

What's New?

We'd like you to review this exhibitor package because it has lots of good information. However, we know that some companies have done the Loggers' Expo for many, many years, so may not feel they need to thoroughly review. Here are a couple of 'don't miss this' highlights.

Show Entrance – The Loggers' Expo will have one entrance starting this year. That entrance will be located at the Cross Insurance Center building, with registration being held in the Ballroom. We'll no longer have a registration area/entrance at the Racetrack Grandstand.

Parking – Parking on the racetrack or racetrack infield has become very unpredictable in recent years. With the cooperation of the Hollywood Casino – **free parking** will be offered again across the street from the Cross Insurance Center. This parking area is ideal for attendees and for exhibitors inside the Arena and Concourse. As in previous years, outside exhibitors can park within their exhibit space. There will also be a small (50 car) parking area for exhibitors that is adjacent to the beginning of the F row and is accessed via Buck Street. This lot will fill up very quickly.

Exhibitor Registration – It's back to the future! Everyone will have a badge again in 2023. Exhibitors will need to register all of the people working their booth – using our website www.northernlogger.com and by entering in their **Exhibitor Access Code** (*find that important info enclosed in this package.*) Badges will all be printed on-site at the Ballroom Registration Area in the Cross Insurance Center. That means you'll need to go to the registration area to get your company's badges on Thursday afternoon – or you'll need to have your workers enter through the registration area on Friday or Saturday in order to get their badges.

Attendee Registration – Attendees can register for badges to the show at our website, too. Exhibitors can distribute **Attendee Discount Codes** to their prospects and/or customers to give them a discount on entry fees. Please see the enclosed flyer for more info.

This isn't new – but you can always contact us if you need clarification or further explanation about anything in this package. We're here to help!

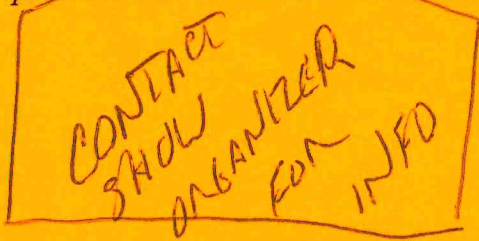
315-369-3078 or expo@northernlogger.com

2023 Northeastern Forest Products Equipment Expo Bangor, Maine

Exhibitor Access Code

(Register your exhibit booth personnel for badges)

Use your company's unique **Exhibitor Access Code**, provided below, at the Loggers' Expo registration website (www.northernlogger.com) to register your booth personnel on a complimentary basis. *Please note that badges will not be mailed out, but will be printed on-site at the show entrance.*



Exhibitor Access Code _____

Exhibitor badge limit _____

Unless you make arrangements with the show organizer, your company's unique **Exhibitor Access Code** entitles your company to a limited number of complimentary exhibitor badges for your booth personnel.

Inside exhibitors

Inside booth
Multiple Inside booths
Inside Bulk spaces

Comp exhibitor badges

5 registrations/badges
5 plus 2 for each added booth
7 registrations/badges

Outside exhibitors

F spaces and 25x50 space
Multiples of F spaces or 25x50 spaces

Comp exhibitor badges

5 registrations/badges
5 plus 2 for each added space

Examples –

Inside – Exhibitor with three booths would get 9 comp registrations.

Outside – Exhibitor with a 50x50 space would get 7 comp registrations.

**If you need an increased number of complimentary exhibit badges,
please complete and return this form to**

FAX - 1-315-369-3736 or Email – expo@northernlogger.com

We need to register a total of _____ exhibit booth personnel. These badges will be used only by the people working our booth. Show management reserves the right to restrict/deny requests for an excessive number of complimentary badges.

Contact Name _____

Email _____ Phone _____



February 2023

Dear Bangor Exhibitor:

The 2023 Northeastern Forest Products Equipment Expo in Bangor is coming together and we're very happy that you decided to participate in this exceptional event.

