



Welcome and thank you for being a part of the [Eastern Winery Exposition \(EWE\)](https://www.easternwineryexposition.com), the premier wine and viticulture conference and trade show in the eastern wine market. This is your show, designed specifically with you in mind. This is a buying show intended for and attended by vineyard and winery owners/managers in the eastern market.

The official 2024 general services contractor is **General Exposition Services (GES)**.

This Exhibitor Service manual contains key information and forms you need to order services and prepare to exhibit. Please review the contents of this packet thoroughly as some of the forms are time-sensitive and require your immediate attention. Placing your orders in advance is a logical way to save time & money.

The entire team and I at Wine Business strive to make every aspect of your trade show experience as smooth and productive as possible. Please don't hesitate to contact me directly at danielle@winebusiness.com or visit [www.EasternWineryExposition.com](https://www.easternwineryexposition.com) for ongoing updates and exhibitor information.

Thank you again for participating in EWE. I look forward to working with you!

Sincerely,

Danielle Robb
Events Director
Wine Business Monthly

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Key Deadlines

Final Booth Payment Due	December 15, 2023
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Advertise in the Show Program	January 19, 2024
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Advance Order Discount Deadline <i>Material handling, booth furnishings, signage, utilities</i>	February 23, 2024
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Exhibitor Lead Retrieval	February 28, 2024
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Online Booth Staff Registration <i>Please have all staff registered by this date.</i>	March 1, 2024
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Advance Freight Warehouse Deadline The deadline to receive freight at the advance warehouse will be March 8. Any freight left on the show floor on March 14 after 8:00 pm will be sent via GES to the exhibitor at the exhibitor's expense.	March 8, 2024
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EXHIBITOR SERVICES – Your full service trade show team!

TRADE SHOW MANAGER

Contact: Danielle Robb
Phone: 313-443-7693
E-mail: danielle@winebusiness.com

EXHIBITOR & SPONSORSHIP SALES

Contact: Laura Lemos
Phone: 973-668-2449
E-mail: laura@boja.com

ACCOUNTING

Contact: Katie Kohfeld
Phone: 707-940-3928
E-mail: katie@winebusiness.com

OFFICIAL SHOW CONTRACTOR

We are pleased to announce the 2024 official service contractor for the trade show is **General Exposition Services (GES)**. Their Online exhibitor service kit information letter is in this manual on page 9.

Contact: Chloe Butler
Phone: 610-495-8866 ext. 109
E-mail: cbutler@generalexposition.com
Website: www.generalexposition.com

THE ONCENTER CONVENTION CENTER

Contact: Jim Garvey | Director of Operations
Phone: 315-435-8017
E-mail: j_garvey@asmsyracuse.com

The Oncenter
800 S State Street, Syracuse, NY 13202 | Website: www.oncenter.org

GENERAL INFORMATION

SHOW LOCATION

EWE is being held at The Oncenter Convention Center located in downtown Syracuse.
It is a union facility.

800 South State Street Syracuse, NY 13202

Website: www.oncenter.org

BOOTH LOCATIONS

All booths are located on the same exhibit floor in Exhibit Halls A & B.

View the live floor plan & exhibitor list [HERE](#).

TRADE SHOW HOURS

Wednesday March 13, 2024
11:00 am – 5:45 pm

Thursday March 14, 2024
9:15 am - 2:30 pm

The exhibitor sponsored luncheon is in the exhibit hall on Thursday from 11:45 am to 1:15 pm.

EXHIBITOR MOVE-IN

Tuesday March 12, 2024
12:30 pm – 7:30 pm

Wednesday March 13, 2024
8:00 am – 11:00 am

Please note exhibitors are not permitted to move in prior to the date and times detailed above unless approved by General Exposition Services (GES).

Exhibitors can bring in their own products/equipment without the use of forklifts or pallet jacks.
Carts and dollies will not be available on-site.

The deadline to receive freight at the advance warehouse will be March 8, 2024.

Direct shipments will be accepted at the Oncenter on Monday, March 11, 12:00 - 6:00pm; Tuesday, March 12, 8:00am - 8:00pm & Wednesday, March 13, 7:45am - 1:00pm.

