Exhibitor Service Kit

Learn More At
AmericanHort.org/Cultivate
This is your one-stop shop for ordering electric, carpet, lead retrieval options, food, beverage, and more. Be sure to review all the information carefully as this kit contains the rules and regulations inherent with exhibiting at Cultivate.

ORDER SERVICES
- Labor & Exhibit Furnishings: carpet, tables, chairs, lighting fixtures, etc.
- Electrical, Utilities, Phone, Cleaning Services
- Banner/Sign Hanging & Rigging:
- Internet Services
- Audio/Visual Services and Equipment
- Food & Beverage Service
- Lead Retrieval Services

GENERAL INFORMATION
- Cultivate Quick Facts
- Exhibitor Checklist
- Cultivate Exhibitor Rules & Regulations
- Columbus Convention Center Rules & Regulations
- Shipping and Transportation
- Move-In, Parking, Storage, Move-Out

If you have any questions about the information in this kit, please contact:

Sherry L. Johnson, CMP, CEM  
VP Knowledge & Business Advancement  
SherryJ@AmericanHort.org  
Phone: 614-884-1144

Elizabeth Williamson  
Exhibit & Sponsorship Manager  
ElizabethW@AmericanHort.org  
Phone: 614-884-1204

Order Services Online at CultivateEvent.org

Exhibit Services Provided By:
**Location**
Greater Columbus Convention Center, Halls A-D
400 N. High Street
Columbus, OH 43215
Phone: 614-827-2500

**Show Days and Hours**
- Sunday, July 11: 9:30 a.m. to 5 p.m.
- Monday, July 12: 9 a.m. to 5 p.m.
- Tuesday, July 13: 9 a.m. to 2 p.m.

**Move In**
- Thursday, July 8: 8 a.m. to 5 p.m.
- Friday, July 9: 8 a.m. to 5 p.m.
- Saturday, July 10: 8 a.m. to 5 p.m.

Booth setup must be completed by 5 p.m. Saturday, July 10. Exhibitors who need additional time to set up should contact show management no later than June 11.

**Exhibitor Registration**
- Thursday, July 8: 1:00 p.m. to 5 p.m.
- Friday, July 9: 7:00 a.m. to 5 p.m.
- Saturday, July 10: 7:00 a.m. to 5 p.m.

For your convenience, exhibitor badges will be available for pick-up at the Exhibitor Registration counter located in the front of Exhibit Hall B.

**Move Out**
All vehicles must first go to the Marshalling Yard Tuesday, July 13 after 2 p.m.

Exhibitors who tear down their booth(s) prior to the official close of the Trade Show may be barred from exhibiting at future AmericanHort events.

Wednesday, July 14 - 7 a.m. to 12 p.m. Exhibitors may proceed directly to the Convention Center.

**Show Colors**
- Booth Drape: Black
- Aisle Carpet: Madison (Black and Gray Spec)

**Carpet Tape**
All carpet tape must be Polyken 105C and be building approved. If these requirements are not met, you will be billed for damages.

**Sign & Banner Hanging**
- Sign/banner hanging, and theatrical rigging/lighting must be done on Thursday, July 9 or Friday, July 10. NO Signs or Banners will be hung on Saturday, July 10.
- Standing or hanging signage cannot exceed 25 feet tall and has a weight limit of 75 pounds.
- Free-floating Hanging Banners (hung from the ceiling but not anchored at the bottom) must be 12 feet from the booth floor (cannot reach a height greater than 25 feet). Banners should not extend outside your booth.
- Anchored Banners (hung from the hall ceiling and anchored to the exhibit display) cannot not exceed 24 feet in length and must be anchored no less than 1 foot from the floor of the booth (again, cannot reach a height greater than 25 feet).
- Convention center personnel must be hired for installation and removal of suspended signage.

**Service Contractors**
George Fern Expositions & Event Services (Fern) is the official service contractor for Cultivate. Fern will provide all usual trade show services (furniture, special decoration, lighting, art and sign work, etc.), including labor. The exhibitor may appoint an outside independent contractor (EAC) to move-in and move-out only the hired exhibitor’s display within the confines of their exhibit space. Use of part-time personnel or freelance personnel is strictly prohibited.

**Outside Contractors**
Any exhibitor wishing to use a firm other than the official service contractor (Fern) must notify AmericanHort and Fern in writing by completing and returning the Independent Display House Contractors Form included in the service kit. Exhibitors and Exhibitor Appointed Independent Contractors are prohibited from operating lift equipment of any type (i.e. forklift, manlift, etc.)

**Exhibitor Work Pass/Registration**
Exhibitors MUST have their exhibitor badge and a photo ID during tear down. You will not be permitted in the facility without these two items. Work passes for installation and dismantling of exhibits will be available at the Fern Service Desk.

**Note:** No one under the age of 14 is permitted in the exhibit hall during non-event hours, including set-up and tear down.
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<td><a href="mailto:Exhibitorservices@fernexpo.com">Exhibitorservices@fernexpo.com</a></td>
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WHO IS ELIGIBLE?
Cultivate considers an eligible organization/company as one that regularly grows, manufactures, sells or provides products and/or services designed for the horticultural industry. AmericanHort reserves the right to determine the eligibility of all exhibit space applicants and individual products to be exhibited.

AmericanHort reserves the right to refuse exhibition space to any individual or entity that proposes to display goods or services that are not likely to be compatible with the general character or objectives of the exhibition in the sole and absolute discretion of AmericanHort.

EXHIBIT SPACE
Space Allowance:
The minimum required booth size is 100 square feet per exhibitor. AmericanHort will cooperate with each exhibitor to provide the desired type of booth but cannot guarantee the availability of any booth size or configuration.

Arrangement:
Exhibitors shall arrange their displays so that they utilize only the booth area contracted for and in such a manner as to recognize the rights of other exhibitors and event visitors and to conform to the overall pattern developed by AmericanHort.

