

 philadelphia  
PHS flower show

# WONDERS of WATER



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## 2018 MAJOR EXHIBITOR GUIDE

UPDATED OCTOBER 2017

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# CONTACTS

## PHS STAFF & HEADQUARTERS

Pennsylvania Horticultural Society  
100 North 20th Street  
Philadelphia, PA 19103

Anne Vallery, Exhibitor Relations Manager

*avallery@pennhort.org*  
215-988-8835 (office)  
267-615-8503 (cell)

Bob Felke, Operations Manager

*rfelke@pennhort.org*  
215-988-8825 (office)  
267-968-1545 (cell)

Franzi Petermann, Associate Director of Event Operations

*fpetermann@pennhort.org*  
215-988-8805 (office)  
610-772-0244 (cell)

## CONTRACTORS

General Exposition Services (GES), Joe Boyle

*jboyle@generalexposition.com*  
610-495-8866 (office)  
267-549-4906 (cell)

PA Convention Center (PCC), Utilities Services & Lighting

*utilities@paconvention.com*  
215-418-2190 (office)

S&P Construction, Bob Alstrom

*bobalstrom@yahoo.com*  
610-237-6884 (office)  
610-721-8140 (cell)

Plumbing and Floor Electric On-site Manager, Paul Tickle  
(on-site during Show only)

610-869-8086 (cell)

## SHOW & MARSHALLING YARD ADDRESSES

Pennsylvania Convention Center  
1101 Arch Street, Philadelphia, PA 19107  
215-418-4700

PA Convention Center Vine Street Ramp  
1130 Vine Street, Philadelphia, PA 19107 (located eastbound on Vine St. between 11th and 12th)

Flower Show Marshalling Yard  
7th and Callowhill Streets, Philadelphia, PA

Note: For shipping to the PA Convention Center, see page 11.

# PRE-SHOW

The 2018 Philadelphia Flower Show will be held March 3 -11. The Show theme is "Wonders of Water." For a complete list of Show dates, including move-in and tear-down, see EXHIBIT E.

PLEASE NOTE: Themes are chosen to create excitement in promoting the Show. Exhibitors are not required to follow the theme but are encouraged to do so. There could be times that Show management will require exhibitors to adhere to the theme.

## Invitation

Invitations to exhibit in the Show sent to exhibitors in May, 2017.

## Floorplan

A preliminary floorplan is sent with the invitation showing the exhibit size, shape and location on the Show floor. As the floorplan is finalized, exhibitors will be sent updated versions.

## Design

Design your exhibit for ease and efficiency of set-up, with staging pre-assembled where possible. All exhibit designs must be approved by the Show Management. Please keep in mind that once designs have been approved, any subsequent design changes must also be approved by Show Management. If renderings are not submitted by the deadline, September 30, 2017 (see EXHIBIT D for complete list of deadlines) subsidy payments (where applicable) will be withheld until renderings are submitted.

Exhibit spaces will be marked on the Pennsylvania Convention Center (PCC) floor before move-in. Exhibits do not have to follow the marked area but may not extend outside the marked boundary.

## Forms & Plans

There are many forms that assist us in ordering labor, signage, etc. It is important to submit materials and forms according to the schedule (see EXHIBIT D). **Subsidy payments will be delayed until exhibitors are up-to-date with required forms.** Labor is ordered and scheduled based on the information submitted through your plans and forms. Labor that is not accounted for pre-Show will be charged to you at the over-time rate applicable for the specific trade (see EXHIBIT B). Most of the forms you will need to submit can be found online at this link: <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>. Certain forms are not online and will be emailed to you.

## Credentials

Exhibitors receive 10 badges that allow access to the PCC at all times during the set-up period, throughout the Show, and move-out. Exhibitors can ask for set-up/tear-down buttons for additional staff or volunteers that help in building and removing the exhibit, and night maintenance buttons for staff or volunteers coming in after the Show closes to maintain the exhibit.

## Hotel

PHS has negotiated special hotel rates for show exhibitors with hotels in the general vicinity of the PCC. Rooms may be booked via this link: <http://reservations.arestravel.com/hotel/list/7787>  
Please note: you will have to enter your dates of stay and click search to find the discounted exhibitor/judge/vendor-only rates.

## Major Exhibitor Operations Meeting

Exhibitors will be invited to an operations meeting, held at PHS headquarters, to go over the move-in schedule and any questions concerning construction, move-out, or generally any Show-related issues. There are two separate meetings for exhibitors:

Wednesday Jan.17, 2018, 4 - 6 pm Landscape, Floral, Floral Invitational, Display Garden exhibitors  
Thursday Jan.18, 2018, 4 - 6 pm Educational and Plant Society exhibitors

# CONSTRUCTION

Many tasks involved in the set-up and tear-down process require union labor. All labor, other than electricians, is ordered by PHS, based on the information exhibitors provide to PHS via the online forms. All union labor is managed by key contractors that PHS hires for the Show. Please see below for details on each labor union and its jurisdictions as well as which contractor oversees which union. Please be mindful of the jurisdictions to avoid any labor disputes and potential penalty fees.

Please report any arising issues immediately to one of these PHS staff members:

**Anne Vallery – 267-615-8503 • Bob Felke – 267-968-1545**  
**Franzi Petermann – 610-772-0244**

## UNION JURISDICTIONS

The following union jurisdictions must be complied with by all Philadelphia Flower Show Major Exhibitors.

### Electricians

Install and dismantle electrical power.

### Laborers

Load, unload, and deliver materials including trees and landscape materials to designated areas; operate forklifts.

### Plumbers

Provide plumbing, compressed air, water, and drains.

### Rigger Crew

Move over-sized or extremely heavy or tall objects.

### Stagehands

Perform work related to construction, assembling, and fabrication. Install and dismantle exhibit booths.

NOTE: For a detailed description of the union jurisdictions go to:  
<https://www.paconvention.com/assets/doc/Plan-of-Ops-Final-Revised-February-2017-53e23a7749.pdf>

## LABOR MANAGEMENT & ORDERING

All labor, other than electricians, is ordered by PHS and managed by the contractors listed here.