The Oncenter will not accept freight. All shipments must be handled by General Exposition Services (GES). – **See page 9 for Online exhibitor kit details and shipping labels.**

EXHIBITOR MOVE-OUT

Thursday March 14, 2024
2:30 pm – 8:00 pm

Tear down may not begin until after 2:30 pm on Thursday March 14th. Exhibitors are not permitted to move out before the date and times detailed above.

***Any freight left on the show floor after 8pm on March 14th will be sent via GES to the exhibitor at the exhibitor's expense.**

TRADE SHOW COLORS & FLOOR

Show Colors for booths: Black booth drape and black skirted tablecloths.

Show Floor: Concrete Floor, which has existing grey carpet.

DIMENSIONS & LOAD LIMITS

- Floor load limit: 350 psf max.
- Loading doors into the Exhibit Hall are: Into Exhibit Hall A, 10' 7 ½" wide and 14' tall. Exhibit Hall B roll-up is 17' 5" wide by 19' 3" tall.
- Ceiling height: 32' to the lowest steel and 42' to the highest steel.

BOOTH PACKAGE

The standard booth includes draped 8' high black back panel and 3' draped black side rails.

- One 6' table skirted in black
- Two chairs
- Company ID sign
- Wastebasket

**Electricity is not provided and must be ordered through the convention center.
See enclosed order forms.**

Exhibitors may carry in their own materials or have them shipped in and set up by the show decorator.

BOOTH CONSTRUCTION

All linear booths (booths with at least one booth on either side) cannot have displays or signage exceeding 8' in height. Also, no display or signage above 4' may be placed in the front 4' of the exhibit booth. Exceptions are made for exhibitors' product/equipment. There is no restriction on the height of the exhibitor product/equipment as long as signage is not displayed on the equipment. Island booths (booth with four aisles) have no height restrictions on equipment or signage/display

EXHIBITOR REGISTRATION

The Conexsys online registration system gives you 24/7 access to your registration information, allowing you to make changes, cancellations, and additions at any time in the months leading up to the show.

As an Eastern Winery Exposition 2024 exhibitor, you may register as many staff as you require to operate your booth. There is no charge for exhibitor badges. Your exhibitor badge grants you access to the following:

- Exhibit Hall, move in March 12; exhibit days March 13-14, with lunch in the hall on the 14th.
- All Seminar Sessions, March 12-14 (on a space-available basis)

Each exhibiting company is also entitled to **one complimentary pass** to the Welcome Wine Reception on March 12. Additional passes may be purchased for \$10.

Tickets for the Annual EWE Industry Celebration Dinner and the Buffet Lunch Social on March 13 are also available for purchase in the A La Carte section of the registration form.

FOOD & BEVERAGE

Please note that special food & beverage sampling provisions have been made for Eastern Winery Exposition allowing samples of food & beverage during the exhibit hours. Liquids are limited to 2 oz. and food to 4 oz. Only exhibitors who produce the beverages will be allowed to do tasting. I.e. exhibitors, manufacturers, wholesalers, or distributors may do tastings

LEAD RETRIEVAL

Lead retrieval systems are available for rent via **CONEXSYS Registration**. Order early to save. The Early Bird rate of \$225.00 will be applied to all orders/payments received by **February 28, 2024**. Orders placed after February 28, 2024, or onsite will be charged \$250.00. Visa, MasterCard, American Express, and Checks are accepted. *Please note each exhibitor can receive the attendee list -pre or -post show at no charge in an Excel database.*

You may submit your order by mail, fax, email (james@conexsys.com) or online [by clicking this link](#).

The order form is located on pages 18 & 19 in this manual.

Bar code scanners may be picked up onsite at the Lead Retrieval Services Desk located with the EWE Registration Desk.

General Exposition Services

THE TRADE SHOW SERVICE CONTRACTORS



Dear **Eastern Winery Exposition** Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **Eastern Winery Exposition** being held at **The OnCenter – Syracuse, NY on March 13-14, 2024.**

This letter contains instructions on how to access the Online Exhibitor Kit. You may print it out for easier step by step viewing.

Online Exhibit Kit Instructions:

To access our ONLINE kit for the **Eastern Winery Exposition** you have 2 options.

DIRECT LINK

<https://www.generalexposition.com/online-servicekit.php> (click to follow link)

MANUAL ENTRY

Please click the following link or copy and paste the link into your browser's window -
www.generalexposition.com

Next, click on the Online Services button located in the upper right hand corner of the Web page. This will take you to the log in page.