Please review this packet of information and more importantly, **share it with the people who will be on-site working the show for you.** Your company's show experience will be more pleasant and profitable if everyone on your show staff is familiar with the contents of this package. **Above all, please use the Expo checklist and observe the published deadlines.**

On the left side of this folder you'll find *General Information* and the *Expo Safety Rules*. We have also included a sheet of Loggers' Expo logos that can be dropped into your pre-show publicity pieces and advertisements. Remember, you can reference an up-to-date map of the exhibit space by visiting our web site at www.northernlogger.com.

The Bangor area can be a popular destination and inevitably there will be other events in town during the same week as our Expo. In addition, even with the Hollywood Casino across the street from the Cross Insurance Center, hotel room availability is sometimes a bit tight. This makes it critical that you handle your hotel arrangements as soon as possible, so don't delay.

Please note that Expo registration for both exhibitors and attendees is different again this year. We're happy to return to our long-time name badge approach for both exhibitors and attendees – but registering for the badges and the printing out of badges is different this year. Complete details are in the packet, but as usual **it's best for you to handle registration for your booth personnel in advance as it'll cost \$10 at the door to enter the Expo.**

We are pleased to continue the practice of providing complimentary forklift service. We ask that you plan your display set-up so that these forklifts are not tied up for an unnecessary period of time. *A helpful hint: Have your trucker bring a booth layout diagramming where items should be placed within your booth or exhibit area.*



Northeastern Forest Products Equipment Exposition

P.O. Box 69
Old Forge, New York 13420
(315) 369-3078
FAX: (315) 369-3736
email: expo@northernlogger.com
Website: www.northernlogger.com



Remember also, your truck will be unloaded with forklifts, not cranes. Since safety is a prime concern, we retain the right to refuse to unload when the process is inherently unsafe or if the load exceeds the posted limit of the forklifts we have on site. Should this happen, other arrangements for unloading must be made by the exhibitor, at the exhibitor's expense.

Inside booths will be equipped with a backdrop drape, side rail drape, an 8' draped table, two folding chairs, a wastebasket, and a one-line sign with your company name. For exhibitors who take two or more inside booths, we will provide a single set of furnishings for every two booths unless otherwise instructed. Outside exhibit spaces do not receive tables and chairs and there is no electrical service available outside.

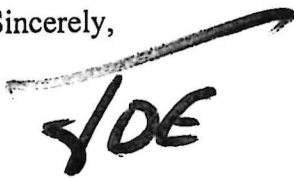
Please note that no parking will be allowed in the exhibit area during show hours. In addition, vehicles may not be driven through the exhibit grounds during exhibition hours. Care also should be taken during set-up so that vehicles are not parked in someone else's exhibit space.

Information pertaining to advance shipments is provided on the *Event Quick Facts* sheet provided by Capital Convention Contractors. Freight may be shipped directly to the Cross Insurance Center, 515 Main Street, Bangor, ME 04401, **but it must be scheduled to arrive no earlier than Tuesday May 16, 2023. Shipments arriving before Tuesday may be refused, incurring additional costs for the shipper.**

I'll be your primary contact during set-up, though we'll have many familiar faces working the show again. We all have many years of experience with this show and we promise to assist you as best we can and to answer any questions you may have.

We look forward to working with you to make this a safe, memorable, and profitable Expo.

Sincerely,

A handwritten signature in black ink, appearing to read "JOE", with a long, sweeping horizontal line above it.

Joe Phaneuf
Show Manager



MAKE SURE THAT ALL SHOW INFORMATION GETS IN THE HANDS OF THE PERSONNEL WHO WILL BE MANNING YOUR DISPLAY DURING THE EXPO. THIS WILL REDUCE SOME OF THE ANXIETY EXPERIENCED DURING SHOW SET-UP AND WILL *SAVE YOU TIME AND MONEY.*

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Northeastern Forest Products Equipment Exposition

P.O. Box 69
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FAX: (315) 369-3736
email: expo@northernlogger.com
Website: www.northernlogger.com

Tradeshow Week
200

Honored by Tradeshow Week as One of
the 200 Largest Tradeshows in the U.S.

