



# 2024 EXHIBITOR MANUAL

Inaugural Katy Home Improvement Expo  
September 7-8

**We are excited to have you participating in this year's show!**

This exhibitor information manual is provided to help you  
prepare for a successful event.

**This manual should be shared with those in your company involved in any  
aspect of your participation in the show.**

We look forward to welcoming you personally to the  
*2024 Katy Home Improvement Expo.*

If you have any questions, please do not hesitate to contact us at 832-392-0165.

[katyhomeimprovementexpo.com.com](http://katyhomeimprovementexpo.com.com)  
an **RJC Productions** Event

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# Watch your e-mail for Set-up Times



The message will have your specific scheduled move-in time.



Please bring your own dolly or push cart, there will not be any available at the facility

# MEDIA Coverage

The first question the media asks when they get to the show is “What’s new?”. Help us direct the media to your booth!

Thousands of homeowners will come to the *Katy Home Home Improvement Expo* this year looking for:

**What’s New, What’s Hot, What’s Trendy Today**  
for their homes and lifestyles.

Let us help you launch your new product or service into the Katy marketplace! Give us the information we can use in press releases ...and we’ll help drive more traffic to YOUR booth!

**Company Name:** \_\_\_\_\_

**Contact:** \_\_\_\_\_ **Booth#** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**List below your: New Product / New Service / Hot Product / Hot Service:**

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Send or fax your information, brochures and/or photos TODAY to:

**2024 Katy Home Improvement Expo**  
**Phone: 832-289-0488 Fax: 713-456-2295**  
**Email: [robyn@rjcproductions.com](mailto:robyn@rjcproductions.com)**

# CALENDAR

## MOVE-IN

You will receive an e-mail designating YOUR specific set-up time, depending on your booth location; your move-in will take place sometime on:

Thursday	September 5th	9:30am-5pm
Friday	September 6th	9:30am-6pm**

\*\*Installation of exhibits MUST be completed by 6:00pm on Friday, September 6th.

## SHOW HOURS

Saturday	September 7 <sup>th</sup>	10am-5pm
Sunday	September 8 <sup>th</sup>	11am-4pm

## ADMISSION PRICING

Admission is FREE

## MOVE-OUT

**No dismantling of exhibits may take place while the Show is in progress.**

Please cooperate and keep your exhibit intact until the show closes and visitors have departed. Breakdown of exhibits are as follows:

Sunday	September 8th	4:05pm-7pm
Monday	September 9th	8:00am-11am

- **Attendees will be in the building until the show closes at 4:00pm.**
- **Any exhibitor who begins to tear down before 4:00pm will be noted, which will affect your renewal status for the 2025 show.**

Cars and trucks will not be allowed in the Merrell Center. Please bring your own dolly or push cart to use during move-out. There will not be any available at the facility. **Your display must be entirely removed by 11 a.m., Monday, September 9th.** Please have a representative from your company at your exhibit by 8:00 a.m., as it is impossible for security to watch all merchandise being packed for removal.

## SHOW MANAGEMENT

Below is a list of our team members. We will be ready to answer your questions and help ensure you have a great experience at the show.

**Robyn Cade, President/Show Director**

**Jeff Cade, Vice President**

**Julie Robinette, Sales Manager**

**Ed Martin, Exhibit Sales / Floor Manager**

**Cheri Larson, Floor Manager**

**Josh Cade, Floor Manager / Customer Service**

# GENERAL INFORMATION

## BOOTH GUIDELINES

- Floor Covering for your booth space is HIGHLY recommended.
- **Linear Booths** (8x10, 8x20, etc) may be built to maximum height of 8 ft. on the back. Any signage must be displayed **BELOW** the 8 ft height. **No signs may be hung or suspended above linear booths.** The only exception to this rule occurs when a linear booth backs up to wall and not another exhibit. For exception approval – contact your sales rep. Sidewalls may be 8ft. high, ½ way to the aisle from the back wall. **The next ½ may not exceed 3ft high.**
- **Black side and back drape** will be provided by show management in the linear home show booths only.
- **Bulk Spaces** (Islands) are open on all four sides.
- All **boxes, wires, storage materials, etc., must be kept out of sight.** It is the responsibility of exhibitors to provide Pipe & Drape if needed to cover these items.
- Any **Pipe & Drape** used in **bulk** space is the financial responsibility of the exhibitor.
- **Tables** used in exhibits must be draped to the floor & look professional.

