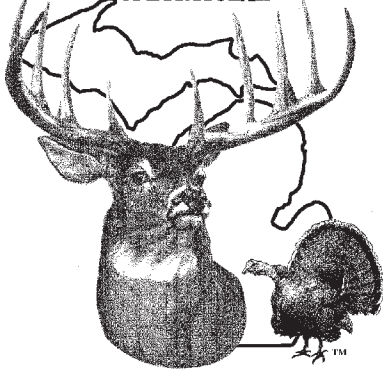


**24 th  
Michigan**  
Deer & Turkey  
SPECTACULAR



& Shooting Sports Show  
Archery ★ Black Powder ★ Firearms

**MICHIGAN Deer & Turkey Spectacular**  
**FEBRUARY 12-13-14, 2010**  
LANSING CENTER  
333 E. Michigan Ave., Lansing, MI 48933

# 2010 Exhibitor Manual

**This Exhibitor Manual contains information and forms you may need to complete for exhibitor booth planning. Please check the website for updates:**

**[www.deerinfo.com](http://www.deerinfo.com)**

<b>EVENT HOURS (incl. Tradeshow Friday)</b>	<b>Friday Feb. 12</b>	<b>2 pm - 9 pm</b>
	<b>(Open to Public and Dealers - same hours)</b>	
	<b>Saturday Feb. 13</b>	<b>9 am - 7 pm</b>
	<b>Sunday Feb. 14</b>	<b>9 am - 4 pm</b>

### ***Target Communications' Mission Statement***

*We are proud of our reputation -- that we produce top-quality, focused expos that provide information and entertainment the public seeks.*

*We believe an attendee has the right to know what to expect when he/she walks in the door. We want each expo to offer the widest selection possible of hunting products, accessories and services; hunting-related lifestyle items; quality seminars and outdoor appreciation, in a clean, attractive setting for men, women and youth. In doing so, we provide for you -- the exhibitor -- an effective marketing, promotion and sales development environment.*

***We are DEER & TURKEY EXPOS!***

### ***Here is what you'll find inside:***

Important Deadlines  
Rules and Regulations  
General Exhibiting Information  
Exhibitor Badge Registration Form

**Event office: 517-483-7438**

**(incoming calls only)**

**We will take important messages for exhibitors at this number**

**1-800-324-3337**

**[www.deerinfo.com](http://www.deerinfo.com)**

**TARGET COMMUNICATIONS CORPORATION**

# 2010 Michigan Deer & Turkey Spectacular

## IMPORTANT DEADLINES

- **Payment Balance to Target Communications to qualify for refunds** **January 15, 2010**
  
- **Booth Insurance Certificate to Shoff-Darby** (our insurance agent) **ASAP**
  - Send prior to 5:00 pm Eastern Time, the Wednesday prior to each expo (forms enclosed)
  
- **Art Craft Display** 517-485-2221 or [www.artcraftdisplay.com](http://www.artcraftdisplay.com) **ASAP**
  - Internet / Phone Service Form
  - Electrical Service Form
  - Tables & Chairs Order form
  
- **Hotel Reservations** (go to [www.deerinfo.com](http://www.deerinfo.com) for hotel listings) **ASAP**
  
- **Advertising Deadlines- Deer & Turkey Preview Online Magazine**
  - **Michigan** **January 4, 2010**
  - Illinois January 5, 2010
  - Ohio February 4, 2010
  - Wisconsin February 18, 2010
  
- **Advertising Deadlines-- Giant Postcard (pre-expo)**
  - **Michigan** **January 4, 2010**
  - Illinois January 5, 2010
  - Ohio February 4, 2010
  - Wisconsin February 18, 2010
  
- **Advertising Deadline-- WEBSITE** ([www.deerinfo.com](http://www.deerinfo.com))  
Any time, beginning NOW! Begins when ad is posted.
  - Hunting Season (Aug., Sept., Oct., Nov)
  - Expo Season (Dec., Jan., Feb., Mar)
  - Summer (Apr., May., June., July)
  
- **Concession fee** (food consumed on-site) call **Lansing Center: 517-483-7400, X236**
  
- **Exhibitor Badge Registration Form** **February 5, 2010**

- ***No one can sell your product or service like you can.***
- ***No one knows your product or service like you do.***
- ***The valuable face-to-face contact you have with prospects at expos creates season-long sales ripple effects.***

***This is Grassroots Marketing at its Best!***

# 2010 MICHIGAN

## *Facility Rules and Regulations*

- **LANSING CENTER**                      333 E. Michigan Ave., Lansing, MI 48933  
Ph: 517-483-7400; Fax: 517-483-7439
  
- **EXHIBITOR ENTRANCE** • **Set up hours:** exhibitor entrance is on the east side of the building at the north door.
  - **Event hours:** Show office, east side of building south door (will be marked)
- **PETS:**
  - Live animals are not allowed in the building unless they are an integral part of an exhibit.
  
- **FIREARMS:**
  - Firearms in displays accessible to the attending public must be modified so they cannot be discharged. Ammunition sales regulations vary from facility to facility; check with Facility Management (Ph: 517-483-7400)
  
- **GASOLINE ENGINES:**
  - Gas tank caps must be taped over; gas tanks cannot be more than 1/8 full; batteries must be disconnected in the booth.
  
- **DRIVE IN POLICY**
  - **SET-UP:** No driving in allowed, except temporarily in the service hallways at the north and south overhead doors on the east side of the Lansing Center.
  - **TEAR-DOWN:** Will check with facility on Sunday.
  
- **PARKING**
  - The City of Lansing has automated parking lots near the Lansing Center. Fee is \$5, trailers are considered as an additional space.
  