Included:
- Access to 10,000+ prospective buyers.
- For the first 10’ x 10’ purchased you will receive 4 trade show badges; each additional 10’ x 10’ space purchased receives 2 additional badges. If you require more badges than your allotment for personnel staffing your booth you may purchase additional exhibitor badges.
- Exhibitor listing in the Cultivate on-site guide.
- Electronic list of eligible attendee leads (after the event).
- Access to Industry Connect, Knowledge Center, Cultivate Live, New Varieties and New Products.
- One educational session voucher for each registered booth personnel.
- Your company’s website or email address linked from the searchable online directory.
- A booth identification sign.
- Black 8’ back and 3’ side wall pipe & drape.

Rental Fees:
- A 50% deposit is due at the time exhibit space is booked if space is booked on or before March 5, 2021. If deposit is not received within 30 days of booking, space will be released.
- Remaining balance is due on March 5, 2021. If payment is not made by final deadline, space will be released.
- Spaces booked after March 5, 2021 will require full payment at time of booking.
CANCELLATION OR REDUCTION OF SPACE:
Exhibitors may cancel or reduce their Cultivate’21 space subject to the following conditions and restrictions:

- Cancellations received to AmericanHort in writing will be charged a $200 processing fee per 100 square feet booth prior to March 5, 2021.
- There will be no refunds after March 5, 2021.
- Any exhibitor requesting a reduction in space is subject to reassignment.

SUBLETTING OF SPACE:
The exhibitor agrees not to assign, sublet, share, or apportion space or any part thereof allotted to the exhibiting company, nor to exhibit, advertise, or offer for sale goods other than those manufactured or sold by the exhibiting company in the regular course of business. Exhibitors are not permitted to trade or swap exhibit space with another company. The original contract on file with AmericanHort denotes which exhibitor is entitled to any given space.

SPACE RENEWAL AND UPGRADE REQUESTS:
Existing exhibitor renewal for the following year begins onsite at Cultivate. A 50% deposit is due at the time of renewal. Upgrade requests can be submitted during the booth renewal process and are satisfied on a first come, first served basis depending upon availability.

ONSITE
CONDUCT:
It is intended that Cultivate, and all AmericanHort events, is a serious and dignified offering of products and services of value to the horticulture industry. Further, AmericanHort may take any action it deems appropriate (including, but not limited to, expulsion from an event and/or suspension or elimination of seniority) against an exhibitor for conduct detrimental to the event, as determined in the sole discretion of AmericanHort.

Any detrimental conduct including but not limited to abusive language, threats, assault, vandalism, theft, and similar acts will result in the immediate removal of the offender from the premises. In cases of violation of the law, charges may be filed for prosecution. Misconduct may result in potential loss of current or future exhibiting opportunities. AmericanHort will not be liable for any refunds, rentals, or other exhibit expenses due to eviction or misconduct of exhibitors.

MOVE-IN:
Booth setup must be completed by 5 p.m. Saturday, July 10. Exhibitors who need additional time to setup should contact AmericanHort no later than June 11.

MOVE-OUT:
All vehicles must first go to the Marshalling Yard before they can gain access to the Convention Center loading docks. Exhibitors who tear down their booth(s) prior to the official close of the Trade Show may be barred from exhibiting at future AmericanHort events.

ATTENDANCE AT BOOTH:
Exhibitors must make sure a representative on duty is always present at the booth during the opening hours of the exposition. Exceptions for religious reasons may be permitted at the discretion of AmericanHort and must be approved in advance.

CHILDREN AT THE EVENT:
Children under the age of 14 (including infants) are not permitted onto the exhibit floor at any time during move-in or move-out. Children are allowed on the exhibit floor during event days with the supervision of a responsible adult.

CUBIC CONTENT:
Under the cubic contact rule, each exhibitor may build to the front of their booth, up to the maximum allowable height (25 feet). There are no sight guidelines under the cubic content rule. This rule allows exhibitors to make maximum use of their booth space.

AISLES:
Aisles belong to the event and may not be used by an exhibitor. All business must be conducted within the confinement of your booth. No exhibitor’s product, equipment, booth personnel (including hired entertainment), advertisement or booth construction may extend beyond the space allotted or placed in a manner to deter visitors from passing through the aisles as determined by AmericanHort. Any obstructions placed in the aisle, passageways, or exits will be removed.

CARPET:
All exhibit aisles will have grey and black multi-color carpet. Aisle carpeting is swept daily. Cleaning of booth carpeting is the responsibility of the exhibitor and/or can be contracted through the Greater Columbus Convention Center. All carpet tape must be Polyken 105C and be building approved. If these requirements are not met, you will be billed for damages.
Signage:
Signage, standing or hanging, cannot exceed 25 feet in height from the floor of your booth. Convention Center personnel must be hired for both installation and removal of suspended signage. Maximum weight limit is 75 pounds. Signage and lighting must be contained within the cubic confines of the booth, not extending into aisles or neighboring spaces.

*Installation MUST be scheduled in advance and is only permitted on Thursday and Friday of event setup.*

Hanging Banner:
Free-floating banners (banners hung from the ceiling but are not anchored at the bottom) must be 12 feet from the floor of the booth due to fire marshal regulations. Anchored banners (banners hung from the ceiling and anchored to the exhibit display) must not exceed 24 feet in length and must be anchored no less than 1 foot from the floor of the booth. All banners, curtains, draperies, hangings, and other decorative materials suspended from exhibit walls or ceilings shall be noncombustible or declared flame retardant with a certificate from the manufacturer. Banners must be contained within the cubic confines of the booth, not extending into aisles or neighboring spaces.

*Installation MUST be scheduled in advance and is only permitted on Thursday and Friday of event setup.*

Finished Appearance:
Any portion of an exhibitor’s display which extends or protrudes above or beyond that of the booth adjoining to the rear or side must, at the exhibitor’s expense, be completely smooth, flush-finished with no exposed framework, and painted white. It must be finished in such a manner as not to be unsightly to exhibitors in the adjoining booth or others. AmericanHort reserves the right to make judgment as to whether a booth shall be finished on-site. If such surfaces remain unfinished at 5 p.m., July 10, 2021, AmericanHort shall authorize the official service contractor to complete the necessary finishing, and the exhibitor must pay all charges involved thereby.