### Carpentry and Rigging

**CONTRACTOR:** S&P Construction, 603 Rutledge Ave., Folsom, PA 19033  
Bob Alstrom, [bobalstrom@yahoo.com](mailto:bobalstrom@yahoo.com), 610-237-6884 (office) • 610-721-8140 (cell)

#### STAGEHANDS

**Labor Order:** Stagehand needs are determined by Bob Alstrom based on the information you submit via the exhibit plan (due Sept. 30, 2017), staging form (due October 15, 2017), and in conversation with Bob Alstrom. An estimate, based on this information, will be provided.

**Labor Rates:** Please refer to EXHIBIT B.

#### RIGGERS

**Labor Order:** Rigger needs are determined by Bob Alstrom based on the information you submit via the exhibit plan (due Sept. 30, 2017), staging form (due October 15, 2017), and in conversation with him. An estimate, based on this conversation, will be provided.

**Labor Rates:** Please refer to EXHIBIT B.

## Electrical Services

**CONTRACTOR:** Utility Services, PA Convention Center, 12th and Arch Streets, Phila., PA 19103  
*utilities@paconventioncenter.com* • 215-418-2190 (office)

**Labor Order:** Labor needs, based on the electrical services you order, are determined by the Utility Services Department of PCC. Please ask for a complete estimate that includes the electrical service, any materials and equipment, AND the labor involved in installing and dismantling it. Forms for ordering electrical services are available at <https://www.paconvention.com/exhibitors/exhibitor-services>.

Please make your initial contact through email to *utilities@paconventioncenter.com* and copy Anne Vallery, Exhibitor Relations Manager (*avallery@pennhort.org*) on the email.

When ordering your electricity, provide a plan of your exhibit with an indication of where you want the electrical service to be placed. Make sure the plan shows the orientation of your exhibit in the PCC - indicate Concourse side, Dock side, etc. You are also entitled to be present when the electrical service is installed so that you can make sure it is put where you want it.

Exhibitors are responsible for ordering and paying for the electrical services for their exhibit.

Only specific flat electrical cords are permitted within the PCC which are available for rent through the Utility Services Department at PCC. Electrical wires and cords used in your exhibit should not be visible.

**Labor Rates:** Please refer to EXHIBIT B. Please be aware that there is a pre-Show rate for electricity and labor if ordered by February 2, 2018.

## Freight and Forklift Management

**CONTRACTOR:** General Exposition Services, 201 Windsor Rd., Limerick Business Center, Pottstown, PA 19464

Joe Boyle, *jboyle@generalexposition.com*, 610-495-8866 (office) • 267-549-4906 (cell)

**Labor Order:** Labor needs are determined by PHS based on the information you submit via the staging form (due Oct. 15, 2017) and trucking and delivery form (due January 6, 2018).

## Plumbing and Floor Electric

**CONTRACTOR:** (on-site only): Paul Tickle, 610-869-8086 (cell)

**Labor Order:** Labor needs are determined by PHS based on the information you submit via the staging form (due Oct. 15, 2017). Please be advised that due to the 2018 show theme and the increased number of water features, PHS will establish a plumbing schedule for both load-in and load-out. Your exhibit will be scheduled based on the information provided via the staging form.

## Theatrical Lighting - NEW CONTRACTOR in 2018

**Please note that all theatrical lighting for the show is now being handled through the utilities department of the PA Convention Center.**

**CONTRACTOR:** Utility Services, PA Convention Center, 12th and Arch Streets, Phila., PA 19103  
Colleen McShane, *cmcshane@paconventioncenter.com* • 215-418-2188 (office)

**Labor Order:** All theatrical lighting and theatrical effects need to be ordered through PCC. Any associated labor is performed by electricians and stagehands. The labor needs will depend on your lighting and effects and will be included in the lighting packages offered by PCC.

PCC is offering several different lighting packages for Flower Show exhibitors. All packages are priced to include all material, equipment and labor charges (see EXHIBIT C). Please be aware that there is a pre-Show rate for lighting if ordered by Jan 10, 2018.

**NOTE:** With the exception of the Union Contractors listed above, no other union or non-union contractors will be permitted to do work on the Show Floor.

**NOTE: Labor exceeding the pre-determined needs that is not communicated in a forthright and timely manner will be subject to overtime rates. (See EXHIBIT B)**

## SET-UP

### Construction

Prefabricate staging wherever possible. Any physical assembly taking place at the PCC (e.g. attaching walls, or even snapping things together) must be done by union labor resulting in additional costs to you. Labor for construction is ordered by PHS based on the exhibit plan (due Sept. 30, 2017), staging form (due Oct. 15, 2017), and the exhibitor communication with Bob Alstrom at S&P Construction. (Please refer to "Labor Ordering and Management" on page 6, for details). It's advisable to provide a detailed drawing of any structure requiring union construction to Bob Alstrom. A discussion with him, or notes, drawings or video on how the structure goes together is also advisable to help him determine how much labor will be involved. An estimate, based on this information, will be provided.

NOTE: Anything erected, assembled or put up by union labor must be disassembled or taken down by union labor.

#### **Exhibits 600 Square Feet and Under**

Exhibits 600 square feet and under are not required to use union labor. Those exhibitors can do their own construction, which includes the use of tools, ladders (height limit 6'), etc.

This form shows what you are allowed to do:

[http://www.discoverphl.com/media/3212048/exhibitor\\_rights\\_1\\_and\\_2.pdf](http://www.discoverphl.com/media/3212048/exhibitor_rights_1_and_2.pdf)

### Electricity

See "Electrical Services" on page 7 for ordering information.

**NOTE:** Submit orders for electricity no later than January 19, 2018 for the pre-Show rate.

### Forklifts & Other Heavy Equipment

Forklifts with qualified operators (laborers' union) are available, at no charge to the exhibitor, during move-in and move-out. Submit the Trucking & Delivery Form (due Jan. 6, 2018), found online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>, to give PHS dates, time of arrival and amount of materials that will require a forklift. Arrangements for forklifts at the Show must be made through the online form. If your heavy equipment requirements are excessive, please contact Bob Felke ([rfelke@pennhort.org](mailto:rfelke@pennhort.org)) well before the Show. Non-disclosure of your forklift needs will result in delayed access as other exhibitors who communicated their needs will be given priority.

