



*Welcome and thank you* for being a part of the [Eastern Winery Exposition \(EWE\)](#), the premier wine and viticulture conference and tradeshow 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 2025 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 saves time and money.

The entire team and I strive to make every aspect of your tradeshow experience as smooth and productive as possible. Please don't hesitate to contact me directly at [danielle@winebusiness.com](mailto:danielle@winebusiness.com) or visit [www.EasternWineryExposition.com](http://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  
WineBusiness

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# Key Deadlines

**Final Booth Payment Due** December 13, 2024

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**Advertise in the Show Program** February 7, 2025

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**Online Booth Staff Registration** March 7, 2025  
*Please have all staff registered by this date.*

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**Advance Order Discount Deadline** March 12, 2025  
*Material handling charges, booth furnishings, signage, utilities*

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**Exhibitor Lead Retrieval** March 17, 2025  
*Early bird pricing ends Jan. 31, save money and sign up now!*

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**Advance Freight Warehouse Deadline** The deadline to receive freight at the advance warehouse will be March 21. Any freight left on the show floor on March 27 after 8:00 pm will be sent via GES to the exhibitor at the exhibitor's expense. March 21, 2025

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## EXHIBITOR SERVICES – Your full service tradeshow team!

### TRADESHOW MANAGER

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Contact: Danielle Robb  
Phone: 313-443-7693  
E-mail: [danielle@winebusiness.com](mailto:danielle@winebusiness.com)

### EXHIBITOR & SPONSORSHIP SALES

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Contact: Laura Lemos  
Phone: 973-668-2449  
E-mail: [laura@easternwineryexposition.com](mailto:laura@easternwineryexposition.com)

### ACCOUNTING

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Contact: Katie Kohfeld  
Phone: 707-940-3928  
E-mail: [katie@winebusiness.com](mailto:katie@winebusiness.com)

### OFFICIAL SHOW CONTRACTOR

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We are pleased to announce the 2025 official service contractor for the tradeshow 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. 102  
E-mail: [cbutler@generalexposition.com](mailto:cbutler@generalexposition.com)  
Website: [www.generalexposition.com](http://www.generalexposition.com)

### THE LANCASTER COUNTY CONVENTION CENTER

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Contact: Kara Shannon | Convention Services Manager  
[kara.shannon@aimbridge.com](mailto:kara.shannon@aimbridge.com)

T: 717-207-4049 | M: 717-314-4976

Lancaster County Convention Center & Lancaster Marriott at Penn Square  
25 South Queen Street, 4th Floor, Lancaster, PA

Website: <http://www.lancasterconventioncenter.com/>

## **GENERAL INFORMATION**

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### **SHOW LOCATION**

EWE is being held at Lancaster County Convention Center (LCCC) & Lancaster Marriott at Penn Square, a multipurpose convention center and hotel facility located in downtown Lancaster. It is a non-union facility.

25 South Queen Street  
Lancaster, PA 17603

Phone: 717-207-4049  
Fax: 717-207-4028

Website: <http://www.lancasterconventioncenter.com/>

### **BOOTH LOCATIONS**

All booths are located on the same exhibit floor in Freedom Halls A & B and the foyer area outside the show entrance which has booths starting with the letter L. View the live floor plan & exhibitor list [HERE](#).

### **TRADESHOW HOURS**

Wednesday March 26, 2025  
11:00 am – 5:45 pm

Thursday March 27, 2025  
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 25, 2025  
12:30 pm – 7:30 pm

Wednesday March 26, 2025  
8:00 am – 11:00 am

**Please note exhibitors are not permitted to move in prior to the date and times listed above.**

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 21, 2025.**

Direct shipments will be accepted at the Lancaster County Convention Center on Tuesday, March 25 from 8:00 am - 5:00 pm and Wednesday, March 26 from 8:00 am - 11:00 am. No freight will be accepted in advance at show site.

The Lancaster County Convention Center will not accept freight directly. **All shipments must be handled by General Exposition Services (GES). – See page 20.**

### **EXHIBITOR MOVE-OUT**

Thursday March 27, 2025

2:30 pm – 8:00 pm

**Tear down may not begin until after 2:30 pm on Thursday March 27.** 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 27 will be sent via GES to the exhibitor at the exhibitor's expense.**

### **TRADESHOW COLORS & FLOOR**

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

Show Floor: Existing blue/gray carpet

### **DIMENSIONS & LOAD LIMITS**

- Floor load limit: 400 psf max.
- Freight door dimensions for two side access points: 14'H x 10'W
- Freight door dimensions for main access point: 14'H x 26'W
- Ceiling height: booths to the right of the show entrance; 32'5" booths to the left; 22' Booth numbers 237 -243 have a low ceiling of only 11'

### **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 and internet are not included and must be ordered through the convention center. Please see enclosed order forms on pages 18 & 19.**

The LCCC is a non-union facility. 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 if signage is not displayed on the equipment. Island booths (booth with four aisles) have no height restrictions on equipment or signage/display.

## **EXHIBITOR REGISTRATION**

As an Eastern Winery Exposition 2025 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 25; exhibit days March 26-27, with lunch in the hall on the 27.
- All Seminar Sessions, March 25-27 (on a space-available basis).

**Each exhibiting company is also entitled to one complimentary pass to the Welcome Wine Reception on March 25. A discount code will be required for this free pass. Additional passes may be purchased for \$10.**

**Tickets for the 13<sup>th</sup> Annual Industry Celebration Dinner and the Wednesday Networking Lunch on March 26 are also available for purchase in the a la carte section of the registration form.**

Registration instructions & your complimentary welcome reception code will be emailed to contact on your contract. Please email Danielle at [danielle@winebusiness.com](mailto:danielle@winebusiness.com) if you have any questions.