## CLEANING

Show management will arrange for cleaning of the aisles, but exhibitors will be responsible for keeping their booth clean and vacuumed.

## DECORATION

All materials used for decoration of displays must be flame proof. Please note: Unfinished tables must be draped to the floor and look professional. **NO HELIUM TANKS OR HELIUM BALLOONS WILL BE ALLOWED IN THE HALL.**

## EXHIBITOR BADGES

- Please pick-up exhibitor badges when you arrive to set-up.
- Badges are available at show office located in the lobby area.
- 4 badges will be issued for 6x10 booths, 6 badges for 8x10, 8x20 and 16x20 booths.
- Up to 8 badges are available for bulk spaces.
- Will-Call for badge pick-up (1hr prior to show opening) will be located at the North Roll-up Door of the Merrell Center.
- Exhibitor Badges are to be used/worn ONLY by exhibitors working in booth, not family or friends.

## ELECTRICITY

There is a charge for power based on the amount you need. If you didn't order electric when you initially signed up, please contact Robyn Cade at [robyn@rjcproductions.com](mailto:robyn@rjcproductions.com) to order. **Deadline to order is Wednesday, 8/21/24. A late fee of \$50.00 will be charged after this date.** If you intend to use extension cords, please note that they must be 3 prong, outdoor, heavy duty and UL approved.

## FIRE AND BUILDING REGULATIONS

- Parking near overhead doors is permitted only for loading and unloading and will be regulated by Show Management.
- All draping materials, etc. must be flame retardant.
- All plantings, foundations, etc. should have waterproof plastic materials underneath.
- Exhibits are not allowed to block or obstruct any fire fighting equipment or emergency exits.

## INSURANCE

In addition to policy requirements set forth in the Exhibit Space Contract, for your protection exhibitors are advised to have a rider on their insurance policies covering the travel to and from the Show. Exhibitors should be aware that neither Show management, the Security Contractor, nor K.I.S.D – operators of the Katy ISD Merrell Center - are responsible for any losses incurred as a result of exhibiting at the Show.



## HEALTH PERMITS / FOOD SAMPLING & SELLING

The exhibitor must present a temporary health permit when selling or providing any food and/or beverage. All booths selling and/or sampling food and/or beverages are responsible to obtain the proper temporary Health Permits. Temporary health permits will be issued by the **Harris County Public Health Dept.**

Here are the directions to apply:

- Go to <https://fsp.hcphtx.org/?kiosk=>
- Click New temp event operator, click on drop down to view list events, search for Katy Home Improvement Expo, September 7-8, fill out all the fields that follow before submitting.
- Fee: \$80.00, After 8/22/24 the cost is \$160.
- If you need assistance, call 713-439-6000
- Additional information on page entitled: Sampling Guidelines

## LOCATION

The Katy ISD Merrell Center is located at 6301 S Stadium Ln.  
See enclosed information sheet for directions.

## MUSIC, PHOTOGRAPHS & OTHER COPYRIGHTED MATERIALS

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in their booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to RJC Productions, proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. RJC Productions holds the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

## PAGING POLICY

There will be **no paging** during Show time. With the exception of approved pages for emergencies and lost, small children.

## PARKING

There is no charge for parking at the Katy ISD Merrell Center. Exhibitor Parking is behind the Merrell Center in the Katy High School parking lot. Any exhibitors violating this policy will be asked to remove their vehicle by officers patrolling the lots.

**NOTE: This policy is in place so YOUR customers will have ample parking.**

## PRESS OFFICE

During the Show, our Public Relations Team will be available for media inquiries at the Katy ISD Merrell Center. Exhibitors are urged to have press information there, and to report visiting VIP's, new products, or other newsworthy items.

## PRODUCT SELLING & RECEIPTS

It is important for exhibitors to give receipts to customers purchasing items during the Show. This is an additional security measure and will eliminate embarrassment to the customer who may be asked to present proof of purchase when leaving the Show.