Exhibitors are permitted to bring in their own compact excavators/skid-loaders without forks; however, prior approval must be obtained from Show Management.

**NOTE: cellphone use is prohibited while operating a forklift, skid-loader, or compact excavator.**

### Hardscape

The official hardscape sponsor for the Show is Belgard. Belgard provides pavers and other hardscape materials to exhibitors for a delivery fee of \$30 per pallet. Materials available to Flower Show exhibitors can be ordered through a specific portal for exhibitors on the Belgard website, [www.belgard.com/philadelphiaflowershow](http://www.belgard.com/philadelphiaflowershow). **Orders must be received by Feb. 1, 2018.** Natural stone can be used but no other brand name pavers are allowed.

For questions concerning available products contact:

Mike Baldasare

Sales Manager – Anchor Central

732-754-2118

[Michael.Baldasare@oldcastle.com](mailto:Michael.Baldasare@oldcastle.com)

### Kickboards/Edging

Exhibits are required to have a kickboard or comparable structure surrounding the perimeter. The function of kickboards is to contain sawdust, mulch, and other material within the exhibit and prevent the public from entering and damaging the exhibit. The height should be too low for sitting, otherwise it will become seating for visitors.

Possible kickboard materials are landscape timbers, masonry units, or simple board structures. Kickboards must be sturdily built to withstand the internal pressure of damp sawdust as well as the kicking they are subjected to by visitors. They must be in good repair throughout the Show.



## Lighting

Starting with the 2018 Show, all lighting services will be provided through the utilities department at the PA Convention Center. Please refer to section “Theatrical Lighting” on page 7 for ordering information. Lighting packages and pricing can be found in EXHIBIT C.

Please note that PHS will be turning on more overhead lighting within the building to address visitor complaints of the Show being dark and to address cost concerns. When designing your exhibit, and thinking about lighting, please keep in mind that the lighting provided through the overhead building lights is a colder light which takes the color out of plants and flowers. PHS therefore strongly suggests you use additional lighting (PARCAN lights set to yellow “sun light”) to bring out the color of plants and flowers.

With the changes in lighting, PHS will be removing the lighting element from the judging process. Low voltage ground lighting can be used and is the responsibility of the exhibitor. Ground lighting plans should be discussed with Bob Felke, Operations Manager, before move-in. Please refer to the section called “Electrical Services” on page 7 for instructions on ordering electricity.

For theatrical lighting, contact Colleen McShane at Utility Services, PA Convention Center at [cmcshane@paconventioncenter.com](mailto:cmcshane@paconventioncenter.com), 215-418-2188 (office). All costs for theatrical lighting are quoted and billed directly to the exhibitor by the PCC.

**Note:** Submit orders for lighting by January 10, 2018 for pre-Show rate. Any orders after that will be charged at the Show Rate.

## Move-in

Strictly observe your assigned arrival times for move-in and move-out. Do not arrive earlier than your scheduled arrival time. You will not be allowed access to your exhibit site before your scheduled arrival time. Only one truck at a time, per exhibitor, may drive on the Show floor to unload during the scheduled drop-off day. Vehicles must be removed from the floor immediately after they have been off-loaded.

Do not block access of other exhibitors to their spaces; either with your vehicles or with your materials. The aisles are wide; please be considerate.

Early drop-off of large structures and mulch can be arranged through the early carpentry/drop-off form, found online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>. This form must be submitted by the deadline, October 15, 2017, for you to be considered for early drop-off. An email from PHS will be sent to you confirming your drop-off date.

**No one under 16 years old is allowed in the exhibit halls during construction hours (see EXHIBIT E). The exhibit halls are a construction zone. No exceptions will be made.**

## Mulch & Sod

The mulch provided through PHS is a sawdust-consistency mulch. The form for ordering mulch and sod is found online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>. Please submit the form by the October 15, 2017 deadline. **Sod may not be available if your order is not received by the deadline.** Exhibitors pay for mulch and sod (delivery and removal of mulch is included in the cost). If you receive a subsidy, the costs will be subtracted from your final payment. If you do not receive a subsidy, you will be billed at the end of the Show. See EXHIBIT B, page 18, for mulch and sod costs.

Sawdust is used because it is recovered for reuse after the Show. However, the mulch cannot be reused unless it is clean (i.e., free of debris). “Debris” includes everything from plastic sheeting scraps to wooden pallets to discarded nails—in other words, debris is anything that is not sawdust.

**Please make sure your mulch is clear of debris. Unclean mulch will result in an additional charge.**

Exhibitors are free to bring their own mulch. If you bring your own mulch you are responsible for the removal of it or you will be charged a fee to have PHS remove it.

## Painting

Prepaint staging whenever possible. Exhibitors can do touch-up and limited artistic painting on site.

## Parking

Exhibitors receive dock passes that admit working vehicles to the loading dock. Landscape, Floral Design and Display Garden exhibitors each receive one assigned parking space on the premises. Please follow the instructions of the PHS dock crew on where to park. Please be considerate in parking your vehicle. Please mark your dock pass with your exhibit name and a contact phone number in case you need to move your vehicle. Educational exhibitors and Plant Societies each receive a Marshalling Yard pass. PHS operates a shuttle between the PCC and the Marshalling Yard during set-up and Show week.

## Plants

When planning the amount of plants you need, remember the illusion you are creating is that of a mature landscape. Avoid plantings that look sparse and feel free to display plants that would ordinarily not be in bloom at the same time. All bedded plants must have their pots or burlapped balls completely concealed. Stakes used to support plants should be inconspicuous. The use of artificial plants such as silk foliage or blossoms is not permitted.