## **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.



Dear Exhibitor,

Thank you for being an exhibitor at the Lancaster County Convention Center.

The Lancaster County Convention Center is the exclusive utilities and food and beverage provider for the facility. To order utilities, please complete and return the order forms located in this packet along with relevant payment information. Please be sure to read materials carefully. Included are:

- Exhibitor Guidelines
- Loading Dock Procedures
- Exhibitor Contractor Services
- Driving Directions
- Parking Options
- Lancaster City Parking Map
- Motorized Vehicle Information
- Electric Order Form
- Audio Visual & Internet Form

Visit our website at [www.lancasterconventioncenter.com](http://www.lancasterconventioncenter.com) for a detailed outline of our facility's policies, procedures, and exhibitor forms. You can find these resources, along with other helpful planning information, under the "Exhibitor's" section.

We are looking forward to a successful show for all. If you need additional assistance at any time, please contact us using the information below.

Sincerely,

Lancaster County Convention Center Convention Services Department

For assistance, please email [kara.shannon@aimbridge.com](mailto:kara.shannon@aimbridge.com).





## Driving Directions to Lancaster County Convention Center Loading Dock

Lancaster County Convention Center  
3 East Vine Street  
Lancaster PA 17602

LCCC Loading Dock (for GPS)  
65 S Christian Street  
Lancaster PA 17602

### Directions from Harrisburg & South

- ~ From Highway 283, take the PA 72/Manheim Pike exit. Keep right at the fork and follow signs to "Downtown Lancaster." Turn right at Fruitville Pike.
- ~ Fruitville Pike will become North Prince Street. Proceed south of North Prince Street to Vine Street, and take a left on Vine Street.
- ~ Cross over Queen Street. After you pass the main entrance to the convention center, turn left into the alley. Loading docks are along the left hand side of the building.

### Directions from Baltimore & South

- ~ From Highway 83, turn right onto Highway 30 East. From 30 take the PA 72/Manheim Pike exit. Keep right at the fork and follow signs to "Downtown Lancaster." Turn right at Fruitville Pike.
- ~ Fruitville Pike will become North Prince Street. Proceed south of North Prince Street to Vine Street, and take a left on Vine Street.
- ~ Cross over Queen Street. After you pass the main entrance to the convention center, turn left into the alley. Loading docks are along the left hand side of the building.

### Directions from Philadelphia & East

- ~ From the PA Turnpike, take Highway 222 to Highway 30 West. Take the Fruitville Pike exit and turn left onto Fruitville Pike.
- ~ Fruitville Pike will become North Prince Street. Proceed south of North Prince Street to Vine Street, and take a left on Vine Street.
- ~ Cross over Queen Street. After you pass the main entrance to the convention center, turn left into the alley. Loading docks are along the left hand side of the building.

### Directions from Gettysburg & West

- ~ From Highway 30, take the Fruitville Pike exit and follow signs to "Downtown Lancaster."
- ~ Fruitville Pike will become North Prince Street. Proceed south of North Prince Street to Vine Street, and take a left on Vine Street.
- ~ Cross over Queen Street. After you pass the main entrance to the convention center, turn left into the alley. Loading docks are along the left hand side of the building.



## Exhibitor Guidelines

We welcome you to the Lancaster County Convention Center. We would like to thank you in advance for your cooperation in helping to assure that everyone has a safe and successful event. The Convention Center has a loading area for vendor vehicles on the loading dock. This space is reserved to allow safe access for exhibitors to transport materials to and from exhibit areas. Your Show Manager will publish the dates and times established for the use of the loading zone in advance. Access to the Exhibit area or loading area will not be granted outside of these arranged times.

- **Exhibitor Vehicle Access Areas for Load In or Load Out**  
Exhibitors may use loading dock access from Vine Street entrance at the Lancaster County Convention Center. Loading through the entrance at S. Queen St, or the Parking garage entrance is another option reserved and encouraged for limited items (small booth set-ups) able to be transported in one trip either with via hand carrying or with a cart.
- **Bring your own carts**  
The Convention Center has a limited number of flatbed carts available on a first come, first serve basis. Carts are checked out at the loading dock. Please return the cart when finished. **We encourage you to bring your own cart to expedite the load in process.**
- **Parking**  
Parking is available in the surrounding parking garages of Lancaster City. All regular sized vehicles (cars, minivans, SUV's, pickup trucks) which are under 6' 8" in height will fit in all garages. Please see attached map, Parking in the loading area is prohibited.
- **Children**  
Children under 16 are NOT permitted on the loading docks during Load In / Out.
- **Balloons**  
The use of lighter than air (Helium) balloons is prohibited.
- **Trucks with Trailers, Tractor Trailers and Container Trucks**  
Trucks, Trailers and Containers may be parked at loading docks 1, 2 and 3 for loading/unloading purposes only and must be moved as soon as emptied. They may not remain on the loading dock for the duration of the show unless previously authorized. Under no circumstance may trucks or trailers be left on the loading docks overnight. Once the truck is unloaded and before any equipment is set up the truck must be moved. **Loading dock can accommodate up to 53ft trailers.**
- **Inbound Packages & Storage**  
The Lancaster County Convention Center has no storage facilities for materials. All inbound and outbound shipments must be handled by the tradeshow contractor. Please contact your show organizer with further questions.
- **Tobacco**  
The Lancaster County Convention Center is a smoke and tobacco free environment. Please do not smoke in the facility, smoking is only permitted 10 feet from any entrance.
- **Firearms**  
Firearms are strictly prohibited on the Lancaster County Convention Center and Lancaster Marriott Property.
- **Security**  
The Lancaster County Convention Center will not assume responsibility for any damage or loss of any property, merchandise or articles brought to the Event. Arrangements may be made through the Event manager for Security of exhibits, merchandise and/ or audiovisual equipment.
- **Fire Safety and Decorations**  
All fire, safety and Convention Center regulations must be strictly followed. No propane, acetylene, explosive materials or other flammable items are allowed. Gasoline powered vehicles may be displayed. Please review Motorized Vehicle section. Drapery and booth decorations cannot block or cover the Fire Extinguishers, AED boxes or the Fire Alarm Strobes.
  - Pyrotechnics either indoors or outdoors, are not permitted.
  - Water, chemical or dry ice fog/ haze are not permitted inside the Hotel or Convention Center without prior written permission from the Security Manager. Request must be submitted 30 days prior to the first day of the Event. Fog/ haze machines will require a fire watch service. Please note this is not a complimentary service; charges will be discussed prior to the event, varying with time, duration and size.
  - A Material Safety Data Sheet (MSDS) is required for any chemical unitized by Vendors, General Contractor, Show Manager, Production or AV Company.