AT THE LOG IN PAGE - Enter the Exhibit Code: **WINE24**

At the Sign In page, you will be prompted to sign in with an existing exhibitor account. If you do not have an account set up with General Exposition Services, you will be prompted to create one.

Now that you are signed in with the show, you can read through the important show information. Scroll down to the bottom of the screen to see the links for which services you wish to order, including carpet, furnishings, labor, etc.

For any additional custom forms you may need, please click on the appropriate links listed under "References".

As you place orders for your items, all furnishings and services will be placed in your shopping cart, and you will be prompted for payment information upon checkout.

We look forward to being of service to you. If you have any questions, please give us a call at **610-495-8866 Ext. 109**, or email cbutler@generalexposition.com, mention the upcoming **Eastern Winery Exposition**, and our Exhibit Services Coordinator will be happy to assist you.

RUSH!

EXHIBITION FREIGHT

FROM: _____

TO: _____

Exhibiting Company

#

Name of Exhibition

Booth Number

**Eastern Winery Exposition
TForce Freight
c/o General Exposition Services
6446 Terminal Rd
East Syracuse, NY 13057**

Last Day to Arrive at Warehouse: Friday, March 8, 2024

Carrier _____

Number of Pieces _____

RUSH!

EXHIBITION FREIGHT

FROM: _____

TO: _____

Exhibiting Company

#

Name of Exhibition

Booth Number

**Eastern Winery Exposition
TForce Freight
c/o General Exposition Services
6446 Terminal Rd
East Syracuse, NY 13057**

Last Day to Arrive at Warehouse: Friday, March 8, 2024

Carrier _____

Number of Pieces _____

RUSH!

EXHIBITION FREIGHT

FROM: _____

TO: _____

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Name of Exhibition

Booth Number

**Eastern Winery Exposition
TForce Freight
c/o General Exposition Services
6446 Terminal Rd
East Syracuse, NY 13057**

Last Day to Arrive at Warehouse: Friday, March 8, 2024

Carrier _____

Number of Pieces _____

**These Labels
Are for
Shipments to the**

Warehouse

RUSH!

EXHIBITION FREIGHT

FROM: _____

DIRECT SHIPMENT

TO: _____

Exhibiting Company

- #

Name of Exhibition

Booth Number

**Eastern Winery Exposition
The OnCenter
c/o General Exposition Services
800 S State St.
Syracuse, NY 13202**

**Shipment will be accepted: Mon. Mar. 11, 2024
12PM-6PM & Tues., Mar. 12, 2024 8AM-8PM & Wed.
Mar. 13, 2024 7:45AM-11AM**

Carrier _____

Number of Pieces _____

RUSH!

EXHIBITION FREIGHT

FROM: _____

DIRECT SHIPMENT

TO: _____

Exhibiting Company

- #

Name of Exhibition

Booth Number

**Eastern Winery Exposition
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Mar. 13, 2024 7:45AM-11AM**

Carrier _____

Number of Pieces _____

**These labels are
for
Direct shipments
to the
Show Site**



Oncenter Exhibitor Kit

Welcome to ASM Global at The Oncenter!

Thank you for choosing ASM/The Oncenter as the destination for your exhibit. Our experienced industry veterans operating under ASM, one of the nation's leaders in facilities management, are ready to serve your needs.

This exhibitor guide is designed to assist you with most event-related questions, ranging from work rules and fire safety regulations to facility specifications. For any specific items not covered in this kit, please contact j_garvey@asmsyracuse.com for more information.

The ASM Global /Oncenter and our staff look forward to working together for a successful and memorable event.

Sincerely,

ASM Global/ The Oncenter Team



Polices, rental rates and equipment rental charges noted herein are subject to change without notice. This Event Planning Guide and its contents are incorporated by direct reference in your License Agreement. Circumstances and operations not covered in these rules and regulations will be subject to interpretations, stipulations, and decisions deemed necessary and appropriate by the Center's General Manager.

MAILING ADDRESS

The Oncenter
800 South State Street Syracuse, NY 13202
Main Line: 315-435-8000
Fax Line: 315-435-8099
Online: www.asmsyracuse.com

DRIVING DIRECTIONS

From the NYS Thruway (I-90)

Exit 36, Rt. 81 South to Syracuse. Harrison Street Exit 18, right on Harrison, two blocks, left on State Street, left into The Oncenter parking garage.