Forced plants should predominate in all landscape exhibits. If you need assistance finding a source for forced plants, PHS can supply you with a resource list. Contact Anne Vallery, Exhibitor Relations Manager ([avallery@pennhort.org](mailto:avallery@pennhort.org)).

**Please note:** Wild-collected plants of endangered and threatened species are strictly forbidden in any Philadelphia Flower Show exhibit. It is the responsibility of the exhibitor to make sure these plants are not on exhibit. Endangered or threatened species are designated on the United States List of Endangered and Threatened Wildlife and Plants.

A current list is available at <http://plants.usda.gov>

## Rock Work

The total weight of rock in any one exhibit may be subject to restriction by management of the Convention Center. If you plan to use a large amount of rock in your exhibit, please contact Bob Felke, PHS Operations Manager ([rfelke@pennhort.org](mailto:rfelke@pennhort.org)), no later than **October 15, 2017** to discuss possible weight restrictions. A rigging crew is required for oversized or heavy objects. Riggers can be ordered on the staging form found online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>. Rates for rigger crews can be found in EXHIBIT B.

Exhibitors may install their own paving. All flagstones and facestones for dry walls and paving should be pre-cut. No stone or brick cutting is permitted in the exhibit halls. Cutting may be done outside in the loading-dock area. Cement can be mixed in a wheelbarrow or large bucket in the exhibit hall as long as the exhibitor provides floor protection. Gas powered mixers must be used outside.

## Safety & Security

**Fire Safety**—In compliance with Philadelphia Fire Prevention Code requirements, all cut trees and combustible materials in displays (including background and drapes) **MUST** be treated with an approved flame-retardant chemical in accordance with National Fire Protection Association Standard 701. (Any chemical you use **MUST** have that number on its label.)

**Note:** Fabric must be dunked in flame retardant; spraying will not suffice.

Two local sources of flame retardants are:

J. B. Winder Fire Equipment, Inc., 1747 Easton Rd, Willow Grove, PA 19090, 215-659-2737

Philadelphia Theatrical Supply, 229 N. 12th St., Phila., PA 19107, 215-627-1225.

We suggest that you contact the suppliers for current pricing and details. You will be required to sign a statement indicating that you have complied with this regulation. This form must be returned by Jan. 6, 2018 to Anne Vallery, Exhibitor Relations Manager. (Mail to PHS, 100 N. 20th St., Phila., PA 19103)

Fire safety requirements from the PCC Plan of Operations Manual:

### **Electrical Equipment**

Electrical equipment shall be listed equipment (U.L., F.M., etc.).

Electrical wiring shall be in accordance with the National Electrical Code.

14-gauge wire or better is required for all connections. All extension cords must be 3-wire, grounded.

### **Exhibition Booth Construction and Decorations**

Exhibition booths shall be constructed of noncombustible or limited-combustible materials. Wood shall be greater than 1/4 inch nominal thickness or wood not greater than 1/4 inch thickness shall be treated fire retardant wood meeting the requirements of National Fire Protection Association (NFPA) standard 703.

Other combustible materials shall be flame resistant in accordance with NFPA 701 for textiles and films, and Underwriters Laboratories (U.L.) 1975 for foamed plastics.

Canopy over 100 square feet require smoke detector and fire extinguisher.

Canopy over 200 square feet require a sprinkler system.

Tent requires tag or tear sheet listing material is flame retardant in accordance with NFPA 701.

<http://www.nfpa.org/codes-and-standards/document-information-pages?mode=code&code=701>

**Security** – PHS contracts with a private security provider to manage all security aspects at the Show. PHS and the security provider work closely with the building security to ensure a safe show for all visitors and exhibitors. Security guards monitor all show areas and have a strong presence within the Show. Notwithstanding all security efforts, PHS strongly encourages all exhibitors to secure any valuables. On the last Sunday after Show closing, Exhibitors are advised to remove any valuable and small items from their exhibits.

**In Case of Emergency** – appropriate plans are in place to address emergencies. PHS works closely with the building's head of security as well as with its security provider to manage challenging situations.

In case of a medical emergency, please notify the nearest security guard and/or a representative of show management. Call the Show office, 215-418-2400, dial 4911 from a house phone, or dial 214-418-4911 to reach the building's emergency personnel. Please avoid calling 911. PHS has a medical provider onsite who will be able to respond in a more timely manner.

### **IMPORTANT SAFETY RULES**

No alcoholic beverages are permitted on the Show floor during set-up and tear-down. No smoking is allowed inside the Pennsylvania Convention Center. Smoking is prohibited within 20 feet of any entrance to the Convention Center.

**No one under 16 years old is allowed in the exhibit halls after 6 pm on the night of tear-down. The exhibit halls are a construction zone. No exceptions will be made.**

## **Shipping & Trucking**

### **Carriers**

Items can be shipped via a variety of carriers such as freight or trucking companies, FedEx, UPS etc. Under NO circumstances should items be sent through US Postal Service as they get delivered to a generic area within the Pennsylvania Convention Center and may be hard to find. Please schedule your shipments to arrive no earlier than February 26, 2018.

### **Labeling Items**

All items shipped to the PCC for the Philadelphia Flower Show are received by GES on behalf of the Show. It is therefore paramount to have your items labeled correctly for GES to know the destination and recipient. If possible, please create your own labels in addition to any label that the carrier might be using. This will ensure that all your items are labeled as required by show management and will help in getting your shipments delivered to you in a timely fashion.

PHS PHILADELPHIA FLOWER SHOW

c/o General Exposition Services, Inc.

Name of Exhibitor

Name of Onsite Contact & Cell Phone Number

Pennsylvania Convention Center

c/o General Exposition Services, Inc.

PCC Dock Ramp

1100 Vine Street Ramp

Philadelphia, PA, 19107-2299

Please note that each movement of shipped items within PCC has a labor cost attached to it. We therefore request that you limit your material delivery to the smallest number of shipments possible with arrival scheduled prior to the start of the Show and to palletize items whenever possible for cost savings.