## RENTALS: TABLES & CHAIRS

The form for rentals is available on our website.

## SECURITY

While Show Management will exercise reasonable care in safeguarding your property, neither Show Management, nor the Facility, nor the Security Contractor assumes any responsibility for such property. Exhibitors are required to have insurance for any loss that may occur before, during or after the Show. **NOTE: There are security cameras pointed at the show floor.**

## SHIPPING

Shipments made directly to the Katy ISD Merrell Center must arrive no earlier than the first day of move-in (**Thursday, September 5th, 2024**), and the exhibitor **must be** present to accept shipment. Any shipment arriving prior to the first day of move-in (**Thursday, September 5th, 2024**), will incur a \$75.00/day charge by the Katy ISD Merrell Center.

Katy Home Improvement Expo  
Attn: YOUR COMPANY NAME + BOOTH #  
Leonard E. Merrell Center  
428 FM 1463  
Katy, TX 77494

## SHOW OFFICE

Our experienced staff is always available to assist you. If you need help during the event please visit the Show Office, located in the lobby.

## SIGNS

Hanging signs are permitted over bulk spaces only and must not exceed 50% of your booth dimension. Exhibitors may not affix signs to any walls, drapery, columns or hang from the ceiling. Signs **will not** be hung from the ceilings. Any damages to facility will be billed to the exhibitor by the Facility.

# STAFFING YOUR EXHIBIT

Every exhibitor is responsible for having his/her display manned at all times. We suggest a member of your staff be present at your display area during move-out.

## EXHIBITOR CHECK LIST

Service / Item	Supplier
Booth Furnishings (Tables, Chairs, etc.)	Katy Home Improvement Expo - FIND FORM ON THE WEBSITE - THE SEND TO: <b>orders@rjcproductions.com</b>
Electric	3PHASE C/O Katy Home Improvement Expo <b>robyn@rjcproductions.com</b>
Forklift Service	KISD MERRELL CENTER C/O Katy Home Improvement Expo <b>orders@rjcproductions.com</b>
Health Permit	Harris County Health Dept. 2223 West Loop South Houston, TX 77027 <b>(713) 274-6300</b> Event ID: T0005988

# How to Maximize Your Profits Exhibiting at the *Katy Home Improvement Expo*

## 6 Ways to Increase Traffic to Your Booth...Before the Show

1. Gear All Outside Business Contact to Show Promotion -Show Name -Location -Dates -Booth Number- "See us at the..."
2. Send Press Releases/Literature to Media & Prospects or Show Mgmt.
3. Send Invitations to Clients & Prospects (5% - 10% respond!)
4. Phone Clients & Prospects (5% - 10% respond!)
5. Advertise in Show Program / Web Site / Become a Sponsor
6. Offer a Service/Discount/Special Demo/ with any of the Above

## The Pre-Show Meeting

1. Reiterate goals to staff – "This is why we are exhibiting and this is what we intend to do."
2. Go over scheduling of staff, travel, & accommodation, etc.
3. Discuss common question & problems
4. Nail down pricing, and be consistent
5. Handling leads – decide on box location, have computer-mailing system ready to go

## Your Booth is Your Bait

**Some companies use new bait. Some use old bait.  
Some use fresh bait. Some use dead bait.**

**The 3-Second Rule: In a glance, your exhibit should tell people three things in three seconds:**

- Your Company name
- Exactly what you do
- At least one benefit of your product or company

## 10 Easy Ways to a Better Exhibit

1. Sell benefits, not just your product
2. Sell your company too
3. Have a professional, attractive sign
4. Select the proper setting for your product
5. Invite people into your exhibit – don't block access
6. Build, buy, or rent a full backdrop
7. Stand up, SMILE and greet people
8. Include some greenery in your exhibit
9. Involve people in your exhibit/product
10. Create a formal/informal closing area

# The 6 Essential Qualifying Questions

1. Thank you for stopping, how are you familiar \_\_\_\_\_?  
OR  
What attracted you to our display? Or, What do you see that you like?  
(Gives history of prospect, tells you where to start selling)
2. What is your situation now?  
(Tells you if the prospect has a need, begins to define degree)
3. What would you like to achieve/change?  
(Further defines prospect's application of your product)
4. What are your concerns as to budget?  
(Tells you if prospect has the money)
5. How does your timetable look on all of this?  
(Gives you the prospect's timetable for buying or acting)
6. How would you like to proceed from here?  
(Lets the prospect take over and close him/herself!)