## Loading Dock Procedures

### Arrival Procedure

#### Step 1: Unload

Once the exhibitors arrive at the loading dock, they must unload their items onto a cart. After their items have been removed from their vehicle, they must be placed either in the loading dock area or the vicinity of their booth. **NOTE: Vendors with smaller setups that can be brought by cart or carried, PLEASE USE S Queen St. curbside entrance or load in through lobby via attached Penn Square parking garage.**

#### Step 2: Park

Exhibitor must return to their vehicle and move it to the authorized parking area. Vehicles are to be removed from the loading dock before exhibitors spend time "arranging" or "setting up" their booth. Vehicles may not be left in the loading dock area for any reason except for loading and unloading.

### Departure Procedure

#### Step 1: Pack Up

At the designated conclusion of the show, vendors and exhibitors will begin to promptly pack up the items at their booth space. Please ensure all items are secured via shipping boxes, containers, plastic wrap or other means as appropriate for your items. If you require assistance with getting your shipping crates or containers brought to from your booth, please ask the contracted expo services staff.

#### Step 2: Visit the Loadmaster

A designated member of venue security (Loadmaster) will be on hand near the large roll-up door in Freedom Hall. Once your items are packed, please visit the loadmaster and inform them your booth is completely packed up. The loadmaster will check your booth to ensure everything is ready. Once verified, the loadmaster will instruct you to bring your load-out vehicle into the Christian Street loading dock area. The loadmaster will provide you with a signed ticket on yellow colored paper. **DO NOT LOSE THIS TICKET!** Take the ticket with you, as you will need to present it when you bring your vehicle into Christian Street. **ALL VEHICLES WITH OUT A TICKET WILL BE SENT TO STAGING AREA** (located at 650 N Prince St, Lancaster PA 17603 - see map on next page).

#### Step 3: Visit Dock Coordinator

A designated member of venue security (Dock Coordinator) will be on hand in the Christian Street loading dock area. When you bring your vehicle into the loading dock area, you must give your yellow ticket to the Dock Coordinator. If you lose your ticket, or do not have a ticket, you will be instructed to move your vehicle out of the loading dock area until you obtain a yellow ticket. The Dock Coordinator will instruct you where to park your vehicle. Once parked, you must promptly load out your items to your vehicle and then depart the property. There are many vendors waiting to load out and a sense of urgency is required on your part to make this a smooth process.

### THIRD PARTY LOGISTICS

If you intend to utilize a third party logistics company to pick up your items, please keep the following in mind:

- The smaller the truck/vehicle, the better. The loading dock area is a very tight space; 18 wheelers will have difficulty simply getting into this area. Some 18 wheelers WILL NOT FIT.
- Please notify the Loadmaster ahead of time of the anticipated arrival of your truck; we need to know when to plan for it. Please also provide the Loadmaster with the trucking company name, your company/booth name, the booth number and your mobile phone number.
- Please inform your third party logistics company that any drivers who arrive before the show actually concludes will be sent away and will not have many options for parking in the city.
- Drivers must adhere to their scheduled pick up times within 30 minutes or they will be turned away until their scheduled pick up time - NO EXCEPTIONS.

**STAGING AREA**

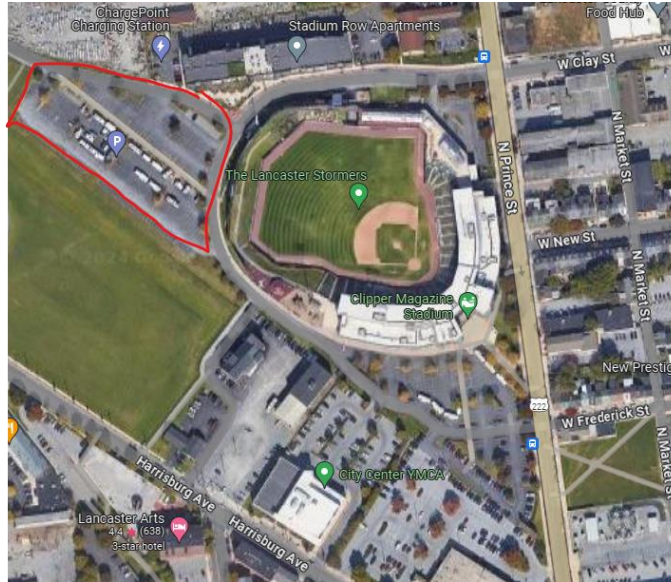
The Lancaster County Convention Center has partnered with the local baseball stadium to offer a staging area for larger trucks. This can be utilized by any large trucks (tractor trailers, oversized flatbed vehicles, etc) until they are cleared for entry into the Christian Street loading dock area. This is to prevent larger vehicles from sitting in traffic while waiting to load out.