Graphics on Neighbors’ Side:
Outer surfaces (such as the backside of walls or any common border facing a neighboring booth) may not contain any trade names, logos, product or company name, or other identification that would face directly into a neighboring exhibitor’s booth.

Multi-Level Exhibits:
Multi-level exhibits will be permitted in perimeter booths only, unless otherwise approved by AmericanHort. One occupiable second floor is permitted; however, the second level floor may not be more than 8 feet above ground level. A minimum of one fire extinguisher is required per level. Steps can be no higher than 8 inches per step. All materials must be fire retardant. All multi-level exhibits, regardless of whether people will occupy the upper area or not, must have drawings available for inspection by AmericanHort, the installation and dismantling contractor, the exhibitor, and Columbus Convention Center during the time the exhibit is being erected, exhibited, and dismantled at the event site. Drawings must bear the stamp of a reviewing structural engineer. All plans must be submitted to AmericanHort for approval no later than May 31, 2021.

Service Contractors:
George Fern Expositions & Event Services (Fern) is the official service contractor for Cultivate. Fern will provide all usual trade show services (furniture, special decoration, lighting, art and sign work, etc.), including labor. The exhibitor may appoint an outside independent contractor (EAC) to move-in and move-out only the hired exhibitor’s display within the confines of their exhibit space. Use of part-time personnel or freelance personnel is strictly prohibited.

Outside Contractors:
Any exhibitor wishing to use a firm other than the official service contractor (Fern) must notify AmericanHort and Fern in writing by completing and returning the Independent Display House Contractors Form provided by Fern. Exhibitors and Exhibitor Appointed Independent Contractors are prohibited from operating lift equipment of any type (i.e. forklift, manlift, etc.)

Pallet Jacks & Forklifts:
The Greater Columbus Convention Center is a non-union facility. Exhibitors may use their own manual pallet jacks during the move-in and move-out process. Power pallet jacks and forklifts are prohibited.

Work Pass Registration:
Work passes for move-in and move-out of exhibits will be available at the Fern Service Desk and Exhibitor Registration.
Booth Activities:
AmericanHort reserves the right to restrict exhibits which, because of noise, methods of operation, materials, or for any reason, become objectionable and also to prohibit or evict any exhibit which, in the opinion of AmericanHort, may detract from the general character of the event as a whole.

- Laser Logo – Laser logos may not be projected outside of an exhibiting booth.
- Video Recording – No exhibit or event presented at Cultivate shall be videotaped, broadcast, or recorded for commercial use, sale, or distribution of any kind without prior consent of AmericanHort.
- Projection of Pictures – Showing of projected pictures (videos, holograms, slides, transparencies, opaque material, etc.) will only be permitted within the confines of the exhibitor's booth. Exhibitors shall be required to provide adequate viewing space exclusive of aisle space for all video, computer, or audio-visual presentations.
- Music & Amplification – Due to ASCAP licensing requirements and U.S. copyright laws, no live or recorded music will be permitted in the exhibit hall without proof of appropriate licensing. Be prepared to provide said proof. This rule includes background music and audiovisual presentations.
- Hemp - Hemp or cannabis plants of any kind are strictly prohibited from Cultivate and the Greater Columbus Convention Center. Ohio Laws grant the Ohio Department of Agriculture (ODA) the authority to regulate hemp licensing in the state. Licensing is site specific and requires GPS coordinates and physical address information about each location where hemp will be grown, maintained, stored or possessed. Possessing hemp at the Greater Columbus Convention Center is illegal and not allowed. Additionally, it is illegal to co-mingle hemp with other crops without prior approval from ODA. Therefore, hemp or cannabis plants are strictly prohibited from Cultivate.

The use of amplification, recordings, videos, slides, or other audiovisual devices is permissible; however, the sound volume of any such device must not exceed that of normal conversation voice level or be objectionable to neighboring exhibitors.

LEGAL

Show Management:
Cultivate is the sole property of AmericanHort. AmericanHort staff will provide all event management functions and establish event policies. Rulings by AmericanHort shall, in all instances, be final regarding the use of any exhibit space. Each exhibitor is required to submit an Exhibit Space Application. By doing so, the exhibitor subscribes to the Rules and Regulations. All matters and questions not covered by the Rules and Regulations are subject to the decision of AmericanHort. Rules and Regulations may be amended at any time by AmericanHort, and all amendments or additions that may be so made shall be as equally binding on all parties affected as the original Rules and Regulations. Each exhibitor will be provided access to the online Exhibitor Service Manual, which is considered an extension of the Exhibit Space Application.

Use of Center/Cancellation of Event:
In case of cancellation of the event or unavailability of the exhibit space for its specific use due to war, governmental action or order, act of God, fire, strike, labor dispute, or any other cause or causes beyond AmericanHort’s control, this agreement shall terminate and AmericanHort will have no liability to reimburse exhibitors with respect to any damage or loss, directly or indirectly arising as a result thereof except for any application fee actually paid by exhibitor.

Chemical Containers:
Any exhibitors who have chemicals in their product lines should display empty containers in their event booth. This will eliminate any health hazards and possible liability risks due to accidental spills or other accidents that would expose these chemicals to event workers, exhibitors, or event attendees. See the Columbus Convention Center’s Rules & Regulations for details on handling other material.

Non-Compete Rule:
Exhibitors agree that they will not schedule any receptions, hospitality suites, social functions, exhibits, product demonstrations, training sessions, or other events or functions for attendees or potential attendees outside of their exhibit booth(s) during Cultivate (conference and exhibit hours). The distribution of any printed materials, samples, or other promotional items are restricted to the confines of each company’s exhibit space. Apart from the specific display space for which an exhibiting company has contracted with AmericanHort. No part of the Greater Columbus Convention Center or its grounds may be used by any organization other than AmericanHort for display purposes. The booth sales, advertising sales, or solicitation for any competitive trade show, conference, magazine, newspaper, or any other promotional solicitation not expressly approved by AmericanHort is strictly prohibited.