## Sample Lead Card

Name: \_\_\_\_\_

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

City: \_\_\_\_\_

Phone: \_\_\_\_\_

Best Time to Call: \_\_\_\_\_

Email: \_\_\_\_\_

What is your budget? \_\_\_\_\_

What is your timeframe? \_\_\_\_\_

\_\_\_ NOW! \_\_\_1 \_\_\_2 \_\_\_3 \_\_\_4 \_\_\_5 \_\_\_6 \_\_\_1yr.

Longer? \_\_\_\_\_

What can we help you with?

\_\_\_\_\_

\_\_\_\_\_

What is your situation now?

\_\_\_\_\_

\_\_\_\_\_

How would you like for us to follow up?

\_\_\_ Email \_\_\_ Phone Call

**Set Appointment**

Date: \_\_\_\_\_

Time: \_\_\_\_\_

# The Two-Year Pinpoint Plan

Jump on your hot leads – set appointments at the show, and call other good prospects while the show is in progress. At show close, you're left with names of good prospects who weren't quite ready to buy... yet. Here's what you do back at the office afterwards:

Email or mail them your brochures or flyers **FIRST CLASS**:

- Immediately after the show
- Two weeks after
- Three months after
- Six months after
- One year after
- Eighteen months after
- Two years after

The above was **devised** and credit is given to Dr. Alan Konopacki, Incomm International, Chicago, Illinois.

Ask Short, open-ended questions then  
**STOP, BE QUIET, AND LISTEN**



# HOTEL & RV PARK INFO

We are including a list of hotels in the area to assist you in planning your accommodations for the show. Please make your reservations directly with the hotel.

## Accommodations within easy access of the Katy ISD Merrell Center

Best Western Katy Inn & Suites	(281) 395-6200
Courtyard by Marriott	(281) 665-3189
Comfort Inn and Suites	(281) 574-5900
Hampton Inn & Suites	(281) 392-1000
Hilton Garden Inn	(281) 644-2400
Holiday Inn Express Hotels	(281) 395-4800
La Quinta	(281) 646-9200
Residence Inn by Marriott	(281) 391-7501
SpringHill Suites by Marriott	(888) 287-9400
Super 8 Motel	(281) 395-5757
Katy Lake RV Resort	(281) 492-0044
Houston West RV Park	(281) 375-5678
Cinco Ranch RV Park	(281) 829-9099

# FRIENDLY REMINDER

## IMPORTANT EXHIBITOR RULES

- ✓ In an effort to provide high quality exhibits in the *Katy Home Improvement Expo*, we are asking all exhibitors to achieve the following:
- ✓ All tables must be skirted & look professional. Skirting must be provided for all exposed areas of the table. Skirting must go to the floor. All skirting must be pressed and neat. Plastic tablecloths and pieces of fabric are not permitted.
- ✓ All signs must be professionally prepared. **No handwritten signs are allowed.**
- ✓ All exhibit booth walls are to be completely finished. No wires, frames, wood etc... should be exposed for the public or for your neighbor to see.
- ✓ The standard booth includes 8' high back wall and 3' side rails. **Tables, chairs, electric, phone lines, water, etc... are NOT included with the price of your exhibit space.**

**Please Note:** Should RJC Productions have to provide skirting, masking drape, signage etc... **this will be done at the exhibitors' expense.**

**Thank you for your support and participation in the  
2024 Katy Home Improvement Expo.  
We appreciate your business!**

