



**SNOWMOBILE &
POWERSPORTS USA
SHOW & SALE**



EXHIBITOR HANDBOOK

NOVI, MICHIGAN



2025 SEASON

NOVEMBER 7.8.9, 2025

**SUBURBAN COLLECTION SHOWPLACE
NOVI, MI.**

WELCOME



Hello Snowmobile & Powersports USA Exhibitor-

Thank you for joining us at SNOWMOBILE & POWERSPORTS USA! We are a small family business that combined the love of snowmobiling, all things powersports and event planning into the SNOWMOBILE & POWERSPORTS USA Show & Sale.

This is your Exhibitor Handbook giving details on lodging, passes, electricity, furnishings, etc. Review the information, make your requests, and return your order forms to us or the specified vendor, within their established deadlines.

If you need additional services or furnishings, place your order directly with the facility using the order forms available for the show on-line at our new website address: **www.powersportsusashow.com** by clicking under the Exhibitor drop down menu, Handbook, Kit & Order Forms.

Show Code: 365593

Show Decorator & Shipping: Art Craft Display Inc.

Connectivity: BOCO

Do not wait until the last minute to order these services. Meet their deadlines for electric and/or booth dressings and you will save money and eliminate the hassles of waiting for service during set up hours.

Thank you again for being part of SNOWMOBILE & POWERSPORTS USA. We look forward to working with you on the show and making it a great experience. If you have any questions not covered in the Exhibitor's Handbook, feel free to email: lori@snowmobileusa.com.

Have a great show season!

Snowmobile & Powersports USA Show Staff-

1-800-SHO-TYME (746-8963)

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NOVI SHOW TIMES AND DEADLINES



NOVI, MICHIGAN NOVEMBER 7-8-9, 2025

Exhibitors are allowed to set-up and take-down their own booths without outside assistance. All booths must be completely set-up by 4:00 on Friday to allow maintenance people time to clean the aisles before the public enters. All booth materials must be removed from the premises by Sunday night. Special arrangements must be made with the show staff & the Suburban Collection Showplace management if longer time is needed for removal of booth materials.

Facility Services

Decorator & Shipping: Art Craft Display Inc.
Connectivity: BOCO

Novi Exhibitor Kit

To order electrical service use the BOCO Ent, Inc. - Electric & Utility Order Form that is available on-line by clicking on Novi, MI "More Details" link listed on www.snowmobileusa.com. **Advance Rate deadline October 30, 2025.**

To establish telephone & Internet service in your booth at the Novi show please use the BOCO Ent, Inc. - Electric & Utility Order Form link on-line at www.snowmobileusa.com under the For Displayers link. **Advance Rate deadline October 30, 2025.**

To order tables, chairs, stools, etc. for your booth at the Novi show - use the Art Craft Service Order form link at www.snowmobileusa.com under the For Displayers link. **Advance Rate deadline October 22, 2025.**

Show Location

Suburban Collection Showplace
46100 Grand River Avenue
Novi, MI 48374
248-380-0843 phone 248-380-0848 fax
www.suburbancollectionshowplace.com

Set-Up Time

Thursday 8:00 am - 8:00 pm
Friday 8:00 am - 4:00 pm

Tear Down Time

Sunday: 3:01 pm - 11:59 pm

Show Hours

Friday 5:00 pm - 10:00 pm
Saturday 9:00 am - 7:00 pm
Sunday 9:00 am - 3:00 pm

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GENERAL INFORMATION



Booth Guidelines

Standard booth size is 10' width and 10' depth. Exhibitors must fit within the space. Aisle space shall not be used for exhibits or product demonstrations.

The booth structure, content or signage: May NOT be more than eight (8) feet in height across the back unless approved by show management.

May NOT be more than eight (8) feet in height in rear four (4) feet of booth sides.

May NOT be more than four (4) feet in height in front six (6) feet of booth sides.

No exhibitor may impede another exhibitor's ability to conduct normal business, i.e., side walls that block the view of another exhibitor, loud or distracting noises and or presentations.

Booth Materials

All booth decorations must comply with fire regulations and will be enforced at each show. Gasoline and propane tanks must be empty and a locking fuel cap must be installed or the tanks must have their filler caps secured with duct tape. Battery terminals must be disconnected and wrapped with insulated tape.