2023 BANGOR EXPO

IMPORTANT INFORMATION

ACCESS – Large and heavy equipment can be displayed inside the Arena. Truck access to the Arena floor can be found on the Buck Street side of the Cross Insurance Center. *Please contact show management to discuss load in and load out for large equipment in the Arena.*

ADA COMPLIANCE - The Americans with Disabilities Act (ADA) governs public shows and exhibits. All booths must be accessible to patrons who are physically challenged. This includes, but is not limited to, such items as ramps and sheds, counters that are the proper height for patrons in wheelchairs, and booths that allow access for wheelchairs.

ARRIVAL/DEPARTURE - Do not ship freight to arrive at the Cross Insurance Center grounds before Tuesday May 16, 2023. If it arrives before that date, facility personnel will refuse it causing you added expense and hassle.

ATTENDEE LIST - A listing of all attendees and their contact information is available for order. Please look elsewhere in this package for instructions.

BE A GOOD NEIGHBOR - We have not burdened exhibitors with a long list of rules, regulations, and restrictions. We ask that common sense and the “Golden Rule” apply when setting up your exhibit. Don’t encroach on somebody else’s space and *don’t block the view of your neighbor with a large item or wall*. Show management reserves the right to require the change or removal of any offending display.

COPYRIGHTED MUSIC - If any copyrighted music is played or performed as part of your exhibit display, you are required to obtain a license and pay the appropriate royalty fees to the copyright owner or licensing agent representing the copyright owner. (See the *Terms and Conditions* section of the contract.)

Once secured, this license must be posted in your booth and available for inspection at the request of show management.

The following agencies can give more information about licensing procedures: ASCAP, ASCAP Bldg., 1 Lincoln Plaza, NY, NY 10023 (212) 595-3050 or BMI, 8730 Sunset Blvd., Hollywood CA 90068 (213) 659-9109.

COVID-19 REGULATIONS – The Loggers’ Expo will follow all State of Maine regulations regarding large gatherings that may be in effect at the time of the show. While there are no regulations currently in place (as of February 2023), show management will inform exhibitors of any regulations that may be enacted that impact our show. They may include wearing masks and/or social distancing. The Loggers’ Expo has a zero-tolerance policy for exhibitors and attendees who do not follow state regulations.

2023 BANGOR EXPO

DEADLINES – For complete information, please refer to the *Expo Planning Checklist* that is part of this information packet. Some of the forms should be completed as soon as possible, while most other deadlines are in April and May.

ELECTRICITY – Complimentary standard electrical service is available for inside exhibitors. If you have special electrical requirements beyond normal household-type electrical inside the Arena or Concourse you should submit the enclosed Utility Services Order Form as soon as possible to make the necessary arrangements. We strongly suggest that you bring an extension cord just in case your outlet is not exactly where you want it. **The extension cord must be all rubberized and must meet OSHA specifications. No home type extension cords may be used.**

EXHIBIT PERSONNEL BADGES - Each person working your display should obtain an *Exhibitor Badge*. You can obtain *Exhibitor Badges* for all your personnel simply by registering them at the Expo website – www.northernlogger.com. Please note that all badges will be printed at the show entrance and will not be mailed out in advance. You'll find further instructions elsewhere in this package about obtaining an **Exhibitor Access Code** to facilitate your exhibit personnel registration process. Please contact us if you have any questions.

EXHIBIT SET-UP/BREAK-DOWN SCHEDULE

MOVE IN - Outside spaces will be available for set up starting at noon on Tuesday May 16th. The Arena and Concourse will be open for general set up starting at 8 a.m. on Thursday May 18th. Inside exhibitors displaying large equipment or who have special needs should contact show management to determine a set-up schedule.

MOVE OUT – All equipment and display material must be removed from the Arena and Concourse by 10 a.m. on Sunday, May 21st. The building will remain open until a reasonable time Saturday night so that most of your work can be accomplished then. ***Any display materials left in the building or in the outside display area at the close of the Expo without prior arrangements with show management will be shipped by Capital Convention Contractors and the exhibitor will be charged for handling and freight.*** Oversized equipment that cannot be moved on the weekend must be moved to a designated area and must be removed from the grounds on Monday, May 22nd.

