



www.womenslivingexpos.com

EXHIBITOR KIT

WELCOME!

Your Exhibitor Kit contains information to assist you in planning for your participation in the Expo. Please note that your invoice needs to be paid in full prior to set up and all order forms returned by the listed date. The Expo is at Veterans Memorial in North Hall.

Contact Information

Donnell Productions - Barbara Donnell, 203-259-3351, bdonnell@wlexpos.com

PoSH Event Services - Ryan Bunner, 740-362-0004, exhibitorservice@poshevent.com

Veterans Memorial Michelle Jones, 614-221-4341, michelle@fvm.com

Final Invoice

All balances indicated on your final invoice must be received by Donnell productions prior to **April 23, 2010**. If paying with a credit card please fax back your invoice with your credit card information to our office at 203-259-3354. For companies coming in after **April 23rd** full payment must be with a credit card. Checks will not be accepted.

Electric Service Order Form

To order Electric Service, return required forms **Veterans Memorial**. To receive the discounted price, orders must be placed on or before **May 7, 2010**. Floor orders must be paid in full at the time of installation.

Furnishing Form

To order additional tables, chairs, carpet etc. return the appropriate form to the **PoSH Event Services**. To receive the pre-show discount orders must be placed on or before **May 17, 2010**.

Telephone Service

To order telephone service, complete the Ohio Order Form for Telephone Service and return to address listed by May 11 to guarantee service. For further questions call 313-223-9198.

Wireless Internet Service

To order Internet Service, return required forms **Veterans Memorial**. To receive the discounted price, orders must be placed on or before **May 7, 2010**. Floor orders must be paid in full at the time of installation.

Stage Confirmation

The stage schedules are posted on our website beginning May 1st. If you have requested stage time you will need to check the schedules for your time(s) at www.womenslivingexpo.com click on Stage Schedules.

GENERAL INFORMATION-Page 1

EXPO LOCATION

The **Columbus Women's Living Expo** will be held at Franklin County Veterans Memorial, North Hall 300 West Broad Street Columbus OH 43215. www.fcv.com

MOVE-IN

Move-in will be conducted from **9:00am to 8:00pm on Friday, May 21, 2010**. All exhibits must be moved in by 8:00pm unless prior arrangements have been made with Show Management. **Let us know at least two weeks in advance if you will need a fork-lift. It is available for a fee.** Once your vehicle is unloaded, please remove it from the building and park outside in a designated parking space. The building does not allow drive in on the floor for unloading but will make exceptions for heavy equipment. Please call us to schedule this move-in.

BOOTH PAYMENT

ALL FINAL BALANCES ARE DUE IN FULL BY April 23, 2010. Companies must have a zero balance to set up their booth. For companies that commit to the Show **after April 23rd** full payment must be made with a credit card – checks are not accepted.

LOCATION OF EXHIBIT

All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. ***Donnell Productions reserves the right to make modifications and change exhibit space assignments as may be necessary and to adjust the floor plan at anytime to meet the needs of the sponsors, exhibitors, exhibits, and traffic flow.***

SHOW DECORATOR

PoS Event Services is our Show Decorator. Ryan Bunner is your contact and can be reached at: 740-362-0004, fax 740-362-1004, email exhibitorservice@poshevent.com If you need to order additional equipment or services please complete the appropriate Decorator form. Order on or before **May 17th** to receive the advance order discount.

HANGING SIGNS AND GRAPHICS

Signs may be hung from the 8' high back drape in your booth and hooks shall be provided by the Decorator. Approval for the use of hanging signs and graphics **from the ceiling** over your exhibit should be received from Show Management at least 30 days prior to move-in. It is your responsibility to retrieve your banners or signs when they are dismantled. Banner hanging costs and rules can be directed to Rex Buckingham at 614-221-4341 or rex@fcvm.com

CARS ON DISPLAY

Cars must have less than ¼ tank of gas and the battery must be disconnected and gas cap taped closed. Keys for the vehicles need to be given to the Show Manger until the close of the Expo.