Show Credentials

Wristbands will be available for pick up during set-up hours at the Show Office.

Please be prepared to show your wristband upon entrance to the Showfloor.

Each (10x10) booth will receive four wristbands. Multiple booths will be allocated extra wristbands per show based on the following listed below.

One booth = 4 wristbands
Two booths = 6 wristbands
Three booths = 7 wristbands
Four booths = 8 wristbands
Six booths = 10 wristbands
Seven+ booths = 15 total wristbands

Trailer Town booths = 6 wristbands regardless of booth size.

If you need wristbands beyond your booth allocation, they can be purchased for \$5.00 each.

All wristbands will be picked up at the show office. If you are unable to distribute a wristband prior to the show, please leave the remaining wristband(s) with the show staff at the show office, located in Hall B. Instruct the worker to go to the WILL CALL window in the Hall B lobby to sign in and receive their wristband.

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GENERAL INFORMATION



Liability

Exhibitors shall assume all responsibility for damages to exhibit area caused by their negligence and shall indemnify and exempt Suburban Collection Showplace, Wisconsin Exposition Center, and Leisure Features Inc. from all claims for damages caused by exhibitor.

Show Insurance

Comprehensive coverage including premises, operations, and contractual liability coverage of at least \$1,000,000 for personal injury, liability and property damage.

Proof of same shall be furnished if requested by LFI prior to opening day of each show.

All of the show facilities have required this of us, and now we are also requiring it of you as exhibitors. Most of you already carry this type of insurance and only need to notify your agent of the need for a rider to be added for off premises coverage extension.

Check to be sure with your agent for the proper endorsements as they vary with each company and/or policy.

Special Attractions

Mr. Snow, the SNOWMOBILE USA show mascot, will greet youngsters and adults at the shows.

Exhibitors may participate free of charge in the "Where's Mr. Snow?" game by displaying a photo of Mr. Snow (*provided by SNOWMOBILE & POWERSPORTS USA*) in their booth. It's a great way to attract new customers to your booth at the show!

Once a child confirms the picture sighting, the displayer simply rewards the child with a sticker (*provided at no charge by SNOWMOBILE & POWERSPORTS USA*). The child will turn in their card to the Mr. Snow booth for a prize.



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DRIVING DIRECTIONS & PARKING



Driving Directions

From the NORTH: Take US-131, US-27 or US-23 South to I-96 East to Exit 162. Turn right onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

From the WEST:

(A) I-94 to M-14 East to 275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

(B) I-96 East to Exit 162. Turn right on Novi Rd. and at the third stop light, turn right onto Grand River. Event Center is approximately 1 ¼ mile down on the right side.

From the SOUTH:

(A) I-94 East to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right.

(B) I-69 North to I-94 East to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. At the third light; turn right onto Grand River Avenue. The Event Center is approximately 1 ¼ mile on the right.

(C) US-23 North to M-14 East to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right.

(D) I-75 North to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

From the EAST:

I-94 West to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

(B) I-696 West to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

From the DETROIT METRO AIRPORT: I-94 West to I-275 North to I-96 West to Exit 162. Turn left onto Novi Rd. and at the third stop light; turn right onto Grand River Avenue. Event Center is approximately 1 ¼ mile down on the right-hand side.

Driving into the parking lot: There are (3) access and egress points: from Taft Road and Grand River

Parking Passes

The show facility features ample parking spaces to accommodate both exhibitors and attendees. A **3-Day Parking Pass** may be purchased for a discounted rate of **\$15.00** in advance by mailing or faxing the online order form available under the For Exhibitors link at: www.powersportsusa.com by **November 3, 2025**.



**SUBURBAN COLLECTION
SHOWPLACE**

Passes will also be available at the discounted price if purchased on site before the show opens on November 2nd at the service desk.