2023 BANGOR EXPO

FIRE REGULATIONS - All fabrics used as backdrops and/or table coverings must be flame retardant. Burlap material is not allowed. Flammable liquids and gases are not allowed in the buildings. Devices using open flames are not allowed. Only the Cross Insurance Center electricians can do electrical wiring. Batteries in vehicles and equipment inside the Arena should be disconnected, if possible, or the keys should be removed. Fuel should be kept to a minimum and the fill caps should be locked or taped shut. Engines will not be started or run at any time while these buildings are open to the public. There should be no accumulation of trash around your display. All designated fire lanes; aisles and exits - both inside and outside - must remain free and clear. Failure to comply with fire regulations may result in and Exhibitor's expulsion from the Expo.

FORKLIFTS – Complimentary forklift service will be available (*no service on Concourse level*). Only show management personnel are allowed to operate machines. Reservations for forklift service during the breakdown will not be accepted, rather forklift service will be provided on a first come, first-ready, first-served basis. Access routes will be opened as quickly as possible at the direction of the show staff. **ALERT:** There are loading dock facilities located at the Buck Street entrance to the Cross Insurance Center. *Show management retains the right to refuse to unload when the process is inherently unsafe or if the load exceeds the posted limit of the forklifts on site.*

INSURANCE – *An exhibitor cannot set up without having filed a certificate of insurance with us.* This is a relatively simple procedure. In most cases, a call to your insurance agent or company should be sufficient. The contract for exhibit space that you signed calls for a minimum of \$1,000,000 each person and \$1,000,000 each occurrence for bodily injury and \$1,000,000 each occurrence property damage insurance. (*Please refer to the contract provisions on the reverse side of your Exhibit Space Contract.*) We have provided contact information in this packet for Exhibitor Liability Insurance offered through Rainprotection.net for exhibitors who need one-time only insurance.

NO SMOKING - Smoking is prohibited inside the Cross Insurance Center. Fire marshals on duty during the show will enforce this regulation.

PARKING – Unfortunately, parking is no longer available on the Racetrack Infield. However, there is ample free parking at the Hollywood Casino Bangor, across the street from the Cross Insurance Center. Vehicles will be allowed in the exhibit area for the purposes of unloading during Move-In only. Please do not park in another exhibitor's space during set-up. ***You will not be allowed to park in the exhibit area or drive through the exhibit area during show hours.*** Through traffic will be banned from the exhibit areas during show hours.

POWER CABLES - Exhibitors using generators in the outside exhibit area must shield the cables from the generator with planks or some other form of protective cover. Machines with unprotected cables will not be allowed to operate.

2023 BANGOR EXPO

SAFETY - We want to continue to run the safest show possible. Special care should be given to the set-up of your display. Live demonstrations should be done in the safest manner possible with the crowd being kept at a safe distance. Special attention should be given to the *Safety Rules for Chainsaw Displays and Other Live Demonstrations* that is included with this mailing.

SECURITY - Overnight security on the grounds will begin at dusk Tuesday, May 16th and run through Monday morning, May 22nd. Please use common sense, especially during the move-in and move-out. Small, high-value items that are easily transportable should be secured first. Outdoor exhibitors should take prudent steps to secure small items at night and use chains and other devices to protect easily transported items.

SHOW HOURS – The Loggers' Expo will be open to the public at 9 a.m. Friday and remain open until 5 p.m. Show hours on Saturday are from 9 a.m. until 4 p.m.

SHOW OFFICE AND DECORATOR SERVICE DESK - Show personnel will be available in the Arena Registration Area. They will be able to communicate by radio, *so go to the registration area first for information*. The decorator, Capital Convention Contractors, will have a service desk inside the Arena.

TELEPHONE SERVICE - If you need telephone service for voice communication, Internet connection or credit card processing you must arrange for it through the Cross Insurance Center. Please follow the instructions on the enclosed Utility Service Order form.

TENTS - If you choose to supply your own tent, it should be secured with water barrels or cement blocks. **Do not spike it to the ground**, as the exhibit area has been freshly paved and there may be buried utilities that can be damaged with tent pegs. The facility will levy a hefty fine to any vendor that uses spikes.