Safety, Fire & Health:
The exhibitor must comply with all safety, fire, and health ordinances regarding installation and operation of equipment. All display, exhibit materials, and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents. All product demonstrations involving any moving or potentially hazardous machines, displays, or parts must have hazard barriers to prevent accidental injury to spectators. The decision of AmericanHort in this regard shall be final.

i. All material used in the construction and decoration of an exhibit must be fire retardant. This includes, but
is not limited to, scenery, backdrops, drapes, display boxes, signs, tarps, canopies, tents, etc.

ii. Each Exhibitor must, upon request by an AmericanHort staff member or an AmericanHort agent or designee, produce a certificate of flame retardation.

iii. Exhibitors agree to comply with all local, city, and state fire, safety, and health ordinances.

iv. All nursery stock must be balled and burlapped or containerized.

v. Fresh cut greens (i.e. pine roping) must be made fire retardant. You can purchase the spray/paint at any fire protection store. Bring the spray can/label from the can. It makes it easier for the inspector to give approval.

vi. All vehicles being displayed may only have minimum fuel in the tank with gas caps either locked or taped over and battery cables detached. All vehicles must be inspected by a fire marshal representative prior to placing in your booth.

vii. All mulch (whether on the floor or in display bins/containers) must be watered daily. Thus, plastic must protect the floor. Water and/or ice will be available in the loading dock area. Exhibitors must provide their own sprinkling cans and/or other containers for transporting water or ice to your booth.

**Americans With Disabilities Act:**
Exhibitors bear sole responsibility for ensuring their exhibit/booth complies with the Americans with Disabilities Act (ADA) and any regulations under that Act. A copy of Public Law 101.336 [S.993] American Disabilities Act of 1990 is available upon request from the Department of Justice.

**Insurance:**
AmericanHort and the Greater Columbus Convention Center may take precautions to safeguard exhibitor’s property by means of regular perimeter guard service. However, they will not be liable for damage or loss to exhibitor’s property through theft, fire, accident, or any other cause. Exhibitor should insure his or her own exhibit and display materials. AmericanHort will not assume liability for any injury that may occur to event visitors, exhibitors, or their agents and employees, or others.

Exhibitors agree to carry the following insurance coverage during the exhibition and move-in and move-out days:

i. Insurance coverage for personal and property consisting of fire, extended coverage, vandalism, malicious mischief, and all other risks of loss, with waiver of subrogation, in an amount not less than $500,000 combined single limit.

ii. Comprehensive general liability insurance in an amount not less than $500,000 for each occurrence and $1,000,000 in the aggregate, insuring against death or personal injury;

iii. Workers’ Compensation coverage in full compliance with federal and state laws;

iv. Comprehensive general automobile liability insurance covering owned, non-owned, and hired vehicles, including loading/unloading hazards with bodily injury limits of $250,000/$500,000 and property damage limits of $100,000

v. All policies must name AmericanHort and the Greater Columbus Convention Center as additionally insured.

vi. Exhibitors must deposit with AmericanHort current certificates of insurance evidencing the continued existence of the foregoing insurance policies.

vii. A company providing insurance coverage must have and must maintain a rating of “A” or better by Best's Insurance Rating Service. The form of the policy or policies providing insurance coverage is subject to the written approval of AmericanHort, which AmericanHort will not unreasonably withhold or delay.

viii. All policies carried by exhibitors must include a waiver by the insurer of all rights of subrogation against the landlord in connection with any loss or damage insured thereunder, provided such waiver will not apply if it would have the effect of invalidating any insurance coverage of the exhibitor.

ix. Exhibitors agree they have the sole responsibility for obtaining the above required insurance and that neither AmericanHort nor any other party has purchased insurance on exhibitor’s behalf and is under no obligation to do so.

x. AmericanHort reserves the right to refuse setup to an exhibitor that does not provide evidence of appropriate coverage.

**Liability:**
Exhibitor agrees that AmericanHort will not be liable for incidental, special, indirect, consequential, or other similar losses or damages, including, but not limited to, loss of profit or revenues, damage for loss of use of any equipment or other property, claims of third parties, including personal injury or death on account of rental or use of exhibit space by exhibitor or the services provided by AmericanHort, whether or not AmericanHort has been advised of the potential for such damages. Under no circumstances will AmericanHort’s total liability hereunder from any cause whatsoever, whether arising under contract, warranty, tort (including negligence), strict liability, products liability, or any other theory of liability, caused or alleged to be caused, directly or indirectly from the use, operation, maintenance, erection, or possession of any property in the assigned exhibit space will be limited to the
lesser of exhibitor’s actual damages or the payments made for the rental of the exhibit or services which is the subject of exhibitor’s claim. All claims brought against AmericanHort must be brought within one year after the cause of action arises, and the exhibitor hereby expressly waives any statute of limitations exceeding such one-year period.

**Indemnification:**
Exhibitor hereby agrees to indemnify, defend, and hold harmless AmericanHort and its agents, employees, officers, managers, members, and successors and assigns from and against any and all liabilities, obligations, losses, demands, damages, injuries (including, but not limited to, bodily injury, illnesses, and death), claims, penalties, suits, actions, costs and expenses, including attorney’s fees, of whatsoever kind and nature, relating to or arising out of the use, condition (including, but not limited to, latent and other defects and whether or not discoverable by exhibitor or AmericanHort), operation, ownership, selection, erection, delivery, leasing of the exhibit space, regardless of where, how, and by whom operated, or any failure on the part of the exhibitor to perform or comply with the conditions of this agreement.