BE CONSIDERATE OF OTHERS - Please use back lot shown below in red. Do not block any areas stadium staff may need access to, and do not block entrances/exits from the lot.

**If you will be using the staging area, please provide the driver's name, phone number and booth information being picked up. The driver will be contacted via phone when it is his/her time to load out or the exhibitor can contact driver once move out ticket has been received.**

Clipper Magazine Stadium is located roughly 6 blocks north of the Convention Center and has an open surface lot.

**STADIUM ADDRESS: 650 N Prince St, Lancaster PA 17603**



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## Exhibitor Contractor Services

The show organizer has arranged for a tradeshow contractor to provide additional services to exhibitors. **Please reach out the show organizer or tradeshow contractor for additional information on the below items.**

**5 XXHcbU'GYfj JWg]bWi XYZVi hUFY' bch`ja ]hX'hc.**

- Freight Handling and Labeling
- Special Booth Package
- Standard Furniture
- Specialty Furniture
- Carpet
- Booth Cleaning
- Showcases
- Hardwall Catalog
- POV Services
- Forklift & Equipment – Load & Unload
- Set-Up and Dismantle Labor
- Special Signs



## **PARKING OPTIONS**

All regular sized vehicles (cars, minivans, SUV's, pickup trucks) can park in near by garages, open lots, or on street parking - all of these are operated and maintained by the Lancaster Parking Authority and are subject to its current parking rates.

### **GARAGES**

The Penn Square Garage (closest to the Convention Center and Hotel) & Prince St Garage can fit vehicles under 6' 8" in height. East King St Garage can fit vehicles under 8' 2" in height.

### **STREET PARKING**

You can also reserve street parking ahead of time through the Lancaster parking authority on the street on our block (Vine St, Queen St or Duke St) or other nearby streets. Phone: (717) 299-0907 | Website: [www.lancasterparkingauthority.com](http://www.lancasterparkingauthority.com) - [On Street Parking](#)

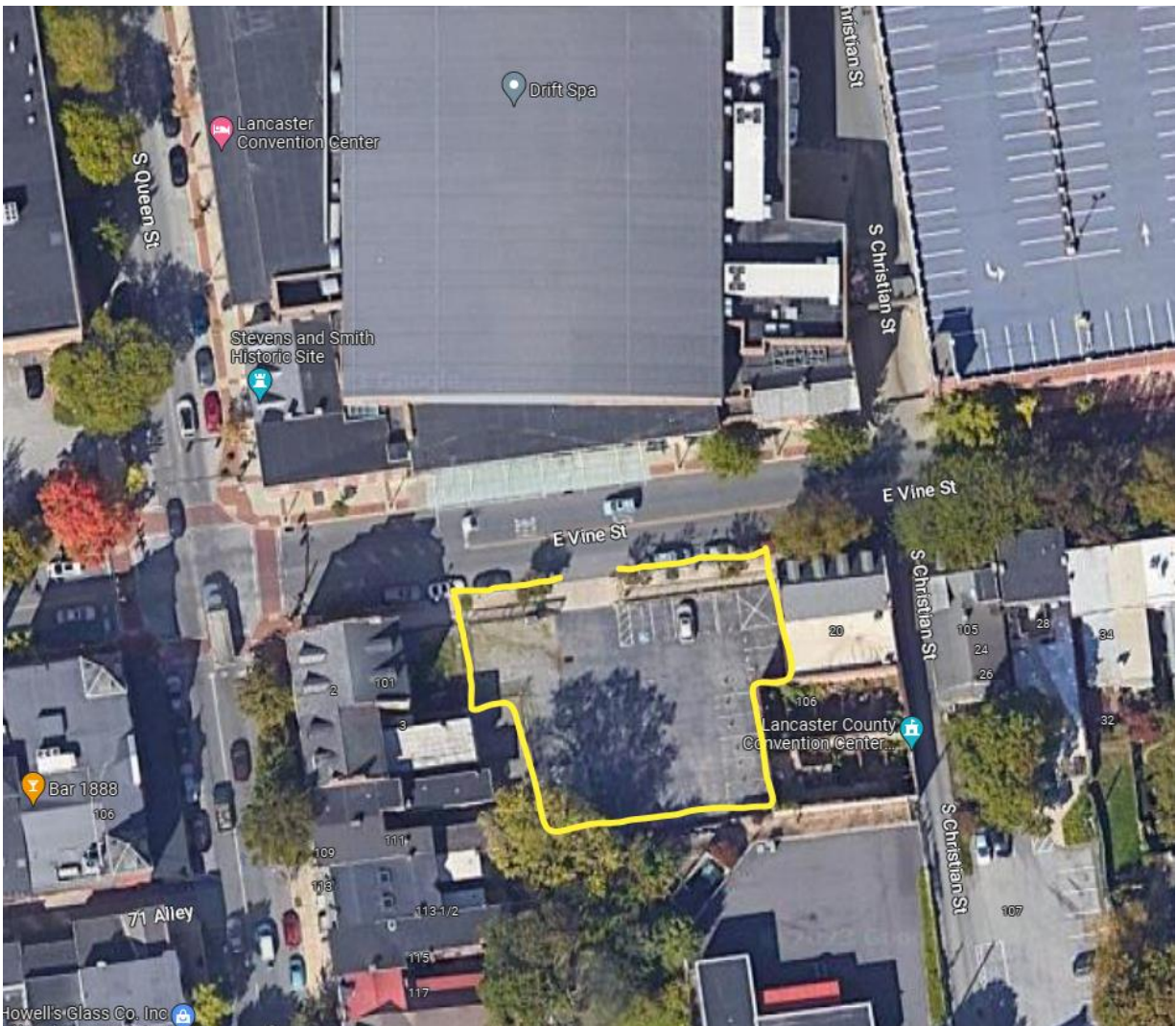
### **VINE STREET LOT (outlined in yellow below)**

Oversized vehicles (large cargo vans, vehicles with trailers or other items in tow, flatbed trucks, etc) that are not able to fit into a local garage or who cannot find on street parking, may park in the Vine Street oversized vehicle parking lot as a last resort. This lot has been rented by show management for Eastern Winery Exposition from Tuesday March 25, through Thursday, March 27. Parking is on a first come, first serve basis. Please notify your show organizer if you need to utilize this lot.