TRACKED EQUIPMENT - All tracked equipment must be “walked” on boards. This applies both inside and out. Please bring a few hardwood boards on the truck or trailer that delivers the tracked equipment. Exhibitors will be responsible for any damage that is done by equipment that is not properly walked. **Past fines levied by the facility for this sort of damage have exceeded \$1,000.**

Wi-Fi and INTERNET SERVICE - Please see the enclosed Utility Services Order form for ordering Internet service (wi-fi and wired). Internet connection is available only inside the building.

QUESTIONS? – If you have a question that has not been answered with the enclosed packet of information, please call Show Manager Joe Phaneuf at 315-369-3078 or email us at expo@northernlogger.com



SAFETY RULES

FOR CHAINSAW DEMOS AND OTHER LIVE EQUIPMENT DEMONSTRATIONS

Since operating chainsaws and other live equipment demonstrations have the greatest potential to cause injury, and since the sponsors of the Expo want to promote the overall image of the industry and its concern for safety, we have formulated the following rules in consultation with chainsaw professionals and have revised them to reflect the current OSHA regulations. **Show management must be notified of any accidents or incidents that happen during setup, show hours, or breakdown.**

PROTECTIVE CLOTHING – All personnel manning the outdoor demonstration space must wear personal protective equipment (PPE) including leg protection which covers the full length of the thigh to the top of the boot on each leg; foot protection which is resistant to the penetration of a chainsaw; head protection consisting of a hard hat meeting OSHA requirements; hearing protection of your choice when the saws are used; and eye protection which may be a screen or safety glasses. NELA recommends the use of gloves containing saw chain-resistant material. Hardhats and chaps must be made available for customers who choose to be so protected. Customers should be encouraged to don the PPE.

BOOTH SET-UP – Demonstration areas must be roped off or separated by barriers. When the saws are cutting, they should be running parallel to the crowd movement. There should be maximum separation between your demonstration area and the display areas of the exhibitors next to you. Wood should be raised to a comfortable working height and supported in a cradle of logs or lumber.

STARTING SAWS – Exhibit personnel shall start saws with the chain brake engaged. They shall be started on the ground or otherwise firmly supported (such as the crotch clamp method.) Saws should be started at least ten feet from the fueling area. Thumbs and fingers should encircle the handles during starting and operation of chainsaws. Under no circumstances will a saw be drop started.

YOUNG OR INEXPERIENCED CUSTOMERS – Young or inexperienced customers should be closely supervised and instructed on the safe operation of the saw, including the proper grip.

FUEL AND FUELING SAWS – Fuel will be stored and poured from OSHA-approved safety cans. Fuel cans should be appropriately marked as to their contents and hazard, such as "GASOLINE - FLAMMABLE." Fueling will be done with the engine off and 20 feet away from flame or ignition source. It is recommended that a 10 lb. dry chemical extinguisher be located at each demo area.

GENERAL – The equipment's safety features should be stressed and the proper operation should be reinforced. Each potential sale should be approached as a teaching opportunity. Use saw sheaths when appropriate. Display and store saws in a safe manner.

OTHER LIVE EQUIPMENT DEMONSTRATIONS

OPERATING MACHINERY – Operating machines, such as portable band mills, wood splitters, firewood processors, and wood elevators, where product or waste may fall on (such as chunks into a dump truck) or otherwise strike (such as with moving boards or logs) visitors, shall be roped off or separated by barriers. Access by visitors to inspect operating equipment will be controlled and under the direction of the exhibitor.

Fuel will be stored and poured from OSHA-approved safety cans. Fuel cans should be appropriately marked as to their contents and hazard, such as "GASOLINE - FLAMMABLE." Fueling should be done with the engines off. It is recommended that a 10-pound dry chemical fire extinguisher be visibly located in the demonstration area. It is recommended that a first aid kit be available.

Where there is a potential for the release of energy in a static display, such as sudden loss of hydraulic pressure on a raised loader or grapple, or the closure of a raised inspection panel, appropriate measures will be taken to block or otherwise prevent the release of that energy. OSHA'S Lockout/Tagout standard is a good source of advice for these circumstances.

2023 LOGGERS' EXPO

GENERAL INFORMATION



Exhibition Areas: Exhibits are in the Arena, the Concourse, and the parking areas of the Cross Insurance Center. Large and heavy equipment can be easily set up and displayed inside the Arena. Please note that there is no forklift service on the Concourse level.