Without limiting the generality of the foregoing, exhibitors will, at their own cost and expense, defend AmericanHort against all claims, suits, or proceedings commenced by anyone in which AmericanHort is named as a party for which AmericanHort is alleged to be liable or responsible as a result of or arising out of the exhibition or any alleged act or omission by AmericanHort, and the exhibitor shall be liable and responsible for all costs and expenses, including attorney’s fees, incurred in the defense and/or settlement, judgment, or other resolution thereof. In the event any such action is commenced naming AmericanHort as a party, AmericanHort may, in its sole discretion, elect to defend said action on its own behalf with counsel of its choice, and the exhibitor shall be liable for and reimburse AmericanHort for all costs, expenses, and attorney’s fees incurred by AmericanHort in such defense. The indemnities and assumptions of the liabilities and obligations herein provided for shall continue in full force and effect notwithstanding the expiration or other termination of this agreement.

**Sale of Exhibit Materials – Taxes & Licenses:**
Exhibitors shall obtain any licenses, permits, or approvals required under federal, state, or local tax laws as applicable to their activity at the trade show. The exhibitor shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any government entity in connection with their activities at the trade show.

Federal tax law permits exhibitors to sell exhibit materials at their booth during the trade show. However, each exhibitor is responsible for complying with state and local sales tax regulations. Those exhibitors wishing to avoid the “red tape” of local taxes can restrict their sales activities to taking orders, although “no sales” tax forms may still be required. Obtain more information at www.tax.ohio.gov or contact the Ohio Tax commissioner’s office at 888-405-4089.
Move-In, Parking, Storage

**Move-In Hours**

Thursday, July 8 - 8 a.m. to 5 p.m.
Friday, July 9 - 8 a.m. to 5 p.m.
Saturday, July 10 - 8 a.m. to 5 p.m.

Booths must be completed by 5 p.m. on July 10.

**Parking**

For additional information on parking, please visit the Greater Columbus Convention Center’s website at columbusconventions.com/park/directions-and-parking/

**Storage**

Material handling charges (drayage) for inbound shipments includes storage of empty containers. Empty containers must be labeled with “Empty Stickers.” These stickers are available at the Exhibitor Service Desk located at the rear of Aisle 2900.

If your company brought its own shipment into the facility, Fern cannot store your empty cartons or cases. You must load your empties back on your truck.

Move-Out

**Exhibitor Badges & Work Passes**

Exhibitors **MUST** have their exhibitor badge and a photo ID during tear down. You will not be permitted in the facility without these items. Work passes for labor assisting with move-out must be worn and are available at the Fern Service Desk.

**Move-Out Process**

The exhibit hall officially closes at 2 p.m. and empty cartons and crates will begin to be returned to your exhibit space. For your convenience you can leave your name and number at the service desk and you will be notified when your empties are returned.

Dismantle: POVs loading out their own booth must have someone go to the Fern Desk (located at the end of 1400 and 2300 aisles) and check in. Once a Fern representative verifies that the exhibit is packed and prepped for transport, the Vehicle/Transport Carrier will be given a pass to access the dock/tarmac for loading as space permits.

The marshalling yard is located in the East Lot at the corner of Fourth Street and Mount Vernon.
GREATER COLUMBUS CONVENTION CENTER
LOADING DOCKS & MARSHALLING YARD

*Cultivate Loading Dock and Marshalling Yard:

**North Facility Loading Dock**
3 Convention Center Drive
Columbus, OH 43215

**Marshalling Yard/ East Lot**
80 East Nationwide Boulevard Columbus, OH 43215

View GCCC Loading Docks & Marshalling Yard on Google Maps

Visit https://columbusconventions.com/ for more information
GREATER COLUMBUS CONVENTION CENTER
MARSHALLING YARD DIRECTIONS:

A. Marshalling Yard/ East Lot
80 East Nationwide Boulevard
Columbus, OH 43215

- Head south toward E Nationwide Blvd
- Turn right onto E Nationwide Blvd
- Turn right onto N High St
- Turn right onto E Goodale St
- Turn right onto Convention Center Dr
  (destination will be on the right)

B. North Facility Loading Dock
3 Convention Center Drive
Columbus, OH 43215

View GCCC Loading Docks & Marshalling Yard on Google Maps

Visit https://columbusconventions.com/ for more information
Calculating material handling charges should not require an advanced degree. We have simplified our Material Handling costs so that it is now completely inclusive and based on a per pound rate.

Fern’s industry-leading 1Rate provides exhibitors a single per-pound rate that is predictable and provides certainty that is a first in the market.

(NO Minimums
NO Overtime Charges
NO Marshalling Yard Fees
NO Special Handling Fees
NO Small Package Fees
NO Late Fees
NO Warehouse Fee

For additional information contact your Fern Team Member or email marketing@fernexpo.com.)

Our Core Service Principles:
→ Own the customer experience
→ Do the right thing, always
→ Do no harm, ever
→ Err on the side of the customer
EXHIBITOR RULES AND REGULATIONS
GENERAL EXHIBITOR RULES AND REGULATIONS

1. Smoking is prohibited in the Greater Columbus Convention Center (“the facility”).

2. Animals are not permitted in the facility except in conjunction with an approved exhibit, display, or performance legitimately requiring the use of animals. Support animals are permitted for physically challenged persons.

3. RV and trailer camping is prohibited within the city limits per city code.

4. Propane tanks are not permitted in the facility without written approval from the Columbus Division of Fire.

5. Use of any open flame is prohibited. All tank cylinders are to be secured.

6. Under no circumstances may grease or other waste material be poured into drains. Grease and any hazardous material must be removed in proper containers in accordance with applicable regulations and ordinances.

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

8. Helium balloons are not permitted in the facility.

9. Adhesive backed decals are not permitted in the facility.

10. Temporary exterior signs and banners must be approved by the Facility Management and may not be fastened to building exterior. Banners, signs or decorations may not be hung from ceilings within the facility without Greater Columbus Convention Center Management approval.

11. The facility is the exclusive provider of the following services: telephone, internet, food and beverage, booth cleaning, electricity, plumbing and banner and theatrical rigging.

12. Truck yards and loading dock areas are for the loading and unloading of vehicles only. All vehicles parked in these areas without proper authorization will be removed at the owner’s expense.

13. Overhead doors will be operated only by facility personnel and will be available or used only after prior arrangement is made with the Event Coordinator.