If your shipment is comprised of several items/boxes/pallets, please have them labeled consecutively. Example: your shipment consists of 4 pallets. They should be labeled 1 of 4, 2 of 4, 3 of 4, 4 of 4. This will help keeping your items together and getting them delivered to you or the selected destination in the most efficient way.

### **Trucking**

Please be sure to include any and all shipments and deliveries for your exhibit in the Trucking/Deliveries Form (due Jan. 6, 2018), found online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>. This includes any deliveries via truck from your own premises, via truck from third party contractors/vendors as well as via a carrier. This information will aid Show Management in planning and providing forklifts as well as making sure all items are being delivered to your exhibit upon arrival.

If you are uncertain about the day a certain delivery will be made, please include that delivery / truck for all days it could be possibly made. Please plan accordingly and take potential delays in your exhibit build into account when submitting your trucking information. You will be provided with a set number of dock and ramp access passes for your deliveries and vehicles. Should you require additional passes, please contact Anne Vallery, Exhibitor Relations Manager, [avallery@pennhort.org](mailto:avallery@pennhort.org).

### **Water Features**

If you are including a water feature in your exhibit involving more than a bucketful of water, the services of a plumber are required. Water features are filled and emptied by PCC plumbers only. There is currently no charge to the exhibitor for this service. Advanced notice for all plumbing service is required and can be done through the staging form (due Oct. 15, 2017), found at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>. Dimensions of water features including length, width and depth of pools and ponds, and the height of waterfalls must be included.

Please note that due to the 2018 show theme, Show management is establishing a plumbing schedule for both load-in and load-out. You will be scheduled for plumbing services (filling and emptying water features) based on the information you have provided in the staging form.

All pools and ponds must be waterproof. Liners for pools and fountains must be constructed of material of sufficient strength to prevent seepage. Use pond liners, not pool liners and make them double liners where possible. Minimum thickness of pond liners is 60 millimeters. Show management recommends using a 60 mil EPDM Synthetic Rubber liner which is aquatic safe. These liners are very flexible and can be easily shaped to fit the contours of any pond. They are specially formulated to be safe for plant and fish life.

Suggested vendor for pond liners:  
Dutchman Fountains, Aston, PA  
610-459-4100  
[www.dutchmanfountains.com](http://www.dutchmanfountains.com)

Products such as Flex Seal may be used but all curing and sealing must be done before move-in to ensure complete waterproofness. No curing or sealing will be allowed on the Show floor.

Please contact Bob Felke, Operations Manager, ([rfelke@pennhort.org](mailto:rfelke@pennhort.org)) with any questions about installation prior to the Show.

## Exhibitor Customer Service Desk - NEW IN 2018

PHS and the PCC are each providing a staffed customer service desk, located on the Show floor, near column B2. Please note this location is different than the location of the carpenter's desk in previous years. Each desk will be staffed from 8 am to 4 pm each day.

The PCC desk will serve as a customer service desk for any electrical and lighting questions and onsite orders. This desk will be staffed with someone from the PCC utilities department.

The PHS desk will serve as your main point of contact for any labor needs, your mulch and sod orders, as well as any other questions or concerns you may have while building and tearing down the Show. If you have requested labor for your exhibit, you will be picking labor up from the desk and will also be returning your labor to the desk. Should you require unscheduled labor, please also request it from the PHS customer service desk. You will be given a copy of your labor ticket each time you return your labor to the desk after completion of a project.

# SHOWTIME

## Judging and Awards

**Judging Categories**—For judging purposes, major exhibits are grouped according to category (e.g., Landscape, Floral, Display, Educational, Plant Societies). Panels of judges rate each exhibit against a scale of points that is customized for each category. No one other than those authorized by Show Management is allowed on the Show floor during judging. All promotional materials must be out of site, and any videos or computers must be turned off.

**Intent**—Each exhibitor is required to state an “intent” for their exhibit. The exhibitor briefly explains the overall design and horticultural concept of the exhibit and describes the desired impact of the exhibit on Show visitors. One criterion for judging is whether the exhibit expresses this intent clearly. Please adhere to the requested format—intents should be submitted using the online form, and each section should be no longer than 25 words.

Sections longer than 25 words will be truncated. The intent form can be found online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms> and is due January 6, 2018.

**Awards**—Gold, silver and bronze medals are awarded to exhibits scoring within the range of points for each medal. A Best in Show trophy is awarded to the top point scorer in the Landscape and Floral categories. Other awards are listed in EXHIBIT F.

## Maintenance

Exhibitors are expected to maintain their exhibits in top Show condition every day of the Show. Plants must be kept fresh. Unsightly or wilted plants must be replaced.

**WATERING:** Exhibitors are responsible for watering their exhibits. Your hose must have a nozzle with an on/off valve. Hook-ups for hoses are located throughout the Show floor. Beware of overwatering. Sawdust and mulch can absorb considerable amounts of water, but beyond a certain point “weeping” will occur and water will run onto the exhibit hall floor. Once it has started, weeping is extremely difficult, if not impossible, to stop. The best strategy is not to get it started in the first place.

**EVENING MAINTENANCE ONLY:** Exhibitors must maintain their exhibits in the evening, after the Show closes to the public.

Friday, March 2 (Preview Day)	From 12 midnight to 2 am
Saturday, March 3	From 11:30 pm to 1am
Sunday, March 4	From 6 am to 7:00 am (MUST be off floor by 7:00 am) and From 9:30pm to 11:30pm
	NOTE: the morning time for this day is new and is being offered to accommodate for the late access on Saturday night
Monday, March 5	From 9:30 pm to 11:30 pm
Tuesday, March 6	From 9:30 pm to 11:30 pm
Wednesday, March 7	From 9:30 pm to 11:30 pm
Thursday, March 8	From 9:30 pm to 11:30 pm
Friday, March 9	From 9:30 pm to 11:30 pm
Saturday, March 10	From 9:30 pm to 11:30 pm

High-quality maintenance is the best way to ensure that visitors will keep coming to the Show until the very last day. Maintenance of exhibits in the Landscape, Display Garden, Floral Design, and Florist Invitational categories is judged daily during Show week, and prize money is distributed after the Show.

