of paper, pine bough, leafy decorations, tree branches or other combustible materials are allowed.



**NO storage behind exhibits provided or permitted.** Please make sure you read and understand the *Fire Regulations* located in the *GES* section of this exhibitor kit.



**USA**  
**Pallet Area Freight!**  
**Deliver to:**

**PALLET AREA \_\_\_\_\_**

Pallet area as assigned by your Merchandise Manager

Bauer: G-Housewares, W-Consumables,  
C-Cleaner-Chemicals  
Bigham: B-Electrical, N - Heating  
Brake: Y-Fasteners, T-Builders Hdwe  
Cooper: I-Lawn & Garden, E-Fencing,  
D-Farm & Pet

Erwin: P-Hand Tools  
Gardner: J-Paint 1-Paint Sundries,  
Harmon: X: Power Tools,  
Z: Automotive  
Nickelson: Q-WorldWide Sourcing

Ray: 4-Outdoor Living,H-Agriculture  
Vornbrock: A-Plumbing,  
K-Kitchen & Bath  
Wooldridge: S-Building Materials,  
V-Locks

**Vendor Name \_\_\_\_\_**

**Orgill Buyer \_\_\_\_\_**

**Department \_\_\_\_\_**

**Vendor Contact \_\_\_\_\_**

**PLEASE COPY AND ATTACH THIS FORM TO  
ALL FOUR SIDES OF THE  
PALLET AREA MERCHANDISE ONLY!**



**CANADIAN  
Pallet Area Freight!  
Deliver to:**

**PALLET AREA \_\_\_\_\_**

Pallet area as assigned by your Merchandise Manager

Bauer: G-Housewares, W-Consumables,  
C-Cleaner-Chemicals  
Bigham: B-Electrical, N - Heating  
Brake: Y-Fasteners, T-Builders Hdwe  
Cooper: I-Lawn & Garden, E-Fencing,  
D-Farm & Pet

Erwin: P-Hand Tools  
Gardner: J-Paint, 1-Paint Sundries  
Harmon: X: Power Tools,  
Z: Automotive  
Nickelson: Q-WorldWide Sourcing

Ray: 4-Outdoor Living, H-Agriculture  
Vornbrock: A-Plumbing,  
K-Kitchen & Bath  
Wooldridge: S-Building Materials,  
V-Locks

**Vendor Name \_\_\_\_\_**

**Orgill Buyer \_\_\_\_\_**

**Department \_\_\_\_\_**

**Vendor Contact \_\_\_\_\_**

**PLEASE COPY AND ATTACH THIS FORM TO  
ALL FOUR SIDES OF THE  
PALLET AREA MERCHANDISE ONLY!**

## Almost out of Market Forms?

### Need more Copies?

**New for New Orleans.** No need to contact your buyer for copies only. Just log on to Orgill.com and follow the steps below to request additional copies of your market forms.

1. Log on to Orgill.com (If you do not know your Vendor's user name and password, please see Lisa Pirtle at Vendor Registration and she will assist you.)
2. Go to Events and click on Market Forms Request.

The screenshot displays the Orgill.com Order Center interface. The browser window shows the URL <http://orgill.com/index.aspx?QType=4>. The Orgill logo is prominently displayed at the top left. The navigation menu includes links for Order Center, My Account, Item Center, Catalog, About Orgill, Services, Events, Information, Employee Center, Contact Us, and Admin. A dropdown menu for 'Events' is open, showing options such as Dealer Market Registration, Market Form Request, Doorbuster Booking, Booth Information, Dealer Market Information, Market Prospect Registration, Official Orgill Market Apps, Sales Survey, and Sales Rep Tools. The 'Market Form Request' option is highlighted with a blue arrow. Below the navigation, there's a 'Catalog Search' section with a search bar and a 'Browse Catalog' section with various product categories. The main content area includes a 'Quick Order' section with a table for SKUs and quantities, an 'Order Dashboard' with a shopping cart summary, and a 'PREP' advertisement. At the bottom, there are 'Warehouse Promotions' and 'Other Promotions' sections with various program listings.