From the North

Rt. 81 South to Harrison Street Exit 18, right on Harrison, two blocks, left on State Street, left into The Oncenter parking garage.

From the South

Rt. 81 North to Adams/Harrison Street Exit 18. Straight one block, left on Harrison, two blocks, left on State Street, left into The Oncenter parking garage.

From the East and West

690 East or West, West Street Exit, follow West Street, 5th light left on Shonnard Street which turns into East Adams. Follow East Adams, 7th light turn left onto South State Street, right into The Oncenter parking garage.

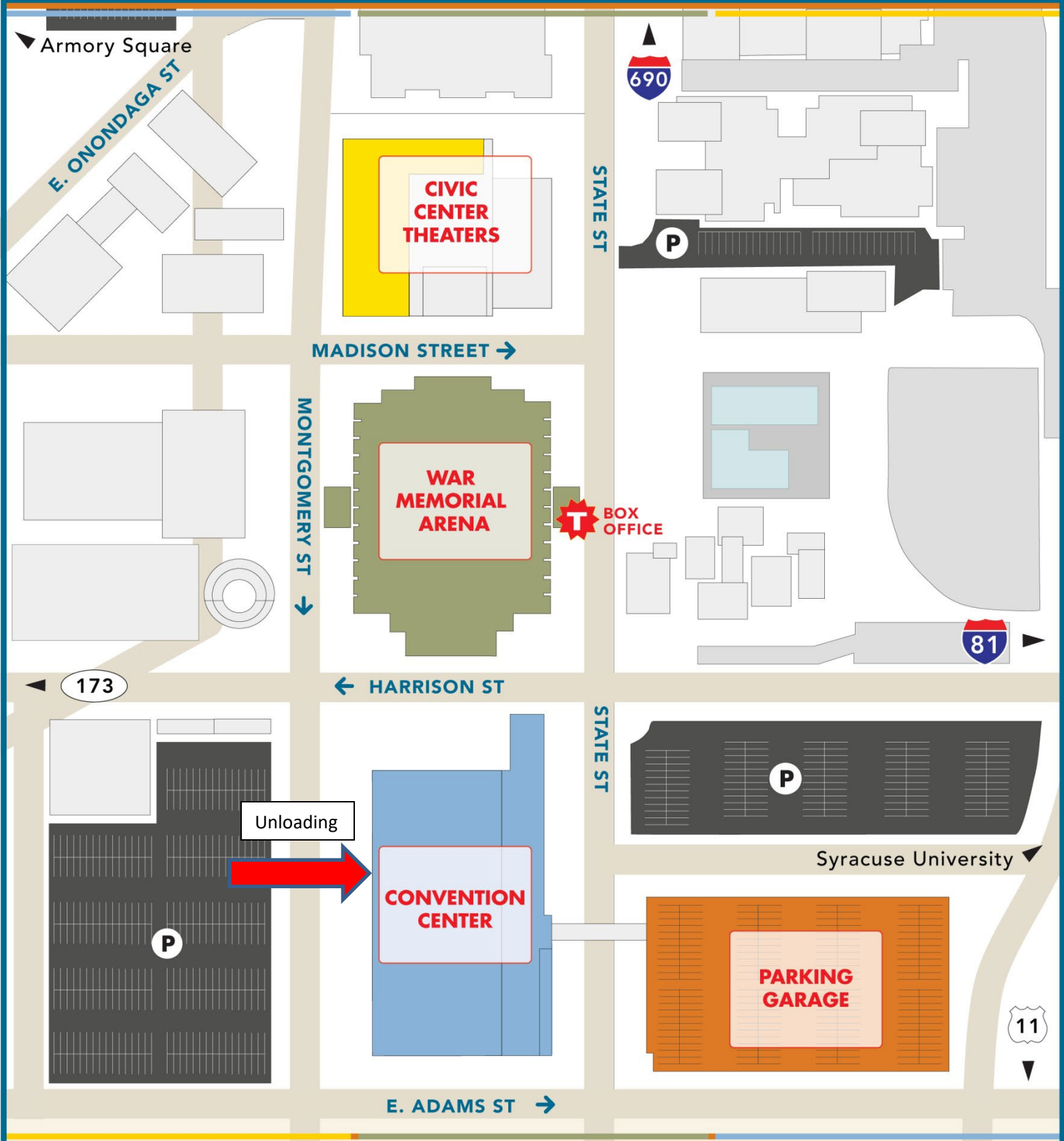
UNLOADING AND PARKING

All unloading must be done through the rear of the building through the loading dock or from the street via ramp. All vehicles are to be unloaded and removed promptly. No vehicles are to remain at the docks for the duration of the event. Street unloading is permitted at the main entrance, 800 South State Street, for smaller setups which can be hand carried or carted. Please contact Danielle, danielle@winebusiness.com, to advise whether the dock or street unloading should be used.

Once unloaded, parking is available in the Oncenter Garage or Lot. The Oncenter Garage is available for any pickup trucks (no trailers) and smaller. The Oncenter Lot can be used for pickup trucks with trailers and any larger vehicles. If you plan to park a vehicle larger than passenger size in the Lot, please contact Danielle, danielle@winebusiness.com for options.

The Oncenter garage is located on the corner of South State Street and Adams Street; it features an enclosed walkway that can be used after unloading to access The Oncenter Convention Center. **We please ask that exhibitors do not unload from the parking garage through the walkway.**

Please refer to the map on the following page.



FREIGHT HANDLING

The Oncenter will not accept freight directly. All shipments must be handled by General Exposition Services (GES).

All shipments and/or removal of material must take place through the loading dock located on Montgomery Street. A freight elevator is conveniently located on the loading dock and accessible to all three floors of Oncenter. Freight may not be transported on or block passenger elevators or escalators. Please see a member of Oncenter staff to assist you with the freight elevator if using.

OUTGOING SHIPMENTS OF SHOW MATERIALS

Prior to the completion of your event, you must schedule your own return shipments with your freight company and provide your own packing materials and labels; please note The Oncenter does not stock these items. All items must be removed from the facility within the contracted period. The Oncenter takes no responsibility for items left following an event.