GENERAL INFORMATION- PAGE 2

EXHIBITOR BADGES

Each company will be allocated 5 badges and 5 complimentary tickets per 10'x10' booth, 3 badges and 3 complimentary tickets per 5'x10' booth, 8 badges and 6 complimentary tickets for a 10'x20' showcase and 12 badges and 10 complimentary tickets for a 20'x20' showcase. Your complimentary tickets will be mailed to you with your final invoice. Your staff badges are to be picked up at Exhibitor Registration when you check in at move-in Friday May 21st beginning at 9:00am. We do not need names of personnel staffing your booth. Additional badges can be purchased for \$10 each.

GUEST/MODEL BADGES

Should your company be conducting a presentation or fashion show using guest presenter(s) or models please fax a list of their names to 203-259-3354. Prior to their presentation they will be able to pick up a Guest or Model badge at Exhibitor Registration. If we do not have their names they will need to purchase a ticket to gain entry,

MOVE-OUT

The Show closes Sunday at 5:00 pm and as soon as all attendees have left the building we will begin move-out. Please do not attempt move out before the close of the Expo as this will result in a \$100 fine. All items must be removed from the building by 11:00pm. Arrangements to pick up any items on Monday must be made with Michelle Jones at Veteran Memorial. Please note that we do not have any security in the building on Sunday night.

PARKING

Veteran's Memorial's parking fee is \$5.00 per space. Bus parking is \$15 per bus. Exhibitor's may purchase a \$9.00 parking pass for the entire weekend when they arrive at move-in.

EXHIBITOR HOURS

Friday (Move-In)	May 21	9:00am	to	8:00 pm
Saturday	May 22	8:00 am	to	6:15 pm
Sunday	May 23	10:00 am	to	5:00 pm
Sunday (Move-Out)	May 23	5:00 pm	to	11:00 pm

SHOW HOURS

Saturday	May 22	10:00 am	to	6:15 pm
Sunday	May 23	11:00 am	to	5:00 pm

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SECURITY

Security is provided for your protection however; we are not responsible for theft. We suggest that you take precautions and not leave valuable items in your booth overnight. Door guards and perimeter guards are on duty during the hours that the doors are open, with overnight guards throughout the duration of the event. As a safety precaution your exhibit space should not be left unattended. Show Management does provide an over-night lock-up area in the exhibit hall. This service is complimentary.

SALES TAX

The city sales tax is 6.75%. Vendors are required to file sales tax returns electronically. For further information call the Dept. of Taxation at 888-405-4089.

STANDARD BOOTH CONTENTS

Each 10'x10' and 5'x10' exhibit space will be equipped with 8'high back-drapes, 3'high side-drapes, (1) 8' skirted table, (2) chairs, a 7"H X 44'W black & white ID sign and wastebasket.

ISLAND/PERIMETER SHOWCASES

Island Showcases will **not** be equipped with drapes or tables and chairs. Connecting Showcases will be divided by backdrapes but will not be equipped with any furnishings. **It is your responsibility to provide all booth contents including tables, chairs, signage and wastebasket.**

FOOD SAMPLING

Exhibitors sampling any food products must follow the attached Sanitation Guidelines. Drink samples must be no more than 3oz and wine samples 1 oz. The sale of food and beverages for consumption at the Show is not permitted unless you have received permission from show management.

BOOTH COLORS

The 8' high back drapes will be blue and plum with 3' high blue side drapes. The 8' skirted tables will be alternated in blue and plum with white tops.

FREIGHT

Veterans Memorial will not receive freight prior to move-in. Arrangements should be made with PoSH Decorating to provide drayage. To ship freight to arrive on move-in day, the shipping address is Veterans Memorial North Hall 300 West Broad Street Columbus, Ohio 43215 Please mark the Columbus Women's Living Expo on the shipping label.