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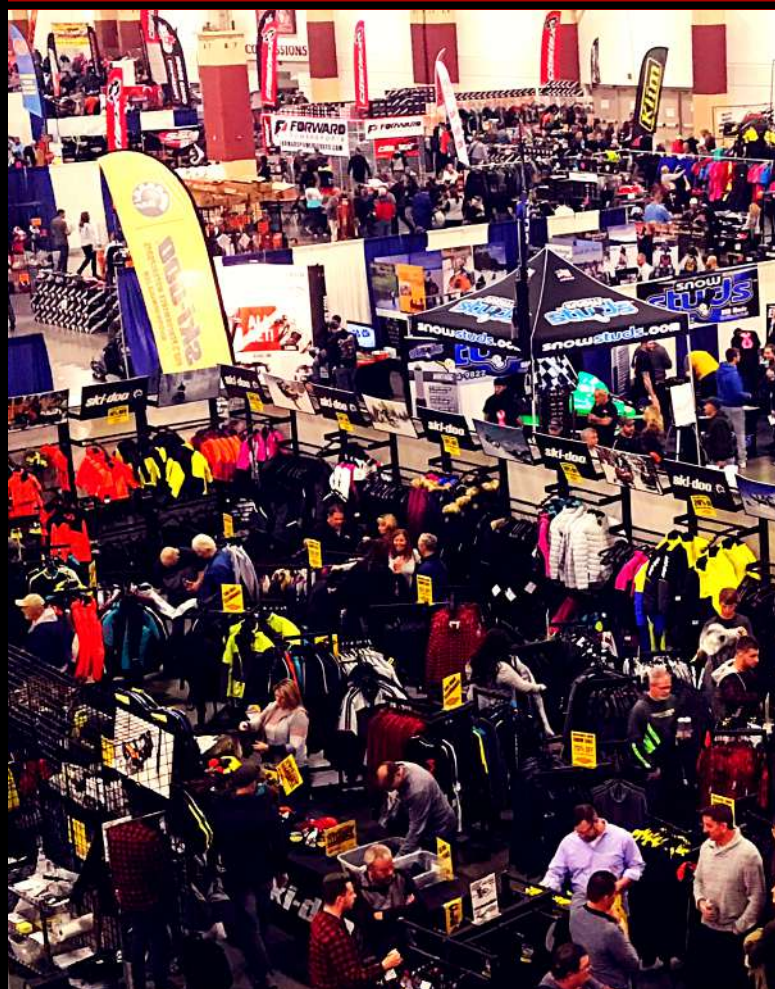
EXHIBITION TERMS & CONDITIONS