14. Exterior and loading dock area doors may not be propped open without prior authorization from the Greater Columbus Convention Center Security Coordinator. Exhibitors are not permitted to remove or tamper with automated closing devices.

15. Exhibitors using loading docks must unload their materials to booth areas using the designated elevators and entrances. High Street entrance doors are not approved loading areas. Vehicles left on loading dock areas are subject to be towed at the owner’s expense.

16. All exhibits, equipment, displays, etc. must observe the floor load capacities of the building.
17. All forklifts, hi-lifts or other material handling devises operated within the facility must be operated by an operator licensed by an OSHA approved agency or program.

18. During move-in and move-out exhibit halls, loading dock areas, truck yard and service areas are considered hazardous work areas. As such, the following will be strictly enforced:
   1. Absolutely no drinking of alcoholic beverages or the use of controlled substances will be permitted.
   2. No horseplay.
   3. No speeding or reckless use of equipment.

19. The Greater Columbus Convention Center has no facilities for the receiving and storage of freight or other shipments and recommends against the delivery of articles prior to the contracted event dates. Exhibitors must make shipping arrangements with the decorator handling the event.

20. All crate storage during exhibit hours must be handled by the contracted decorator.

21. All equipment, decorations, freight, etc. must be removed from the premises at the expiration of the contract. Items left beyond this time will be treated as abandoned equipment and disposed of accordingly. The facility will assume no responsibility for losses suffered by the exhibitor occasioned by theft or disappearance of this or any other equipment, articles or property.

22. The following has been discussed and approved by the Columbus Division of Fire:
   A. Blocking of any Fire Exit is prohibited. No fire suppression equipment shall be obstructed or concealed.

   B. All display vehicles or machinery must adhere to the following:
      i. Equipment is to have no more than (1) one gallon of fuel.
      ii. Gas cap must be taped to prevent leakage of fumes from tank.
      iii. Both battery cables must be disconnected and secured.
      iv. Transfer of fuel must be accomplished outside the building and must be into proper containers.

   C. No cut trees or other similar decorations will be allowed for display in the facility. All decorative material, including drapes and fabric-covered displays or devices, must be fire retardant. The exhibitor must make available to the Fire Marshall the current certificate of flammability, if required to do so, prior to the exhibition of material.

   D. No storage of exhibit material is permitted in the utility aisle behind booths.

   E. Indoor tents or canopies must be fire proof, with certificate.

23. Exhibitors cannot bring any material, substance, equipment or object which reasonable may endanger the life of, or cause bodily injury to, any person in the facility, or which reasonably may constitute a hazard to the building or the property therein.

24. If any special hazards exist or problems arise that require help pertaining to Fire and Life Safety, please contact the Columbus Fire Prevention Bureau at (614) 645-7641 for assistance.

25. The Convention Center Manager and Security personnel reserve the right to inspect any carton, satchel, container, briefcase, luggage or package brought into or taken out of the facility.
26. The carrying of firearms and/or other weapons of any kind within the facility is limited to “officers of the law” unless prior written approval is attained from the Greater Columbus Convention Center Management.

27. The facility accepts no responsibility for loss of equipment left unsecured in the exhibitor’s area.

28. Abusive language, threats, assault, vandalism, theft and similar acts will result in the immediate removal of the offender from the premises. In case of violation of the law, charges may be filed for prosecution.
EXHIBITOR ORDER FORM

Exhibitor Manager: Stu Fullmer  
Email: stu@bartha.com

Event: Cultivate’21  
Event Setup Date: 7/10/2021  
Project #: 7045

ORDER INFORMATION

<table>
<thead>
<tr>
<th>Company:</th>
<th>Booth/Room:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact:</td>
<td>Phone:</td>
</tr>
<tr>
<td>Address:</td>
<td>Email:</td>
</tr>
<tr>
<td>On-Site Contact:</td>
<td>On-Site Contact Cell:</td>
</tr>
</tbody>
</table>

INCOMPLETE ORDERS WILL NOT BE PROCESSED.
Standard Rate applies to orders received no later than 14 days prior to the event setup date, July 10, 2021. Orders submitted without full payment, or after the standard rate expiration date, are subject to the On-Site Rate.