VEHICLES

Onondaga County Emergency Management will conduct a vehicle inspection prior to allowing the show to open and will check for the items listed below. Additionally, a Fire Marshal will be staffed onsite for the duration of the show to ensure compliance for below requirements. Rules and regulations for vehicles to be displayed are required; the Fire Inspector reserves the right to refuse non-compliant vehicles and hold doors until all requirements are met.

All vehicles must have less than ¼ tank or 5 gallons of fuel or 5 Gallons, whichever is less.

1. Fuel caps must be taped off and cannot be tampered with once onsite
**Fueling or de-fueling once on the grounds is prohibited.*
2. Batteries must be disconnected and taped off once inspection is completed.

ITEMS TO NOTE:

- Only preapproved gas and electric motorized vehicles are allowed in the center. **Propane is prohibited.**
- Exhibitors are responsible for bringing tools and disconnecting their own batteries as well as tape for the fuel cap and battery.
- Any leaking vehicles will not be allowed into the building.
- Fueling of vehicles inside the Oncenter is prohibited.
- Fuel cannot be stored within the Oncenter
- The Oncenter can provide shore power for the vehicle; this will need to be preordered.
- The Oncenter does not stock inverters to connect power to the vehicle; Exhibitors are required to provide their own.
** Please contact Jim, j_garvey@asmsyracuse.com, for the electrical order process. Please put a note in the comments this is for a vehicle and if you are using an inverter.*

PREPARING FOR THE WALKTHROUGH:

At the time of the walkthrough, all the above preparations must be complete. The Oncenter Event Manager will set the time for the walkthrough and notify the Show Representative of this time; if the exhibitor is not able to be present for this walkthrough, keys must be left with the Show Representative in advance and the vehicle must be left unlocked. The Fire Safety Staff will need access to ensure the battery has been disconnected as well as open the gas/fuel cap to verify it is taped off.

In addition to leaving keys with the Show Representative, Exhibitors are welcome to leave the hood popped and fuel door open if they are unable to be present for the walkthrough. Please note if the above parameters are not met, Fire Marshal will not sign off until all vehicles are inspected and confirmed as compliant and prevent the show from opening.

ONCE THE SHOW BEGINS:

Under no circumstance can the vehicle's battery be reconnected and/or started while the show attendees are in the building. The Fire Marshal can and will ask you to disconnect immediately if a battery is reconnected at any time during the show.