All vehicles are parked at your own risk. Landlord is not responsible for any damage to vehicle while parked in the lot.

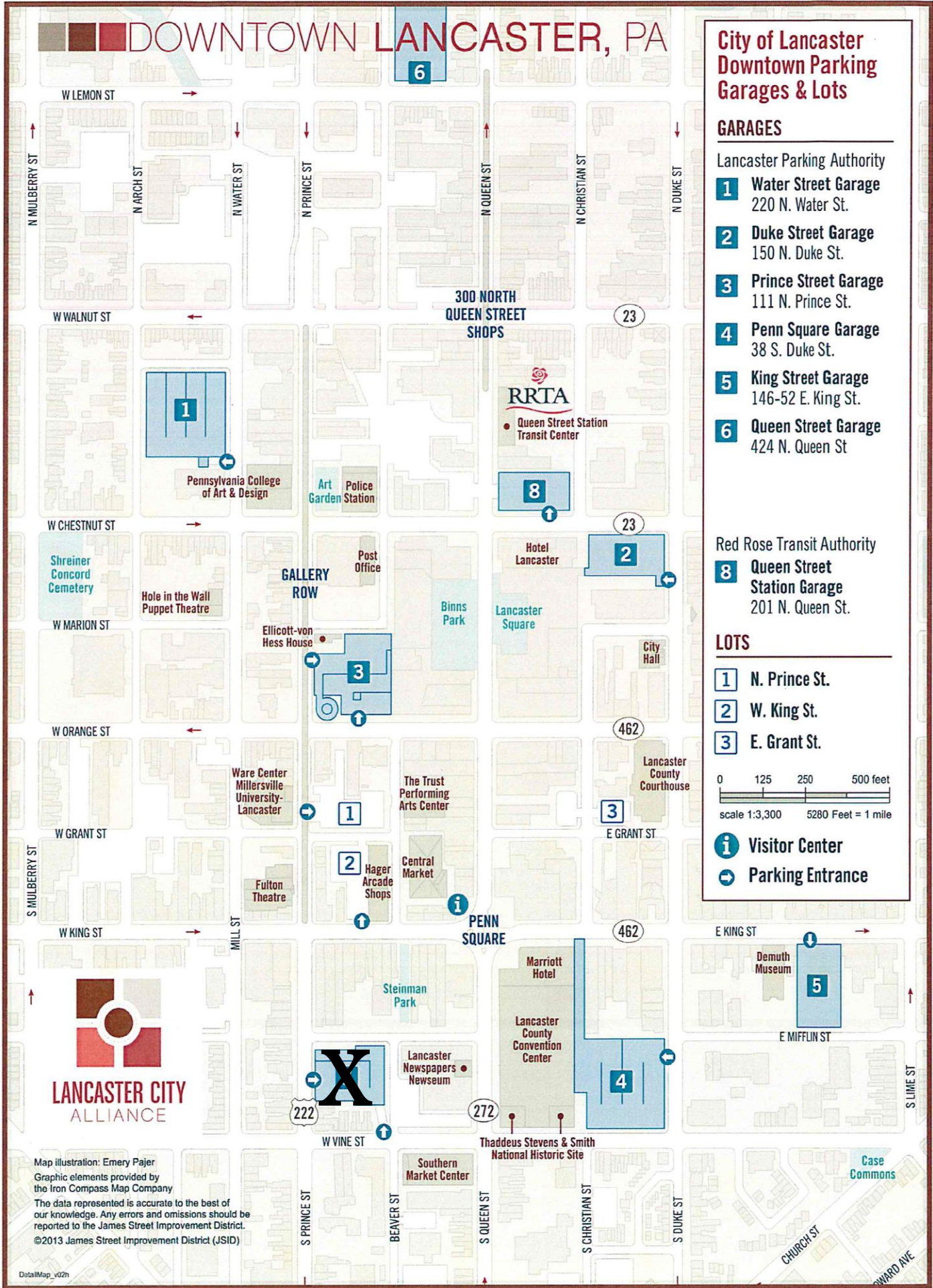
BE CONSIDERATE OF OTHERS - Do not park in such a way that prohibits other vehicles from entering/exiting the lot or precludes people from entering their vehicles.

**VINE STREET LOT ADDRESS:** 10 E Vine St, Lancaster PA 17603





# DOWNTOWN LANCASTER, PA



## City of Lancaster Downtown Parking Garages & Lots

### GARAGES

Lancaster Parking Authority

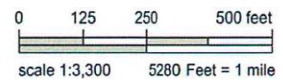
- 1** Water Street Garage  
220 N. Water St.
- 2** Duke Street Garage  
150 N. Duke St.
- 3** Prince Street Garage  
111 N. Prince St.
- 4** Penn Square Garage  
38 S. Duke St.
- 5** King Street Garage  
146-52 E. King St.
- 6** Queen Street Garage  
424 N. Queen St

Red Rose Transit Authority

- 8** Queen Street Station Garage  
201 N. Queen St.

### LOTS

- 1** N. Prince St.
- 2** W. King St.
- 3** E. Grant St.