SERVICES & EQUIPMENT

<table>
<thead>
<tr>
<th>QTY</th>
<th>DESCRIPTION</th>
<th>STANDARD RATE</th>
<th>ON-SITE RATE</th>
<th>FINAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>AUDIO</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>STANDARD RATE</td>
<td>ON-SITE RATE</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>$70.00</td>
<td>$105.00</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BK-310-004 Audio Mixer Kit, 4 CH</td>
<td>$70.00</td>
<td>$105.00</td>
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<tr>
<td></td>
<td></td>
<td>BK-310-001 Audio Mixer Kit, 6 CH</td>
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<td>$105.00</td>
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<td></td>
<td></td>
<td>BK-310-006 Audio Mixer Kit, 10 CH</td>
<td>$150.00</td>
<td>$225.00</td>
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<td></td>
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<td>A-600-003 Audio Professional CD Player</td>
<td>$50.00</td>
<td>$75.00</td>
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<tr>
<td></td>
<td></td>
<td>BP-320-000 Meyer UP Junior Powered Speaker w/ Stand Package</td>
<td>$100.00</td>
<td>$150.00</td>
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<tr>
<td></td>
<td></td>
<td>A-910-004 Mic Stand 36”-65”</td>
<td>$30.00</td>
<td>$45.00</td>
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<tr>
<td></td>
<td></td>
<td>A-910-008 Mic Stand, Table Top, Round Base</td>
<td>$20.00</td>
<td>$30.00</td>
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<td></td>
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<td>BP-320-001 QSC K-8 Powered Speaker w/ Stand Package</td>
<td>$100.00</td>
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<td></td>
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<td>AP-330-006 Shure SM48 Dynamic Microphone w/ 12” Gooseneck</td>
<td>$30.00</td>
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<td></td>
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<td>BK-330-000 Shure UHF Wireless Microphone- Combo Kit</td>
<td>$250.00</td>
<td>$375.00</td>
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<td>BK-330-001 Shure UHF Wireless Microphone- Lav Kit</td>
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<td>MISCELLANEOUS</td>
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<td>BK-450-000 Barco PDS-701 3G Seamless Switcher Kit</td>
<td>$600.00</td>
<td>$900.00</td>
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<tr>
<td></td>
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<td>B-410-000 Blu-Ray/ DVD Player</td>
<td>$150.00</td>
<td>$225.00</td>
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<td></td>
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<td>B-420-001 Breakout PC Laptop</td>
<td>$300.00</td>
<td>$450.00</td>
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<td>BD-520-000 Flipchart Easel Package</td>
<td>$242.00</td>
<td>$363.00</td>
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<tr>
<td></td>
<td></td>
<td>B-410-001 Professional DVD Player</td>
<td>$100.00</td>
<td>$150.00</td>
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<tr>
<td></td>
<td></td>
<td>MONITORS</td>
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<tr>
<td></td>
<td></td>
<td>B-440-013 Flat Screen Monitor, 28” w/ Table Stand</td>
<td>$150.00</td>
<td>$225.00</td>
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<tr>
<td></td>
<td></td>
<td>B-440-014 Flat Screen Monitor, 32” w/ Table Stand</td>
<td>$200.00</td>
<td>$300.00</td>
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<td>BP-440-010 HD Flat Screen Monitor Package, 43” w/ Floor Stand</td>
<td>$650.00</td>
<td>$975.00</td>
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<td>BP-440-001 HD Flat Screen Monitor Package, 43” w/ Table Stand</td>
<td>$500.00</td>
<td>$750.00</td>
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<td>BP-440-011 HD Flat Screen Monitor Package, 55” (4K UHD) w/ Floor Stand</td>
<td>$950.00</td>
<td>$1,425.00</td>
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<td>BP-440-009 HD Flat Screen Monitor Package, 55” (4K UHD) w/ Table Stand</td>
<td>$800.00</td>
<td>$1,200.00</td>
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<td>BP-440-012 HD Flat Screen Monitor Package, 65” (4K UHD) w/ Floor Stand</td>
<td>$1,350.00</td>
<td>$2,025.00</td>
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<td>BP-440-013 HD Flat Screen Monitor Package, 80” w/ Truss Floor Stand</td>
<td>$1,730.00</td>
<td>$2,595.00</td>
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</table>
**ORDER TOTAL ESTIMATE**

<table>
<thead>
<tr>
<th>QTY</th>
<th>DESCRIPTION</th>
<th>STANDARD RATE</th>
<th>ON-SITE RATE</th>
<th>FINAL PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>B-480-007</td>
<td>Breakouts Video DA, 1 x 10, HDMI</td>
<td>$110.00</td>
<td>$165.00</td>
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</tr>
<tr>
<td>BP-120-000</td>
<td>Classroom LCD Projector Package, 3,000 Lumens 4:3</td>
<td>$300.00</td>
<td>$450.00</td>
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<tr>
<td>BP-120-002</td>
<td>Classroom LCD Projector Package, 5,000 Lumens 16:9</td>
<td>$400.00</td>
<td>$600.00</td>
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<tr>
<td>BP-510-000</td>
<td>Projector Stand w/ Skirt, 34&quot;</td>
<td>$20.00</td>
<td>$30.00</td>
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<tr>
<td>B-210-000</td>
<td>Tripod Screen, 6'</td>
<td>$60.00</td>
<td>$90.00</td>
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<tr>
<td>B-210-001</td>
<td>Tripod Screen, 7'</td>
<td>$80.00</td>
<td>$120.00</td>
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<tr>
<td>B-210-002</td>
<td>Tripod Screen, 8'</td>
<td>$100.00</td>
<td>$150.00</td>
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<tr>
<td>B-430-002</td>
<td>Wireless PowerPoint Remote</td>
<td>$50.00</td>
<td>$75.00</td>
<td></td>
</tr>
</tbody>
</table>

**TERMS & CONDITIONS**

1. Orders received within 14 days of the event setup date are billed at the on-site rate.
2. Conditions for processing exhibitor audio-visual order forms:
   - Payment must be made before equipment can be reserved for your order.
   - Incomplete information will delay processing.
   - Booth number(s) must be identified at the top of the order form.
3. The required labor rate includes delivery, set-up, and pick-up of equipment. If additional labor is required, such as hanging of monitors or other equipment, additional labor charges may be assessed. You will not be assessed additional fees should you need help troubleshooting Bartha-owned equipment.
4. If you have an order discrepancy, you must contact us in writing within 7 days of the end of the event.
5. Credit will not be given for equipment installed but not used.
6. Any damage to Bartha-owned equipment that is found to be due to negligent operation of our equipment or faulty exhibitor equipment will remain the sole responsibility of the exhibitor.
7. Refunds will be issued as follows:
   - Cancellation 15 days prior to event setup date: 100% Refund.
   - Cancellation within 14 days of the event setup date: Non Refundable.
8. Credit cards will be processed 14 days prior to the event setup date.
9. Any additions made to the order within 14 days of the event setup date will be processed immediately.
10. **Should you need on-site audio-visual assistance at your booth, please visit the show office to acquire contact information for Bartha on-site technicians.**

© Bartha. All Rights Reserved. Exhibitor Order Form v0.0.5
BARTHA 600 N. CASSADY AVE COLUMBUS, OH 43219 P 614-252-7455 F 614-252-7641
Choose the solution that will **instantly** capture contact & demographic data