## Plant Labeling

All plants in soil must be correctly labeled (cut flowers need not be labeled). Labels must be legible from the aisles but not obtrusive. If multiple specimens of the same plant are used, only one need be labeled.

A list of all plants used in the exhibit must be submitted to PHS for checking by the Nomenclature Committee (use the Plant List form emailed to exhibitors in the fall). Corrections will be emailed back to exhibitors. If you do not know exactly which plants you will be using at the time the plant list form is due, please list all possible alternatives under consideration. It is better to have the names of extraneous plants checked ahead of time than to need to have plant names checked at the last minute. Please limit the number of plants submitted for checking to 150. Plant lists are due January 6, 2018. It is important that these lists be submitted on time so that you will have the correct names for your labels.

Further assistance with nomenclature questions will be provided at the Pennsylvania Convention Center during the week of set-up. On the Thursday afternoon before the Show opens, the Nomenclature Committee will check your labels. The Committee will ask exhibitors to replace incorrect labels. A responsible representative of the exhibitor must be present during this review.

## Preview Party

Exhibitors receive complimentary tickets, based on their category, to the Preview Party. This is an excellent opportunity for exhibitors to meet Preview Party patrons so we ask that you stay at your exhibit for the first hour of the party to greet them at your display. The Preview Party takes place Friday night after the Members' Preview.

## Signage

**Exhibit signs**—PHS will provide a sign for each exhibit that includes the exhibitor's name, city, title of the exhibit and the descriptive copy provided by the exhibitor. The sign copy form can be found online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>. This copy is also used by the PHS Public Relations department in the Flower Show press kit. Please submit it by the deadline so your exhibit is included in the press materials.

**Partner signs**—PHS will provide signs to acknowledge each partner of a Major Exhibit at the Show. A form for ordering partnering signs will be emailed to exhibitors. A separate form should be filled out for each sign. Company logos will not be used on these signs.

## Special Effects, Performers & Animals

All special effects, including audio/visual, lighting, and sound, as well as the inclusion of live persons or animals in an exhibit, must be approved by the Show Management prior to January 6, 2018 and must comply with Show rules. You must obtain any required permits and send a copy to Anne Vallery at PHS ([avallery@pennhort.org](mailto:avallery@pennhort.org)). Show management recommends filing paperwork for necessary permits well in advance as many permitting processes have longer processing times. Exhibitors are responsible for any related fees and costs. No taxidermy is permitted in any display.

# MOVE-OUT

The Show officially closes on Sunday, March 11 at 6 pm. Exhibitors may begin dismantling their exhibits after the public is cleared from the floor at the close of the Show (approximately 7 pm). Exhibitors are not permitted to sell or give away plants or other material at the Show during move-out. Materials must be taken back to their facility or disposed of in a Show dumpster. There will be a trash charge for materials disposed of in the Show dumpsters. Under no circumstances is pick-up by outside contractors permitted on the Show floor, back dock or ramp.

Exhibitors in certain locations will be designated for "early move-out" on the last Sunday of the Show. PHS will ask that they are prepared to remove their exhibit structures Sunday evening by 11:30 pm. The purpose being to clear the area near the loading docks to give vehicles access to the Show floor on Monday morning.

All other exhibitors will be asked to follow an established move-out schedule to better manage vehicle and truck movement on the Show floor. This staggered movement will be based on your location on the Show floor. While you may begin tear-down of your exhibit once the Show closes, you may only bring your trucks and vehicles onto the Show floor during the time slot pre-assigned to you.

## **REMINDER:**

**No one under 16 years old is allowed in the exhibit halls after 6 pm on the night of tear-down. The exhibit halls are a construction zone. No exceptions will be made.**

Exhibitors and all their materials must be completely out of the PCC by noon on Tuesday, March 13, 2018.

## **Trash**

A trash fee will be charged for items you want PHS to take care of discarding. Fees are based on weight and volume. Final costs depend on the number of dumpsters, volume and weight. Please refer to EXHIBIT B.



# EXHIBIT A - REQUIRED DOCUMENTS

## SPACE ALLOCATION FORM

Upon accepting the invitation to exhibit in the Show, return a signed copy of the space allocation form.

## CONTRACT

Signed and witnessed contract.

## CERTIFICATE OF INSURANCE

Each major exhibitor must furnish a Certificate of Public Liability Insurance (aka "Certificate of Insurance") **that is in effect during the Show**, including set-up and tear-down. The amounts of liability required are spelled out in the contract and here:

*The Licensee shall furnish Licensor a Certificate of Public Liability Insurance, naming The Pennsylvania Horticultural Society, the Pennsylvania Convention Center Authority, SMG, City of Philadelphia and the Commonwealth of Pennsylvania as additional insureds, which shall be kept in effect during the full installation, operating and dismantling periods of the Show in the Pennsylvania Convention Center. The minimum policy limits shall be \$1,000,000 for bodily injury (including death) and \$500,000 for property damage.*

*Each Licensee shall furnish evidence of statutory Workers' Compensation Insurance of \$500,000 for each accident, \$500,000 policy limit and \$500,000 for each employee.*

*Each Licensee shall furnish Umbrella Liability Coverage to include limits equal to or greater than \$2,000,000 limit per occurrence and \$2,000,000 aggregate.*

Your business or personal insurance agent should be able to assist you in obtaining this certificate. PHS must have an up-to-date certificate of insurance before exhibitors will be allowed to set up their exhibit.

## W-9 IRS FORM

Anyone receiving a subsidy for their exhibit needs to have a current W-9 form on file with PHS.

## MAJOR EXHIBITOR FORMS

All major exhibitor forms listed in EXHIBIT D.