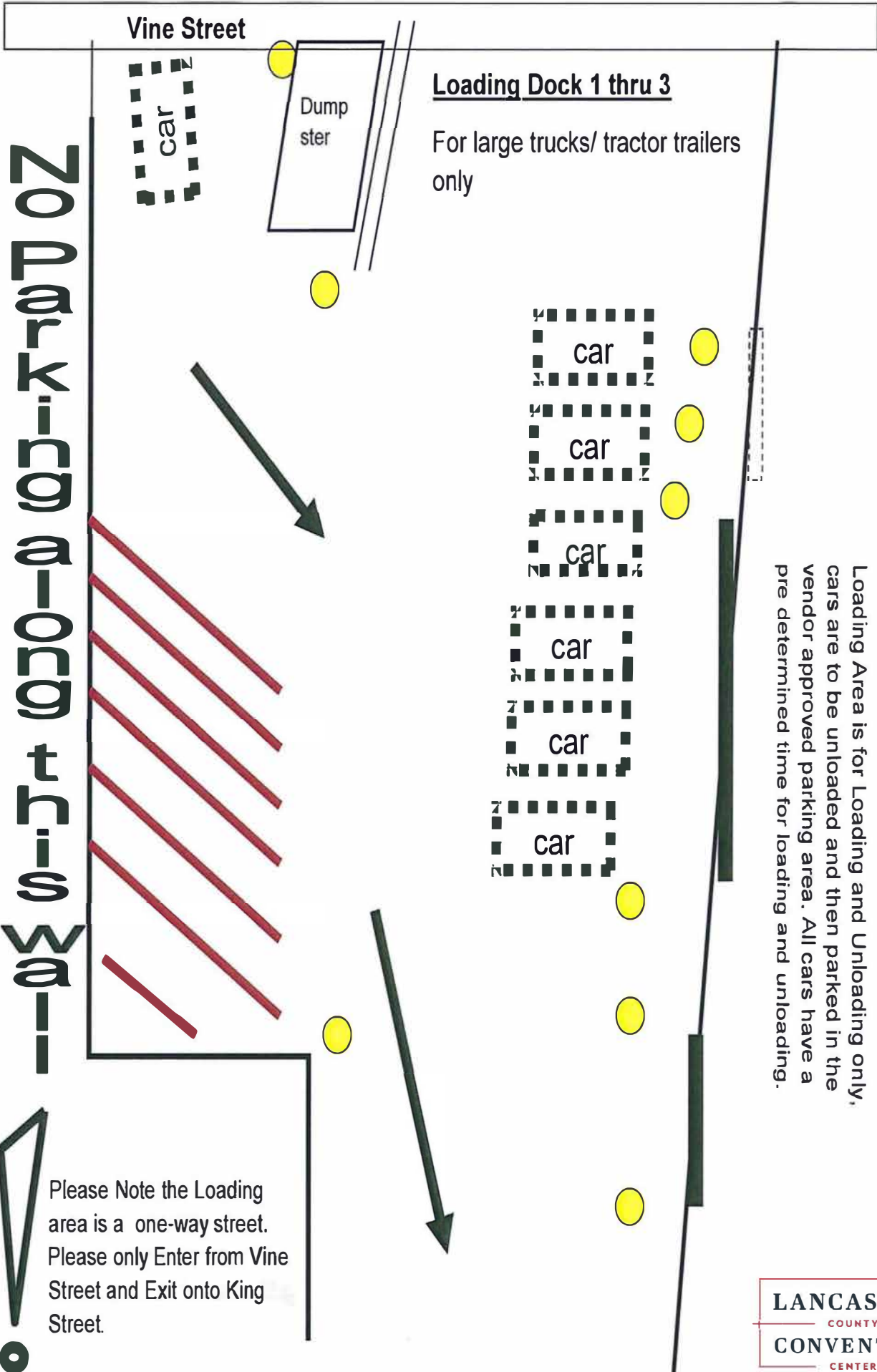


**i** Visitor Center

**➔** Parking Entrance



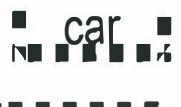
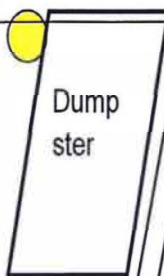
Map illustration: Emery Pajer  
Graphic elements provided by the Iron Compass Map Company  
The data represented is accurate to the best of our knowledge. Any errors and omissions should be reported to the James Street Improvement District.  
©2013 James Street Improvement District (JSID)



Vine Street

Loading Dock 1 thru 3

For large trucks/ tractor trailers only



2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100

Loading Area is for Loading and Unloading only, cars are to be unloaded and then parked in the vendor approved parking area. All cars have a pre determined time for loading and unloading.

Please Note the Loading area is a one-way street. Please only Enter from Vine Street and Exit onto King Street.





## Motorized Vehicles

At no time are motorized vehicles allowed to pull in and onto the exhibit hall floor, without approval from the Director of Security. Authorized display vehicles can be allowed if they have obtained the proper permit.

Motorized vehicles shall be defined as any vehicle that is propelled by an internal combustion engine and using Class -1 or Class -2 fuel, such as but not limited to automobiles, trucks, motorcycles, aircraft and watercraft.

Display Vehicles:

- Must conform to State and City fire codes
- Must have less than 1/4 tank of gas
- Battery must be disconnected and stay disconnected for the duration of the show

All display vehicles must file a permit application with the Security Manager or Convention Service Manager. The application containing Make, Model, Year and Proof of Insurance must be submitted no later than fifteen (15) days prior to the Event date. The permit fee is \$25 for each vehicle.

There will be assigned load-in and load-out time for the display vehicles.