SHOW REGULATIONS AND REQUIREMENTS

1. Exhibit booths must be staffed and fully operational during published show hours. Exhibitors must wear badges to gain entry and on the floor during Show hours.
2. Exhibits that include sound equipment or audio/visual equipment must be arranged so the noise level and lights resulting from the display does not disrupt the activities of neighboring exhibitors. Show management reserves the right to lower all sound equipment.
3. Exhibit space must be large enough to contain a reasonable audience if demonstrations are planned. The aisles cannot be blocked.
4. Only promotional materials or merchandise approved on your "Application for Exhibit Space" may be displayed or sold in your booth. Promotional materials may not be distributed outside your exhibit space.
5. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
6. The sale or sampling of food other than in the Food Pavilion must have written approval from Show Management.
7. Stage shows or seminars using products or services of a non-exhibiting company must have written approval from Show Management.
8. All exposed parts of displays must be finished so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Side walls taller than the 3' side drape of exhibit booths may not come out past 5' from back drape (see diagram).
9. Exhibitors may not share booth space without the written approval of Show Management.
10. Exhibit space should be kept in good order with storage boxes placed under tables or in designated storage areas.
11. Helium balloons can only be used when they are permanently affixed to the physical booth display. Helium tanks must be stored in an approved stand.
12. Fire regulations prohibit the use of sterno or an open flame including candles. Any booth cooking with an appliance or food warming device must be equipped with at least one 20BC fire extinguisher. Booth decorations must be flame-retardant and electrical wiring and displays must conform to the National Electrical Code safety rules.
13. No LP gas, bottled gas or bottled gas tanks are permitted in the building.
14. Any display vehicles must have less than ¼ tank of gas, at least one battery cable disconnected from each set of batteries, and the gas tank sealed or locked. A set of keys need to be given to Show Management.
15. It is expressly understood and agreed by the Exhibitor that no claim of any kind against Show Management for loss, damage, theft or destruction of goods or exhibit; nor any injury that may occur to himself or his employees while at the show; The exhibitor shall be solely responsible to his own agents and employees and to all third persons , including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of leased space or exhibit. Exhibitor is also held responsible for agents and employees performing on show Stages. Exhibitor does indemnify and hold harmless Show management against any and all claims as may be asserted against it.

SANITATION AND FOOD SAFETY POLICIES AND DEMOS

PERSONAL HYGIENE

How to Wash Your Hands

1. Use the hottest water your hands can comfortably stand- about 110 to 120 °F.
2. Feed paper towels out of dispenser.
3. After moistening and soaping hands, wash fingers, hands, and forearms with heavy friction for 20 seconds or more. It is important to wash between fingers and under fingernails.
4. Rinse thoroughly under running water.
5. Dry hands using a single service towel.
6. Turn off water using the towel to protect hands.
- 7.

When to Wash Your Hands

AFTER...

1. Using the restroom
2. Sneezing or using a tissue
3. Handling any raw foods
4. Touching areas of the body such as mouth, nose, hair or ears
5. Touching soiled materials, equipment or work surfaces
6. Handling garbage
7. Leaving and returning from food prep areas

FOOD TEMPERATURE CONTROL

Storage

You will need to provide a cooler to keep perishable items below 41 ° F and to keep frozen products frozen.

Cooking

Fish & Meat	145°F-15 seconds
All poultry	165°F-15 seconds
All stuffed products	165°F-15 seconds
Pork Products	155°F-15 seconds
Chopped or ground products	155°F-1 minute
Meat Mixtures	145°F-3 minutes

Reheating

Solids	165°F-15 secs within 2 hours
Liquids	212°F

Hot Hold

Hot Foods that are held hot	140°F
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Microwave Cooking

Cook 25% above recommended cooking temperatures, rotate and stir throughout cooking process. Allow to let stand for 2 minutes after cooking. All booths that are cooking must have a thermometer in booth. Remember to clean and sanitize thermometer with alcohol wipes after every use.

CROSS CONTAMINATION

All foods will be stored as to prevent raw foods from contaminating ready to eat products. All raw products should be stored at the bottom of coolers to prevent dripping onto other products. All prep surfaces and utensils that come in contact with raw product will be cleaned and sanitized after processing is complete.

Note: A cleanup area will be available to clean and sanitize your utensils.

SERVING REQUIREMENTS

All demo products will be handled in a manner which prohibits contamination from customers taking samples.

Examples

- 1. Unwrapped food products need to be served in cups or with toothpicks.**
- 2. Food may be served on napkins and displayed in a manner which prevents customers from touching other samples.**
- 3. You will need to have antibacterial wipes on show floor to keep hands and utensils clean.**
- 4. We also encourage the use of disposable gloves. Remember to change at the same times you would wash your hands.**