# EXHIBIT B - LABOR RATES/OTHER COSTS

## LABOR RATES (per hour)

	<b>STRAIGHT TIME</b> (8 am- 4:30 pm M-F)	<b>OVERTIME</b> (6 am - 8 am, after 4:30 pm M-F, all day Saturday)	<b>DOUBLE TIME</b> All Sundays, recognized holidays
<b>Electricians</b> <i>(billed to you directly through the PCC and their utility department)</i>	\$118.00 (pre-Show) \$145.00 (Show)	\$177.00 (pre-Show) \$200.00 (Show)	\$236.00 (pre-Show) \$260.00 (Show)
<b>Rigger Crew</b> <i>Hourly rate includes management &amp; consulting fee. These costs will be billed by PHS.</i>	\$293.76  <i>three-person crew per hour, 1 hour minimum</i>	\$419.40  <i>three-person crew per hour, 1 hour minimum</i>	\$551.64  <i>three-person crew per hour, 1 hour minimum</i>
<b>Stagehands</b>  Journeyman Foreman Rigger  <i>Hourly rate includes management &amp; consulting fee. These costs will be billed by PHS.</i>	\$89.70 \$95.94 \$98.10  <i>Stagehand labor is bookable at a 1 hour minimum</i>	\$134.58 \$143.94 \$147.18  <i>Stagehand labor is bookable at a 1 hour minimum</i>	\$179.40 \$191.88 \$196.20  <i>Stagehand labor is bookable at a 1 hour minimum</i>

## OTHER COSTS

### Electrical

Costs depend on the type of service ordered and the amount of labor it takes to install and dismantle the service. These costs are billed through the Utility Services Department at the PCC.

**Mulch**..... \$37.50 per cubic yard

Cost includes delivery and removal from the PCC and delivery to your exhibit.

**Sod** ..... \$2.50 per square foot

### Theatrical Lighting

Costs will depend on the lighting package you choose for your exhibit. Please refer to Exhibit C for package and pricing details and/or contact Colleen McShane at Utility Services at the PA Convention Center, 12th and Arch Streets, Philadelphia, PA 19103, [cmcshane@paconventioncenter.com](mailto:cmcshane@paconventioncenter.com), 215-418-2188 (office)

### Trash Fee

Fee is based on volume and weight. Each filled dumpster is being charged at the rate of \$450 per dumpster. For exhibitors with smaller amounts of trash, PHS charges by the half dumpster.

# EXHIBIT C - THEATRICAL LIGHTING PACKAGES

**\*Orders must be received by January 10, 2018 for Advanced Rate**

<b>ULTIMATE 8 LIGHTING PACKAGE</b>	<b>STANDARD 6 LIGHTING PACKAGE</b>	<b>BASIC 4 LIGHTING PACKAGE</b>
\$4,000 - Advanced Rate \$4,400 - Standard Rate	\$3,250 - Advanced Rate \$3,850 - Standard Rate	\$2,400 - Advanced Rate \$2,850 - Standard Rate
<b>PACKAGE PRICE INCLUDES:*</b> <ul style="list-style-type: none"> <li>• 8 PARCAN lights</li> <li>• 1 Gel frame per light</li> <li>• 1 Color gel choice per light</li> <li>• Power</li> <li>• Labor and materials</li> <li>• Lift charge</li> <li>• 1 hour of designer consultation with Certified Lighting Designer (more time is available at additional cost)</li> <li>• 15 minutes of focus time per light</li> </ul> <i>*On-site changes to scope can be subject to additional charges.</i>	<b>PACKAGE PRICE INCLUDES:*</b> <ul style="list-style-type: none"> <li>• 6 PARCAN lights</li> <li>• 1 Gel frame per light</li> <li>• 1 Color gel choice per light</li> <li>• Power</li> <li>• Labor and materials</li> <li>• Lift charge</li> <li>• 45 minutes of designer consultation with Certified Lighting Designer (more time is available at additional cost)</li> <li>• 15 minutes of focus time per light</li> </ul> <i>*On-site changes to scope can be subject to additional charges.</i>	<b>PACKAGE PRICE INCLUDES:*</b> <ul style="list-style-type: none"> <li>• 4 PARCAN lights</li> <li>• 1 Gel frame per light</li> <li>• 1 Color gel choice per light</li> <li>• Power</li> <li>• Labor and materials</li> <li>• Lift charge</li> <li>• 30 minutes of designer consultation with Certified Lighting Designer (more time is available at additional cost)</li> <li>• 15 minutes of focus time per light</li> </ul> <i>*On-site changes to scope can be subject to additional charges.</i>

## **Specifications:**

### **SOURCE FOUR PAR MCM COLD MIRROR/BLACK**

#### **Physical**

- Rugged die-cast aluminum construction
- Sealed reflector housing
- UL and cUL listed

#### **Electrical**

- 115-240V, 50/60Hz
- High-temperature three-conductor 36" leads in glass fiber outer sleeve

#### **Lamp**

- HPL-compact tungsten filament contained in krypton/xenon-filled quartz envelope
- Patented filament geometry makes for extremely efficient light collection and transmission
- Integral die-cast aluminum heat sink lamp base

### **• PREFERRED CUSTOM LIGHTING PACKAGES ARE AVAILABLE •**

Moving lights, water features, color changes, visual effects, and graphic images can be produced and designed for your exhibits.

# EXHIBIT D - DEADLINE SCHEDULE/CHECKLIST

It is important that we receive the forms and plans you are asked to submit according to the schedule below. This allows us to plan and order labor most efficiently. It also assures you get the best price for the items and labor you order.

If you have any questions about the deadlines or forms, or have problems submitting them, contact Anne Vallery (Exhibitor Relations Manager) at [avallery@pennhort.org](mailto:avallery@pennhort.org) or 215-988-8835.

## July 31

- Signed and witnessed contract
- Exhibit Concept Sketch
- Exhibitor Contact Update Form  
(online at <https://theflowershow.com/phs-philadelphia-flower-show-exhibitor-online-forms>)
- Preliminary Exhibit Description Form (online - see link above)

## September 30

- Scale rendering of your exhibit in plan and elevation.