POST-SHOW/ LOAD OUT

Once the attendees have left the building and the Event Specialist and Fire Marshal verify it is safe, batteries can be reconnected in preparation for departure. The Event Specialist will coordinate exits and doors. We kindly ask exhibitors for patience in facilitating this process; we will get vehicles out as quickly as possible. Upon exiting, please drive slowly and be aware of any vendors packing up, debris from booths, power cords surrounding vehicles as well as booths, crew breaking down pipe and drape booths, etc.

SERVICES & UTILITY ORDERS

Utilities orders can be placed directly through the Oncenter website using the following link:
<https://www.asmsyracuse.com/p/book/planners-toolkit-vendors>

Advance ordering is set to expire 3/7/24 at 11:55pm.

We have added selection & pricing for a 25' extension cord, 15-amp power strip & 120v power.



- 25' extension cord - \$40 advance purchase; \$60 on site
- 15-amp power strip - \$85 advance purchase; \$100 on site
- 120v power - \$85 advance purchase; \$100 on site

For additional power, internet, or other service needs, please contact the Oncenter Event Manager, Jim Garvey at 315-435-8017 or email j_garvey@asmsyracuse.com.

Audio Visual Rental Form

*** Pricing is based on 3 day event and includes delivery, set-up and pick-up ***

LCD TV Display Packages		Computer System & Peripherals		
70" LCD TV w/ Sound and Tabletop Stand	\$495.00	HP Laptop Computer with PowerPoint Installed	\$125.00	
60" LCD TV w/ Sound and Tabletop Stand	\$350.00	17" LCD Flat Screen Computer Monitor	\$35.00	
42" LCD TV w/ Sound and Tabletop Stand	\$225.00	20" LCD Flat Screen Computer Monitor	\$45.00	
32" LCD TV w/ Sound and Tabletop Stand	\$150.00	HP LaserJet 4100 Printer, 1200dpi, 17ppm	\$129.00	
LCD Floor Stand- 72" height	\$50.00			
Skirted Roller Cart for TV	\$25.00			
Add a Laptop	\$75.00			
		*Other Systems, Peripherals, and Configurations available- inquire.		
Video Projector Package:		Show Accessories		
Includes: LCD projector Projection Screen Laptop Powered Speaker		Poster Easel	\$10.00	
		Flip Chart Easel	\$30.00	
		Extension Cords	\$5.00	
		Multi Outlets	\$5.00	
				

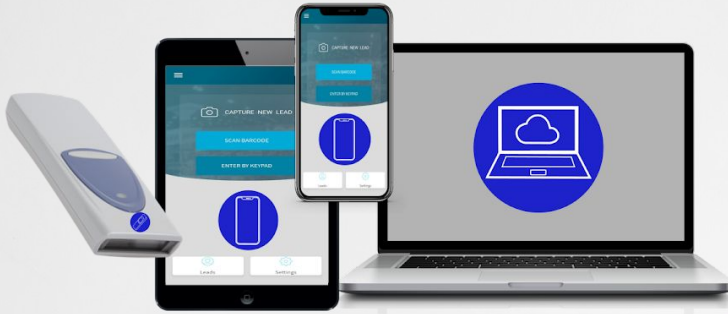
Sound System Package: \$75.00			
	Includes:		
	55 Watt powered speaker w/stand and a Wired Handheld Microphone		
	*Add a Wireless Microphone- \$100		

****A wide variety of equipment is available. Please call for more information****

Company Name:		Method of Payment									
Contact:		Check: #									
Address:		VISA	Mastercard	AMEX	Discover						
City/State/Zip:											
Phone:	Fax:	Expiration Date:					V-Code:				
Building:	Booth:	Cardholder Signature:									



1620 Burnet Avenue • Syracuse • New York • 13206-3525
(315) 423-2000 • rental@visualtec.com • www.visualtec.com



Order Online Today
for the best rates: www.conexsysleads.com
Event Code: **EWE24**

The MyLEADS solution goes well beyond just scanning badges in a booth by providing you access to the tools and key delegate information needed to collect, follow-up and convert sales leads to customers. Backed by expert support, sound technology and the freedom to manage your leads in the way that you want to. Understanding your return on objectives, becomes easy!