3. Fill out the Form and click send.
  - a. You will need to fill out a separate request for each set of order forms that you need.
  - b. Fill out the form as completely as possible.
  - c. Be sure to include your contact information, so that we can contact you if we have any questions regarding your request.
  - d. If you are requesting copies of coupons, doorbusters, or Market busters, please enter the sku's needed in the boxes at the bottom of the form. The boxes for you to enter your sku numbers will appear at the bottom of the form when one of these options is selected.
  - e. For Dropship Pallet Forms, please enter the Form number located on your forms. This will start with PLT. For example PLT1234. The PLT number is located in the top right hand corner of your pallet form beside the vendor number.
  - f. For Dropship Forms, please enter the Vendor name for your form, located in the top left corner of your form.
  - g. For Dropship Forms and Dropship pallet forms, please select Domestic or Canada.
  - h. For Special Programs and Relays, please be sure to enter the program number and form name. This will help us to quickly locate your form to be printed. The program number will be located in the top right hand corner of your form.



The screenshot shows a web browser window with the Orgill website. The browser's address bar shows the URL <http://orgill.com/DMFPR/default.aspx>. The website has a navigation bar with links: Home, Español, Français, My Profile, View Cart, Logout, and a Search button. Below this is a menu with links: Order Center, My Account, Item Center, Catalog, About Orgill, Services, Events, Information, Employee Center, Contact Us, and Admin. The main content area is titled "Orgill - Form Print Request" and "Dealer Market Print Request Form Orgill, Inc.". It contains instructions for vendors and merchandise managers, followed by a form with fields for Request Date, Department (Agriculture), Merchandise Manager, Vendor, Vendor Number, Booth#, Number of Copies (100), Check Region (Domestic, Canada), Canada Only (Yes, No), Program Number, Contact Name, Cell Phone, and Contact Email. There are also checkboxes for various form types: Coupon, Warehouse Form, Market Buster, Market Buster Planogram, Warehouse Pallet, New Product Coupon, New Product Planogram, Doorbuster Coupon, Warehouse Price Stickers, Drop Ship Form Name, Drop Ship Pallet - PLT#, and Other (Specify form name). A red "SEND" button is at the bottom of the form. The footer contains links: About Orgill, Corporate Information, Driving Directions, Privacy Statement, Usage Policy, Contact Us, Website FAQs, and a page number (3).

Once you have clicked the send button, your request will be emailed to the Orgill Copy Center.

We will have your forms printed and delivered to your booth. Please make sure to have a representative in your booth at all times. Forms will not be left in an empty booth.

**DO NOT WAIT** until you only have 1 order form left before requesting copies. When your stack starts to look low (around 20 to 25 copies left) you need to request copies.

This request is for copies only. If you have any changes to your forms – item additions, item deletions, price changes, discount changes, etc.. then you will need to contact your Merchandise Manager.

# Vendor Meeting



## Vendor Meeting

### Tuesday

February 23, 2016

1:00pm

3:00pm

### Wednesday

February 24, 2016

9:00am

11:00am (New Vendors Only)

### Location:

Orange County Convention  
Center

The meeting on Tuesday at 1:00 and 3:00, and Wednesday at 9:00 are for vendors who have worked prior Orgill Dealer Markets.

The meeting on Wednesday at 11:00 will be tailored toward vendors attending their first Dealer Market.

Attending the vendor meeting is critical to helping you understand what is required to maximize your market productivity. Even if you have attended vendor meetings at other Orgill Markets, information can change. Please be prompt and turn off or silence phones during the meeting.

*Attendance at one of these meetings is required  
for every person working your booth.*



# SAFETY REMINDER

**NO FLIP FLOPS OR  
OPENED TOED SHOES  
DURING SET-UP OR TEAR-  
DOWN!**

*You should treat the show areas during move-in and move-out as you would a construction site when work is ongoing. Wearing of appropriate attire including footwear with hard soles, protects against potential injuries from site debris, and limits potential for slips and falls. Heels, flip flops, and open toed shoes are inappropriate, they violate safety standards and will not be allowed. You will be asked to leave the show floor.*

*Children under 16 will not be admitted on the floor during vendor set-up and move-out.*



**CLOSED  
TOED  
SHOES  
ARE  
REQUIRED**