## October 15

- Exhibitor Staging Requirements Form (online - see link above)
- Early Carpentry/Drop-Off Form (online - see link above)
- Mulch and Sod Order Form (online - see link above)
- Exhibitor Sign Copy Form (online - see link above)
- Signed Location Plan

## January 6

- Plant List Form
- Partner Sign Form
- Badge/Button/Ticket Order Form (online - see link above)
- Exhibitor Intent Form (online - see link above)
- Trucking/Deliveries Form (online - see link above)
- Lighting order must be submitted to PA Convention Center for pre-Show rate
- Electric order must be submitted to PA Convention Center for pre-Show rate

## February 1

- Fire Safety Form

# EXHIBIT E - SHOW DATES AND TIMES

## SET-UP

### Early Drop-Off

Friday & Saturday	Feb. 23 & 24	pre-scheduled times only
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### Exhibitor Set-Up

Monday	Feb. 26	8 am - 6 pm
Tuesday	Feb. 27	8 am - 6 pm
Wednesday	Feb. 28	8 am - 8 pm
Thursday	March 1	8 am - Exhibit completion (must be out of the PCC by 6 am Friday, March 2)

## SHOW DATES & TIMES

### Judging

Friday	March 2	7 am - 12 noon
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### Members' Preview & Preview Party

Friday, Members' Preview	March 2	12 noon - 3:30 pm
Friday, Preview Party	March 2	6 pm - 11 pm*
Saturday, Members' Preview	March 3	8 am - 11 am

\*Special event until 11 pm; night maintenance from 12 midnight until 2 am

### Public Hours

Saturday	March 3	11 am - 8 pm*
Sunday	March 4	8 am - 9 pm
Monday	March 5	10 am - 9 pm
Tuesday	March 6	10 am - 9 pm
Wednesday	March 7	10 am - 9 pm
Thursday	March 8	10 am - 9 pm
Friday	March 9	10 am - 9 pm
Saturday	March 10	8 am - 9 pm
Sunday	March 11	8 am - 6 pm SHOW CLOSES

\* Special event until 11:30 pm; night maintenance from 11:30 pm until 1 am

## MOVE-OUT

Sunday	March 11	7 pm - 11:30 pm*
Monday	March 12	8 am - 4 pm
Tuesday	March 13	8 am - 4 pm

\*Exhibitors must be out of the building no later than 12 midnight

# EXHIBIT F - AWARDS

## PHS MEDALS

Judging criteria include quality of design, horticulture, plantsmanship, and visitor experience.

- PHS Gold Medal—for major exhibits receiving 95 or more points..
- PHS Silver Medal—for major exhibits receiving 85 to 94 points.
- PHS Bronze Medal—for major exhibits receiving 70 to 84 points.

## FEATURE AWARDS

- The PHS Philadelphia Flower Show Cup—Best in Show award, for the highest-scoring Landscape major exhibit in the Show.
- The PHS Philadelphia Flower Show Cup— Best in Show award, for the highest-scoring Floral major exhibit in the Show.
- The PHS Philadelphia Flower Show Silver Trophy—for the Landscape major exhibit receiving the second-highest number of points.
- The PHS Philadelphia Flower Show Silver Trophy—for the Floral major exhibit receiving the second-highest number of points.
- The Alfred M. Campbell Memorial Trophy—for the Educational major exhibit that demonstrates the most successful use of a variety of plants in a unique fashion.
- The Mayor's Trophy—for the Display Garden major exhibit that demonstrates the most innovative or unique design or use of plants or products.
- The Governor's Trophy—for the Landscape major exhibit or over that demonstrates the most innovative or unique design.
- The Philadelphia Trophy—for the Landscape major exhibit that demonstrates the best use of color
- The PHS Council Trophy—for the Landscape major exhibit with the most accomplished display of forced plants.
- Chicago Horticultural Society Flower Show Medal—to an Educational exhibit showing outstanding horticultural skill and knowledge in a nationally recognized flower show.
- The Pennsylvania Landscape and Nursery Association Trophies—showing the most effective use of plants and best use of design in the Landscape and Educational categories.
- Massachusetts Horticultural Society Gold Medal—to the Plant Society exhibit demonstrating the best use of design.
- The Phyllis M. Craig Award—to the Floral major exhibit demonstrating the best use of color in flowering and/or foliage plants in an innovative or unique design.
- PHS Sustainability Award—for the Educational major exhibit demonstrating the best use of sustainable gardening practices to the public.

## **SPECIAL PANEL AWARDS**

- The American Horticultural Society Environmental Award—for an exhibit of horticultural excellence that best demonstrates the bond between horticulture and the environment and inspires the viewer to beautify home and community through skillful design and appropriate plant material.
- The Bulkley Medal of The Garden Club of America—for a special exhibit in the field of horticulture, botany, or conservation. The exhibit of exceptional merit increases the knowledge and awareness of the viewing public. It is the exhibit that best combines an important message with the ability to convey that message to the public.
- Special Achievement Awards of the Garden Club Federation of Pennsylvania—awarded, if merited, to exhibits of unusual excellence (1,000 square feet and over, and under 1,000 square feet) in the categories of Conservation, Education, Horticulture, and Creativity.
- Men’s Garden Club of Delaware Valley Award—to a garden containing plants suited to the Delaware Valley, in a setting that can primarily be maintained by one person.
- Society of American Florists Flower Show Award—for artistic presentation of flowers and plants for public enjoyment in the Floral category.
- The Emile H. Geschick Memorial Award—for distinctive orchid display, to be judged for quality and artistic arrangement in either group or individual specimens.
- American Orchid Society Show Trophy—for the most meritorious orchid exhibit.
- The American Horticultural Society Environmental Award—for an exhibit of horticultural excellence that best demonstrates the bond between horticulture and the environment and inspires the viewer to beautify home and community through skillful design and appropriate plant material.
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- The Emile H. Geschick Memorial Award—for distinctive orchid display, to be judged for quality and artistic arrangement in either group or individual specimens.
- American Orchid Society Show Trophy—for the most meritorious orchid exhibit.
- American Orchid Society Show Awards—presented, if merited.
- The PHS Gold Medal Award—for the best use of PHS Gold Medal plants in a major exhibit.
- The Kate and Robert Bartlett, Jr. Award—for the best use of trees in a Landscape.

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