Upon arrival at the Lancaster County Convention Center loading area, check in with the Loading master and he/she will verify appropriate paperwork has been received and present the green "Display Vehicle Approval Form" to place in vehicle. He/she will grant access and direct vehicle to the Exhibit area for display vehicles.

Upon entering, a non-permeable poly sheeting must be laid under the vehicle to prevent oil drips. The sheeting must remain under the vehicle for the entire duration the vehicle is in the building.

Within the first 30 minutes of the vehicle entering the building the vehicle must be inspected by the Security Manager or Loading master, who will check the fuel gage level, then confirm battery is disconnected. Once complete, he/she will sign Display Vehicle Approval Form and it should remain in the vehicle until load out. At no time should the battery be reconnected without the Security Manager's approval.

Completed forms can be emailed or mailed to the address at the bottom of the page.

Please make checks payable to: Lancaster County Convention Center or fill out the credit card information below.

If payment by credit card is chosen, payment will be posted to your credit card 5 days before the day of the event.

VISA      MasterCard      AMEX      Discover

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

Shaun Cooney, Director of Security and Safety  
(717) 207- 4054  
[shaun.cooney@aimbridge.com](mailto:shaun.cooney@aimbridge.com)

Lancaster Marriott at Penn Square  
& Lancaster County Convention Center  
25 South Queen Street  
Lancaster, PA 17603





Display Vehicle Permit Application

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

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

Contact Number : \_\_\_\_\_

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

City, State : \_\_\_\_\_

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

Contact Number #2 : \_\_\_\_\_

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

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

Make : \_\_\_\_\_

Model : \_\_\_\_\_

Year : \_\_\_\_\_

Color : \_\_\_\_\_

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Shaun Cooney, Director of Security and Safety  
25 S Queen St. Lancaster, PA 17603  
(717) 207- 4054  
[Shaun.cooney@aimbridge.com](mailto:Shaun.cooney@aimbridge.com)

Please include a copy of the Insurance card with this Application

**Lancaster Marriott at Penn Square  
& Lancaster County Convention Center**



**Lancaster County Convention Center**  
**25 South Queen St**  
**Lancaster, PA 17603**  
  
**P: (717) 207-4000**

**ELECTRICAL SERVICE ORDER FORM**

Name of Event		Event Dates	Booth #
Company Name		Phone Number	
Address	City	State	Zip
Contact Person	Email		Date

**Payment Notice:** All electrical charges must be pre-paid prior to services rendered by utilizing this credit card authorization form or by check made payable to Lancaster County Convention Center. ELECTRICAL SERVICE WILL NOT BE SUPPLIED UNTIL PAYMENT IS RECEIVED IN FULL. Prices are subject to change without notice.

**STANDARD ELECTRICAL SERVICE**

120 VOLTS per single receptacle	Standard Rate	Quantity	# of Days	Item to be Hooked Up	Total
20 amp (1920 watts)	\$80/day				\$
208 VOLTS/TWO or THREE PHASE	Standard Rate	Quantity	# of Days	Item to be Hooked Up	Total
20 amp*	\$150/day				\$
30 amp*	\$200/day				\$
40 amp*	\$225/day				\$
60 amp*	\$275/day				\$
100 amp*	\$450/day				\$
400 amp*	\$700/day				\$

\* If this is needed, please note the NEMA # for the plug and receptacle and if it's hard wired or not.

Miscellaneous	Standard Rate	Quantity	Total
Power Strip with Extension Cord	\$75		\$
			\$
			\$

<b>Subtotal</b>	
<b>PA 6% Sales Tax</b>	
<b>SERVICE TOTAL</b>	
<b>\$20 Late Fee</b>	

**\*\*For any hook-up not listed, please provide specific requirements.**

Completed forms can be emailed to [kara.shannon@aimbridge.com](mailto:kara.shannon@aimbridge.com) or mailed to the address at the top of the page.

Please make checks payable to: Lancaster County Convention Center or fill out the credit card information below.

If payment by credit card is chosen, payment will be posted to your credit card 5 days before the day of the event.

VISA      MasterCard      AMEX      Discover

Card Number \_\_\_\_\_ Exp. \_\_\_\_\_

Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_

**\*\*\*Please note, electric added on site is subject to a late fee of \$20. \*\*\***  
**Electric can't be added once show has commenced.**

## Easy Ordering

As the exclusive Technology Provider of The Lancaster Marriott and Convention Center, Encore is committed to making your experience as easy and stress-free as possible.



**Self-service option available through our online store – EventNow**

### Step 1

Visit [EventNow](#) and select your show

### Step 2

Browse our technology catalog

### Step 3

Select from a list of available products/product packages and service packages, then check out.\*

# EventNow<sup>SM</sup>

**offers a range of solutions for any exhibitor:**

As the exclusive Technology Provider of The Lancaster Marriott and Convention Center, Encore is committed to making your experience as easy and stress-free as possible.

- Large and small format HD monitors (40" monitors and above include floor stands)
- PC Based Laptops
- Various Audio Packages
- Wireless Presentation Controls
- HDMI Cables, Distribution Amplifiers, and Adapters
- Power Strips, Extension Cords, and Charging Stations
- LED Lighting
- Flipchart Packages
- Power and Internet Connectivity Packages

Once your order is completed, a confirmation email will be sent with all your order details and a dedicated professional will still be on-hand to answer any questions regarding your order.

## We make it easy



Easy ordering options



Confirmation email is sent with your order details



We regularly maintain and service all equipment



Encore delivers, installs, and tests equipment



After the show, Encore picks up your rental equipment



**Need assistance or products/solutions not offered in EventNow?**

Reach out to your Encore on-site contact directly:

**[Jacob.Arbutus@encoreglobal.com](mailto:Jacob.Arbutus@encoreglobal.com)**  
**717-207-4084**

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# General Exposition Services

THE TRADE SHOW SERVICE CONTRACTORS



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Dear **Eastern Winery Exposition** Exhibitor:

Welcome to the online exhibitor service kit for the upcoming **Eastern Winery Exposition** being held at the **Lancaster County Convention Center on March 26-27, 2025**.