Key Features



Exhibitor Portal
Access your licenses, leads and reporting online all the time. Follow-up with leads in real-time.



Custom Qualifiers
Always included and simple to setup. Customize your qualifying questions and answers online at any time.



Capture Leads Anywhere
The freedom to scan anywhere. No power or internet required to capture leads. Note: internet required to sync leads.



MyLEADS Standard

A small, light weight & easy to carry scanner, equipped with just one key. Allows for easy and straight forward use. Equipped with onboard memory, it provides an economical method of collecting leads. Access your leads online within one business day after the show closes. No electrical required.



MyLEADS Mobile

Real-time attendee lead information. Ability to either scan badges or type badge ID's. Multiple device option, that syncs instantly to your account on the exhibitor portal. Take notes within each lead and answer custom surveys/qualifiers. Modify custom qualifiers on demand online. Native application allows for off-line capturing in areas with poor connectivity. Export your leads in multiple formats. No electrical required.



MyLEADS Connect

Use your own scanner at the event and connect to our database using our API. Once order is processed, API documentation and a token key is sent. Multiple device connections are allowed. One company per unique token key.







Compare Solutions

	Standard	Mobile	Connect
Scan anywhere, any time	✓	✓	✓
Custom qualifiers	✓	✓	
Real-time lead capture	✓	✓	✓
Real-time lead follow-up		✓	✓
Reporting portal	✓	✓	✓
Add notes to leads		✓	
Online and offline modes	✓	✓	
Export leads to Excel	✓	✓	✓

Risk-Free Refund Policy

If the show is postponed/canceled you may request a refund by emailing james@conexsys.com

We will honor a full refund, less any processing fees incurred with your original order. requests must be received within 90 days of the original show start date.

Order Online Event Code	▶ www.conexsysleads.com ▶ EWE24	Qty	Early Until 02/28/2024	Regular After 02/28/2024	Total
 MyLEADS Standard Use our small, light weight & easy to carry scanner, equipped with just one key that allows for straight forward use. *See rental terms/notes below.			\$225.00	\$250.00	
 MyLEADS Mobile 3 Licenses Included Use our app and your mobile device to capture leads in real-time that sync instantly to your account on the exhibitor lead portal.			\$250.00	\$275.00	
	Additional App Licenses		\$125.00	\$125.00	
 MyLEADS Connect Use your own device and scanner at the event and connect directly to the database using our API.			\$1,250.00	\$1,250.00	
<p>* Rental Terms/Notes Barcode Scanners must be picked up at the Lead Retrieval Services desk located at the registration area. On-site orders see CONEXSYS at the Lead Retrieval Services desk.</p> <p>All equipment is offered on a rental basis and must be returned to the lead retrieval desk at the start of the scheduled exhibit breakdown period. All equipment is the sole responsibility of the exhibitor during the rental period. Lost or damaged equipment is subject to an additional charge, up to the full replacement cost of \$800. CONEXSYS will take reasonable precautions to ensure the safety and integrity of the data produced from this service and does not accept liability for any losses incurred resulting from missing or invalid information.</p>					
				Subtotal	<input type="text"/>
				Total	<input type="text"/>

Tax ID# 76-0704632
Total Amount Due in USD

Order Online And SAVE ▶ www.conexsysleads.com
Event Code ▶ **EWE24**

Questions? (978) 338-4194




Additional
Ordering
Options:

Fax: (877) 247-0864
Email: james@conexsys.com
Mail: CONEXSYS International
100 Cummings Center, Suite 320-H
Beverly, MA 01915

Contact Information

Company	<input type="text"/>
Booth #	<input type="text"/>
Address	<input type="text"/>
City	<input type="text"/>
Province/State	<input type="text"/> Postal/Zip <input type="text"/>
Onsite Contact	<input type="text"/>
Onsite Phone	<input type="text"/>
Email (for leads)	<input type="text"/>

Payment Information

  	Paying by check Check payable to CONEXSYS Registration Ltd <input type="checkbox"/>
Card Number	<input type="text"/>
Name On Card	<input type="text"/>
Expiration Date	<input type="text"/> CVV# <input type="text"/>
Signature	<input type="text"/>
Ordered By	<input type="text"/>
Email (for receipt)	<input type="text"/>

CANCELLATION POLICY: No refunds after February 28, 2024