<table>
<thead>
<tr>
<th>Order Lead Retrieval</th>
<th>on or before 7/8/21</th>
<th>after 7/8/21</th>
<th>number of units</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SWAP® Mobile App (1 - 3 users)</strong></td>
<td>$499</td>
<td>$499</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Handheld Badge Scanner (RT2000)</strong></td>
<td>$470</td>
<td>$575</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Table Top Stand</strong></td>
<td>$50</td>
<td>$50</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Tablet (Android Device)</strong></td>
<td>$399</td>
<td>$475</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Floor Stand</strong></td>
<td>$50</td>
<td>$50</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Add SWAP Mobile App Users to any above products</strong></td>
<td>$129 each</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(after purchase of initial lead option)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Bluetooth Printer</strong></td>
<td>$100</td>
<td>$150</td>
<td></td>
<td>$</td>
</tr>
<tr>
<td><strong>Developer’s Kit (Real Time Data Services)</strong></td>
<td>$950</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Delivery of Reader to Booth</strong></td>
<td>$100</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>(Post show pickup not available)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Sub-Total**                                        $9.99

**Processing Fee** *Waived when order is placed using company’s online lead portal.*

**Total with 7.5% Sales Tax** **Taxable items and rates vary among states and are subject to change. Please call for exact quote.**

**TOTAL**                                            $9.99

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**NEW Features!**

See page 2 for enhanced product descriptions

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**Risk-Free COVID-19 Refund Policy**

Lead Retrieval Order Confirmation will be emailed to you.

**Note:** All equipment must be picked up at the exhibitor services desk unless delivery arrangements are made and paid for in advance of the show.

**TERMS AND CONDITIONS:**

Purchase Orders are not accepted.

All orders cancelled prior to 30 days of the show will incur a $100 cancellation fee. Orders cancelled within 30 days of the show will not be refunded.

Click [here](#) for additional Terms and Conditions

* Processing fee waived when order is placed using company’s online lead portal.

**Your Safety is our Top Priority!**

Learn more about Exhibiting Safely

See page 2 for enhanced product descriptions

---

**Order Online Now:** [https://exhibitor.experientswap.com](https://exhibitor.experientswap.com)

Exhibiting Company: ________________________________  Booth #: ________________________________

Check if information is for: ☐ Exhibiting Company  ☐ Third Party

3rd Party Company (if applicable): ________________________________  Contact Name: ________________________________

Address: ________________________________  City: ________________________________

State/Country: ________________________________  Zip: ______  Email: ________________________________

Phone: ________________________________  Fax: ________________________________

---

**Do not email credit card information**

Upon registration for this event, all guests (foreign and domestic) agreed to Terms of Use which include voluntarily sharing their personal information with exhibiting companies via lead retrieval. Maritz Global Events’ recommends all customers seek their own expert advice for GDPR Compliance concerns.

**Order Online Now:** [https://exhibitor.experientswap.com](https://exhibitor.experientswap.com)

---

For Assistance Contact:
ExhibitorServices@maritz.com

It is against Maritz Global Events’ security policy to accept credit card information via email.

---

**Maritz Global Events**
(formerly Experient)

AHO211
Which Solution is Right for Your Booth?

**SWAP**
- Native app for Android or iOS
- Economical way to get scanning solution into the hands of each salesperson
- Tracks leads by individual
- Supports sending marketing collateral through email
- Talk to text to easily add notes
- Printers pair 1:1 with each SWAP mobile device

**Handheld Scanner (RT2000)**
- High speed
- Ergonomic—left and right hand enabled
- Good for busy booths that require shared devices
- Printers pair 1:1 with each device

**Tablet (Android Device)**
- Full connectivity with integrated scanning
- Good for booths that require a shared scanning device
- Larger screen is perfect for long surveys or detailed notes
- Printers pair 1:1 with each device

All our badge scanners run on the easy-to-use SWAP platform. Choose the option that’s right for your booth or mix and match to create a custom solution.

**Every lead choice allows you to:**
- Gather data from attendee badges
- Rank leads
- Provide custom surveys
- Add notes to leads
- Access and download data from your secure portal
- Mix and match scanning solutions
- Scan leads with or without data connection
- View and edit data in real time

**What’s NEW with our badge scanning devices:**
- Automated emails to scanned leads
- Printers pair 1:1 with all lead solutions
- Copy over surveys from previous events
- Business card scanning
- Enhanced surveys: new branching functionality to allow for better lead qualification
- Lead matchmaking

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EXHIBITOR GENERAL LIABILITY INSURANCE

Cultivate’21 Exhibitors are required to carry Commercial General Liability Insurance with limits of at least $1,000,000 per occurrence, $2,000,000 aggregate. AmericanHort & the Greater Columbus Convention Center shall be named as Additional Insured. This Insurance must be in force during the lease dates of the event, July 8-14, 2021.

Our insurance:
- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is $65 per exhibiting company - regardless of booth size

IF YOU HAVE YOUR OWN INSURANCE

Certificate Holder:
AmericanHort
2130 Stella Court
Columbus, OH 43215

Additional Insured:
AmericanHort and the Greater Columbus Convention Center

IF YOU NEED TO PURCHASE INSURANCE - IT’S EASY TO APPLY...

- Apply online at http://www.buttine.com/eventExhibitor.html
- Scan below to download our new Mobile App or search Buttine Insurance in the App Store.

QUESTIONS?

Please Contact:
Buttine Underwriters Purchasing Group, LLC
Kendra Reilly Monahan at 212-867-3642 or kar@buttine.com

Deadline to apply for these insurance programs is June 14, 2021
EXHIBIT MATERIAL

RUSH

ADVANCE WAREHOUSE

To: ________________________________

(Exhibiting Company Name)

Fern
1500 Old Leonard Ave
Columbus, OH 43219

Cultivate '21

Booth Number: __________________________

Must Arrive Between:
June 9 - July 8, 2021

Fern
1500 Old Leonard Ave
Columbus, OH 43219

Cultivate '21

Booth Number: __________________________

Must Arrive Between:
June 9 - July 8, 2021
EXHIBIT MATERIAL
RUSH EVENT SITE

To: ___________________________________
     (Exhibiting Company Name)

c/o Fern
GCCC - Loading Docks
19 Convention Center Drive
Columbus, OH 43215

Cultivate '21
Booth Number: ________________________
Cannot Arrive Before:
    Thursday, July 8, 2021

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