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](http://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: **WINE25**

**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 the Executive Support Specialist, Chloe Butler, a call at 610-495-8866 ext. 102 and mention the upcoming **Eastern Winery Exposition**. You may also email her at [cbutler@generalexposition.com](mailto:cbutler@generalexposition.com)

**RUSH!**

**EXHIBITION FREIGHT**

FROM: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

TO: \_\_\_\_\_

*Exhibiting Company*

**#**

*Name of Exhibition*

*Booth Number*

**Eastern Winery Exposition  
General Exposition Services  
205 Windsor Road  
Limerick Business Center  
Pottstown, PA 19464**

**Warehouse Discount Arrival Date: Wednesday, March 12, 2025**

Carrier \_\_\_\_\_

Number of Pieces \_\_\_\_\_

**RUSH!**

**EXHIBITION FREIGHT**

FROM: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

TO: \_\_\_\_\_

*Exhibiting Company*

**#**

*Name of Exhibition*

*Booth Number*

**Eastern Winery Exposition  
General Exposition Services  
205 Windsor Road  
Limerick Business Center  
Pottstown, PA 19464**

**Warehouse Discount Arrival Date: Wednesday, March 12, 2025**

Carrier \_\_\_\_\_

Number of Pieces \_\_\_\_\_

**RUSH!**

**EXHIBITION FREIGHT**

FROM: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

TO: \_\_\_\_\_

*Exhibiting Company*

**#**

*Name of Exhibition*

*Booth Number*

**Eastern Winery Exposition  
General Exposition Services  
205 Windsor Road  
Limerick Business Center  
Pottstown, PA 19464**

**Warehouse Discount Arrival Date: Wednesday, March 12, 2025**

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  
Lancaster County Convention Center  
c/o General Exposition Services  
25 S Queen Street  
Lancaster, PA 17603**

**Shipment will be accepted: Tuesday, March 25, 2025 from 8AM-5PM & Wednesday, March 26, 2025 from 8AM-11AM**

Carrier \_\_\_\_\_

Number of Pieces \_\_\_\_\_

**RUSH!**

EXHIBITION FREIGHT

FROM: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**DIRECT SHIPMENT**

TO: \_\_\_\_\_

*Exhibiting Company*

- #

*Name of Exhibition*

*Booth Number*

**Eastern Winery Exposition  
Lancaster County Convention Center  
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Carrier \_\_\_\_\_

Number of Pieces \_\_\_\_\_

**RUSH!**

EXHIBITION FREIGHT

FROM: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**DIRECT SHIPMENT**

TO: \_\_\_\_\_

*Exhibiting Company*

- #

*Name of Exhibition*

*Booth Number*

**Eastern Winery Exposition  
Lancaster County Convention Center  
c/o General Exposition Services  
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Lancaster, PA 17603**

**Shipment will be accepted: Tuesday, March 25, 2025 from 8AM-5PM & Wednesday, March 26, 2025 from 8AM-11AM**

Carrier \_\_\_\_\_

Number of Pieces \_\_\_\_\_

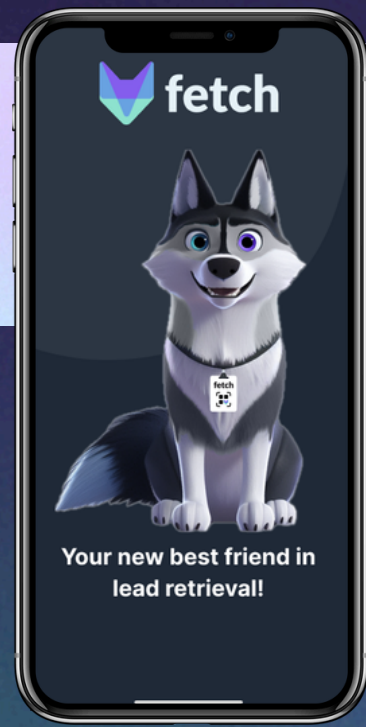
These labels are  
for  
Direct shipments  
to the  
Show Site





# Fetch Leads Exhibitor Lead Retrieval

Lancaster, Pennsylvania  
March 25-27, 2025



Welcome to Fetch, **Eastern Winery Exposition & Conference 2025's** partner in lead retrieval. To get started, check out the pricing below, then follow the step-by-step instructions to achieve successful lead generation!

## 2025 Pricing

1st License Fee	Additional Licenses Fee	iPhone Rental Fee
<b>\$225</b>	<b>\$100</b>	<b>\$200</b>
	Early Bird Pricing Until 1/31/2025	
<b>\$275</b>	<b>\$125</b>	<b>\$250</b>
	Standard Pricing Until 3/17/2025	
<b>\$325</b>	<b>\$150</b>	<b>*NOT AVAILABLE</b>
	Onsite Pricing	

*\*Rentals must be ordered prior to going onsite*

### Important Links!

Our emails are **SUPER** important! [Click here](#) to see how to allow/whitelist our domain

[Click here](#) or Scan to watch a full Fetch demo!



### Step-by-step to Success!

Step #1



[On-boarding Video](#)

Start by watching this **2 minute** on-boarding video with visuals of the steps below!

Step #2



[To the portal!](#)

Log in using the custom link emailed to you or reset your password in the portal!

Step #3



Get the keys to your event by purchasing/activating your licenses.

Step #4



Finish your tasks by building out the app and assigning licenses.

Step #5



Enjoy the event and return to the portal, as needed, to check out reports, KPIs and more!