- **RAFFLES**
  - **Non-profit groups** must have license; fee is \$15 or \$50, depending upon value of prizes. Michigan-based organizations or chapters only. Call 517-335-5780 for details.
  - **For-profit exhibitors** cannot hold raffle unless nothing of value is required to enter.
  
- **TAXES**
  - Michigan Tax Rate -- 6%. Non-Residents selling product must submit required tax forms. If you have questions, call the Michigan Dept. of Treasury at 517-373-3200, or go to [www.michigan.gov/treasury](http://www.michigan.gov/treasury)
  
- **CAMPING, RV's**
  - **Moon Lake Campground**, 12700 S. Colby Lake Rd., Laingsburg, MI 48848 (15 minutes from Lansing Center). Ph: 517-675-7212. Fax: 517-675-1221. E-Mail: [moonlake@tds.net](mailto:moonlake@tds.net) Make reservations on-line at [www.reservationfriend.com](http://www.reservationfriend.com)
  
- **GREATER LANSING VISITORS CENTER**
  - Information on the city of Lansing, including restaurants, sights, additional hotels. Call toll-free 1-888-252-6746, or visit them at [www.lansing.org](http://www.lansing.org)

# 2010 MICHIGAN TCC EXPO INFORMATION

## • CANCELLATION OF BOOTH SPACE

- Cancellations received on or before January 15 -- deposit will be forfeited. (See contract.)
- Cancellations received after January 15 -- forfeit entire booth payment. (See contract.)

## • ANTLERS & MOUNTS

(whitetail deer antlers, bear, elk, turkey mounts or replicas) displayed in any booth must be identified accordingly. Pick up the tags in the Event Office when you check in. This is a security measure to identify exhibitor displays as separate from trophy contests. Contest entries cannot be displayed in an exhibitor's booth; they must be on contest boards.

## • MOVE-IN & MOVE-OUT HOURS

### • MOVE-IN:

Thursday	Feb. 11	1 pm - 7 pm
Friday	Feb. 12	8 am - 1 pm

### • MOVE-OUT:

- Begins at 4:00 pm Sunday. All exhibitors must be out no later than (12:00 AM) No early tear-down.
- All exhibits must remain in place until the official close of the show. Anyone leaving early will lose their booth choice for next year.

**Please bring your own hand carts. Facility does not supply.**

## • FOOD SALES IN BOOTH

Call for temporary food permit 517-887-4312  
Concession fee: call Kate at 517-483-7400, Ext: 236

## • NEW PRODUCTS REGISTRATION FORM

- Pick up form at New Product Area beginning at 1:00 pm Friday

## • YOUR BOOTH INCLUDES

- Back draping - 8' height, side draping - 3' height
- Overnight security and aisle janitorial service.

## • BOOTH DRAPERY COLORS

- Red & White

## • HOTELS

- Go to our web-site [www.deerinfo.com](http://www.deerinfo.com)
- If you book a room at the Radisson Hotel, you must give them the promotional code (MDTS10) to receive the discounted group rate.

## • EXHIBITOR LOUNGE

- See the floor plan in the Event Office

## **EXHIBITOR RECEPTION**

7:00 pm Saturday, in the Pub on the West Concourse.  
Complimentary beer, soda and snacks. Please join us.

**BADGE PICK-UP**

- DURING SET-UP -- Event Office
- FRIDAY AFTER 2:00 pm -- Event Office on the South concourse.

# EXHIBITOR BADGE REGISTRATION

## 2010 MICHIGAN Deer & Turkey Spectacular

**EXHIBITOR BADGE REQUIREMENTS & RULES**

**NOTE: Register at Show office and pick-up badges.**

- You cannot unload or set-up without exhibitor badges.
- Lost, misplaced or forgotten badges will **NOT** be replaced. You will need to purchase a new badge.

- 1) Exhibitors must **pre-register** all booth workers by name, using this form. **No name ... no badge.**
- 2) Badges are given to registered individuals upon arrival. See specific location in BADGE PICK-UP box above.
- 3) **LIMITS: Commercial Exhibitor --**
  - a) First 10'x10' booth Four (4) free badges
  - b) Additional 10'x10' booths . . . . . Two (2) free badges / each 10' of space
- Non-Profit Organization --**
  - a) First 10'x10' booth . . . . . Six (6) free badges.
  - b) Additional 10'x10' booths . . . . . Two (2) free badges / each 10' of space
- 4) If **additional badges** are needed, they **can be purchased**. Each badge is \$15.
- 5) Badges are not mailed.

• • • • • **Please print legibly** • • • • •

COMPANY: \_\_\_\_\_

CONTACT: \_\_\_\_\_ BOOTH #(s): \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

EMAIL: \_\_\_\_\_

• **First 10'x10' Booth -- Free Badges**

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_

Non-Profit Organizations only --

- 5) \_\_\_\_\_
- 6) \_\_\_\_\_

• **Additional 10'x10' Booths and/or Purchased Badges**

- Booth 2 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- Booth 3 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- Booth 4 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- Booth 5 1) \_\_\_\_\_
- 2) \_\_\_\_\_

**PAYMENT -- ADDITIONAL BADGES**

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Check #: \_\_\_\_\_ or Credit Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code #: \_\_\_\_\_

Signature: \_\_\_\_\_

# of Badge \_\_\_\_\_

Cost/Badge \$15.00

TOTAL \$ \_\_\_\_\_

Use additional sheet of paper if you have names for more than five booths.

*Return this form by **FEBRUARY 5***

**TARGET COMMUNICATIONS**  
7626 W. Donges Bay Rd.,  
Mequon, WI 53097

FAX: 262-242-7391  
E-Mail: [anna@deerinfo.com](mailto:anna@deerinfo.com)

*If you have any questions please call: 800-324-3337*