Show Hours: Exhibition hours are 9am to 5pm Friday, May 19th and 9am to 4pm Saturday, May 20th.

Exhibit Set Up and Break Down: Outside display areas will be marked and available for move-in and set-up beginning at Noon on Tuesday, May 16th. Inside display areas will be available for general set-up beginning at 8am on Thursday, May 18. Inside exhibitors displaying large equipment or with special needs should contact show management to determine a customized set-up schedule. General set-up hours on Tuesday, Wednesday, and Thursday will be 8am to 5pm. Exhibit breakdown begins immediately following the close of the show on Saturday. *All display material and equipment must be removed from exhibits inside the Arena and Concourse by 10am Sunday, May 21. All display material and equipment must be removed from the Cross Insurance Center grounds by Noon, Monday, May 22.*

Exhibit Space: A complete and up-to-date map of exhibit space can be found at www.northernlogger.com. Show management reserves the right to make changes to the floor plan.

Show Program: Each exhibitor will be listed in the show program if they have contracted for space by May 1st. Details concerning advertising in the show program and in *The Northern Logger and Timber Processor* are included in this package. For more information, call Kristin at 315-369-3078.

Electricity: Exhibitors inside the Arena and the Concourse will have access to standard electricity on a complimentary basis. There is no electrical service available to outside exhibitors. Outside exhibitors who require electricity should make their own arrangements to acquire a portable generator. When using portable generators, every consideration should be given to your neighbors.

Security: Each exhibitor is responsible for securing their display materials, equipment, and personal valuables. There will be overnight security on the grounds beginning at dusk on Tuesday, May 16, and continuing each night through Sunday, May 21.

Safety: Every exhibitor must adhere to the highest safety standards. Walter 'Abe' Lewis, the show's Safety Marshal, will order any demonstration shut down including the removal of any display that is deemed unsafe or fosters unsafe work practices. (Please refer to the published rules for *Chainsaw Displays and Other Live Demonstrations* contained in this Exhibitor Kit).

Promotion: The Expo is being promoted extensively through display advertising in *The Northern Logger* and other trade journals in the US and Canada. Radio advertising is also being run on stations across Maine. Direct mail advertising pieces are also being sent out by show management.

Admission: Admission to the Expo will cost \$10. Discount Codes that provide discounted or complimentary entrance to the show will be available for exhibitors to distribute to their customers. Look for instructions in the exhibitor service order kit.

*For current information about booth availability and occupancy,
visit the Expo webpage at: northernlogger.com*



2023 NORTHEASTERN FOREST PRODUCTS EQUIPMENT EXPO

Program Advertising

SINGLE AD RATES FOR SHOW PROGRAM ONLY!

Black & White

1/4 page \$220 _____

1/2 page \$300 _____

Full page \$525 _____

Color

1/4 page \$300 _____

1/2 page \$525 _____

Full page \$925 _____

I WOULD LIKE TO ADVERTISE IN THE FOLLOWING
THREE NORTHERN LOGGER ISSUES AND RECEIVE A
FREE PROGRAM AD*

April May June July August September October November December

Business Name: _____

Billing Address: _____

Email: _____

_____ Please Invoice me _____ Pay by Visa or MC

CONTACT KRISTIN AT 315-369-3078 OR EMAIL
KRISTIN@NORTHERNLOGGER.COM
FOR NORTHERN LOGGER AD PRICING

*MUST BE EXHIBITING IN 2023 BANGOR EXPO
ALL ARTWORK MUST BE RECEIVED VIA EMAIL
BY MARCH 20TH, 2023

2023 NORTHEASTERN FOREST PRODUCTS EQUIPMENT EXPO



Program Advertising

2023 PROGRAM SIZING 5.5" X 8.5"

AD DIMENSIONS

Quarter page:

2.125" x 3.625"

Full page:

4.5" x 7.5"

Half page:

4.5" x 3.625"

ALL ARTWORK MUST BE RECEIVED VIA EMAIL

BY MARCH 20TH , 2023

SEND TO: KRISTIN@NORTHERNLOGGER.COM