# SAMPLING GUIDELINES

1. There are two types of sampling that can be done.
  - An Exhibitor samples food and beverage so that the consumer may purchase the product by mail or other retail outlet.
  - An Exhibitor samples food and beverage so that the consumer may purchase the product on premise.
2. Any food and beverage product must have some relevancy to the type of show or the social make-up of the expected clientele.
3. Any food or beverage product that will be sampled from an Exhibitor must be germane to that Exhibitor's business.
4. If a food or beverage product is to be sampled and/or sold by an Exhibitor, it must meet the following criteria:
  - All sample sizes must be small enough so that it will not be considered to have a competitive nature with the sizes of products sold by the facility's food and beverage outlets. Allowable sizes are; 2-oz. Food item and 2-oz. of non- alcoholic beverage.
  - All food and beverage products that are to be sold, must be a large enough size so that they will be considered for at- home consumption.
- 5. Exhibitor is responsible for obtaining any permits required by the health department. Harris County Health Dept – 713-439-600.**
- 6. Event ID: T0005988**
7. When a violation is discovered, show Mgmt or the Health Dept. will approach the Exhibitor and all unapproved items must be removed from the facility immediately.

I have read and agree to the above guidelines:

(Signature) \_\_\_\_\_ (date) \_\_\_\_\_

Show or Event Name: \_\_\_\_\_ Event Date: \_\_\_\_\_

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ Fax: \_\_\_\_\_

City / St / Zip: \_\_\_\_\_ Email: \_\_\_\_\_

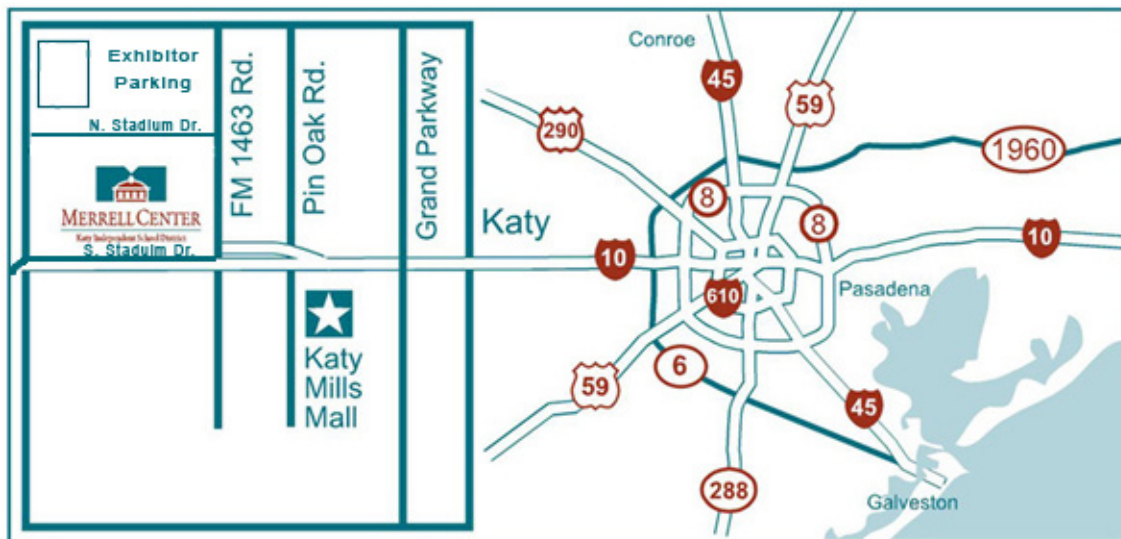
# DIRECTIONS

## From I-10 West - Brookshire / Sealy

I-10 Eastbound, exit FM-1463 at Katy. Turn left (North) under I-10. The Merrell Center is on the left – go to the entrance by the electronic sign (2nd entrance).

## From I-10 East - Houston

I-10 Westbound, take Pin Oak Rd & FM 1463. Exit onto the feeder. Stay on the feeder and go through Pin Oak Road intersection. At FM-1463 turn right (North). The Merrell Center is on the left – go to the entrance by the electronic sign (2nd entrance).



When you are finished moving in, please move your vehicle to the exhibitor parking.

# KATY HOME IMPROVEMENT EXPO FLOOR PLAN



**Seminar Stage**

**Youth Entrepreneur Market**

YEM-1 YEM-2 YEM-3  
YEM-4 YEM-5 YEM-6 YEM-7 YEM-8  
YEM-9 YEM-10 YEM-11