Exhibitors: Exhibitors are limited to those companies offering products or services of specific interest to the attendees. Management reserves the right to determine the eligibility of any company for participation. **Admission:** Leisure Features Inc. reserves the right to refuse admission to children, or other persons, in the interest of the safety of those persons. **Displayer's Handbooks:** All exhibitors will be provided a Displayer's Handbook and exhibitors must adhere to the instructions therein, as a binding part of this contract. **Installation of exhibits:** Installation may begin one day prior to the opening of the show and at 8:00 AM on the opening day. Exhibitors can erect and take down their own booths. No exhibits or exhibit materials may be removed prior to the closing of the show without the knowledge and consent of the show management. No exhibit shall be permitted to interfere with a neighboring exhibit. Booth side dividers of a height in excess of four feet (48") must not extend further than four feet (48") out from the back wall of the booth. Any exceptions must first be approved by the exhibition management. These guidelines will be strictly enforced. **Use of space:** Distribution of circular or promotional material may be made only within the space assigned to the exhibitor presenting such material. No firm or individual not assigned space in the exhibit hall will be permitted to solicit business within the exhibit hall or convention area. The exhibitor is charged with the knowledge of national, state and local legal restrictions on any merchandise, advertising or promotional scheme that involves attracting visitors to an exhibitor's location by any inducement that might be construed as lottery. Leisure Features Inc. does not accept responsibility for any promotional schemes undertaken by the exhibitor. Exhibitors are also responsible for meeting all state and local tax codes and are responsible for the collection of any and all sales taxes that apply. **Sound level:** Any devices that produce sound must be operated so as not to disturb other exhibitors. Exhibition management reserves the right to determine acceptable sound levels. Sound meter will be used to establish acceptable level. **Electrical:** All wiring on display fixtures must conform to the minimum standards established by various governmental agencies and standard fire inspection ordinances. All display wiring must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the exhibition. Electrical wiring and decorator services are available only through the official electrician and the official decorator as designated by Leisure Features Inc. **Signage Guidelines:** Only bulk size booths may hang signage from the ceiling. The signage must adhere to the signage size guidelines as indicated in the Displayer's Handbook. A fee may be assessed depending upon the show hall. **Fire prevention:** All booth decorations must be flameproof and all hangings must clear the floor. All gasoline tanks must be empty and the gas filler caps secured by a locking device or by duct tape. All battery connections must be disconnected and the contacts taped. If inspection indicates the exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazards, Leisure Features Inc. reserves the right to cancel all or such part of the exhibitor's display as may be irregular and not in compliance with existing fire codes. **Storage and packing boxes or crates:** Exhibitors will not be permitted to store packing boxes or crates in their booths during actual show hours. **Liability and insurance:** Neither Leisure Features Inc. nor the service contractor, nor the management of the show facility nor any office and/or staff members of the above will be responsible for the safety of the property of exhibitors from theft, strikes, damages by fire, water, storm, vandalism or other causes... unless caused by their own negligence, but they will take all reasonable precautions to protect the exhibitors from such loss. Exhibitors or their agents shall not deface or injure the walls, ceilings or floors of the building, the booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged. All exhibitors shall carry: comprehensive coverage including remises, operations and contractual liability coverage of at least \$1,000,000 for personal injury liability and property damage. Proof of same shall be furnished if requested by Management. **Restrictions in operation of exhibits:** Show management reserves the right to restrict exhibits which, because of noise, method of operation, material or for any reason become objectionable, and also to prohibit or to evict any exhibit which in the opinion of the management may detract from the general character of the show as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character that the management determines is objectionable to show. In the event of such restriction or eviction, Leisure Features Inc. is not liable for any refunds or rentals or other exhibit expense. All reservation deposit money is to be retained by Leisure Features Inc. in the event exhibitor fails to fulfill contract. **Cancellations by Exhibitor:** In the event of a cancellation of exhibit space by the exhibitor, exhibition management shall retain as a cancellation fee, all amounts paid by the exhibitor (and due from exhibitor) up to the time of cancellation: 60+ days prior to show, exhibitor shall receive a full refund of amount paid. If 30-59 days prior to show, exhibitor will forfeit fifty percent of total space cost. Less than 30 days prior to show, forfeit total booth payment. All cancellations must be in writing. In the event the exhibitor has no representation on the show floor by the stated opening time of the show, exhibition management reserves the right to resell the exhibit space or to move another exhibitor into that space. **Cancellations by Show Management &/Or Venue:** If Show Management determines that the show cannot be held or rescheduled because the venue and/or its surrounds has become unfit for occupancy, are materially interfered with by reason of weather, strike, embargo, injunction, act of war, act of God, Federal, state or local order, any other act, event or emergency, this agreement may be terminated or suspended by Show Management. In the event of such termination or suspension, the exhibitor waives any and all damages and agrees that Show Management, after deducting already incurred costs and expenses (including a reserve for claims), will refund to the exhibitor a prorated amount of 80% of any remaining monies paid by the exhibitor. **Losses:** Leisure Features Inc. cannot take responsibility for damage or loss of exhibitor's property during move-in or move-out of displays. If exhibit fails to arrive, exhibitor is nevertheless responsible for exhibit space rental. **Inclusion:** These regulations become a part of the contract between the exhibitor and Leisure Features Inc. and have been formulated for the best interest of all concerned. The show producer respectfully asks for full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of Leisure Features Inc. and the show producer.



BOOTH PRICES & SIZES



10X10	\$815.00
10X20	\$1,470.00
10X30	\$2,205.00
10X40	\$2,940.00
10X50	\$3,600.00
20X20	\$2,940.00
20X30	\$4,320.00
20X40	\$5,760.00
20X50	\$7,200.00
20X60	\$8,340.00
30X30	\$6,480.00
30X40	\$8,340.00
30X50	\$10,050.00

PRICES ARE FINAL. NO FURTHER DISCOUNTS

*TRAILER COMPANIES INQUIRE.

*MUST BE AT LEAST 600 SQ. FT. TO RECEIVE TRAILER DISCOUNT.

**CUSTOM SIZES AVAILABLE
UPON REQUEST.**

**1.800.SH0.TYME
LORI@SNOWMOBILEUSA.COM**



CONTACT US

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www.powersportsusashow.com