

EXHIBITOR KIT



Exhibitor Kit Forms are Online

http://www.womenslivingexpo.com/LittleRock2013/exhibitors_kit.php

WELCOME!

Your Exhibitor Kit contains information to assist you in planning for your participation in the KATV Little Rock Women's Living Expo. All Exhibitor Forms for additional services are available on our website's Exhibitor Kit webpage. We welcome your participation and look forward to working with you.

EXPO CONTACT INFORMATION

Donnell Productions/ WL Expo **Tel.: 203-259-3351** **Fax: 203-259-3354** www.womenslivingexpo.com

Barbara Donnell - bdonnell@womenslivingexpo.com Brad Walsh - brad@womenslivingexpo.com

Sunbelt Convention Services **Tel.: 501-244-9955** **Fax: 501-244-9995** www.sunbelt4u.com

409 COLLINS ST. LITTLE ROCK, AR 72202 Contact: Mike Lancaster

Statehouse Convention Center **Tel.: 501-370-3247** **Fax: 501-376-7833** jjones@littlerock.com

1 STATEHOUSE PLAZA LITTLE ROCK, AR 72203 Contact: Jennifer Jones

Holiday Inn Presidential **Tel.:501-375-2100**

600 INTERSTATE 30 LITTLE ROCK, AR 72202 *(Be sure to state you are an Exhibitor to receive the special rate.)*

FINAL INVOICES ARE DUE BY March 21, 2013

The final balance due for your exhibit space must be received by Donnell Productions by March 21, 2013. Companies must have a zero balance to set up their booth. For companies that commit to the Expo after March 21st, payment must be made in full with a credit card. Checks will not be accepted after due date.

APPLICATION & CONTRACT/TERMS OF APPLICATION

Executed copies of these forms must be returned to our office for you to exhibit at the Expo. Return by mail, or email to bdonnell@womenslivingexpo.com or fax to 203-259-3354.

CANCELLATION POLICY

All Cancellations must be in writing. Cancellations received six months prior to the show date will have their payment refunded in full less a \$100 cancellation fee. Cancellations received between three and six months prior to the show date will be refunded any sum paid over the 50% deposit. Cancellation received less than three months prior to the show will receive no refund, and the Exhibitor is responsible for full payment.

EXTRA FURNISHING & DECORATOR SERVICES FORMS / DISPLAY MATERIALS

Sunbelt Convention Services is the decorator for the Expo. Forms for tables and furnishings, carpet, labor and freight/drayage are located under Decorator Services on our Exhibitor Kit Web Page. To receive the pre-show discount, orders must be placed with Sunbelt by April 4, 2013.

ELECTRICAL SERVICE

Electrical service is provided by the Statehouse Convention Center. The Service Order Form is listed our Exhibitor Kit web page. To receive the pre-show discount, orders must be received by April 4th.

SHIPPING & ADVANCE SHIPPING

To arrange advance shipping refer to the directions included in the Sunbelt Convention Services Forms in our Exhibitors Kit. Shipments sent directly to Exhibitor at the Statehouse Convention Center should not arrive before April 11th 2013. Exhibitors must be available to accept shipment and handle all materials.

GENERAL INFORMATION

EXHIBITOR MOVE-IN BY ASSIGNED TIMES

Thursday	April 11	7:00 am	to	9:00 pm
Friday	April 12	7:00 am	to	10:00 am

EXPO HOURS for EXHIBITORS

Friday	April 12	7:00 am	to	9:15 pm
Saturday	April 13	9:00 am	to	6:00 pm

EXPO HOURS (Booths need to be staffed)

Friday	April 12	12:00pm	to	9:00pm
Saturday	April 13	10:00 am	to	6:00 pm

EXHIBITOR MOVE-OUT

Saturday	April 13	6:00 pm	to	11:00 pm
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MOVE-IN SCHEDULE

Move-in will be conducted Thursday April 11 from 7am to 9pm and Friday April 12 from 7am to 10am. Our large exhibits will be scheduled for Wednesday, out-of state exhibitors on Friday morning and all others on Thursday. To avoid having you wait in lines, move-in times will be assigned on a first come, first served basis. You are given your choice of times so please complete the MOVE-IN FORM and return to our office. If your form is not received by our office by April 4th we will assign the time.

ASSIGNED MOVE-IN TIMES

As soon as we receive your completed Move-In Form we will email or fax you your assigned time. Please be certain to be prompt. Should you not arrive on time you will have to go to the back of the line and be able to come-in when there is an opening.

EXHIBITOR BADGES

When you check in at Exhibitor Registration you will receive your badges. We will assist you in rotating them to your booth personnel throughout the weekend.

EXHIBITOR PACKET

When you check in at Exhibitor Registration you will receive your Exhibitor Packet containing your Move-in Memo, Move-Out Form, Sales Tax Forms and Exhibitor Parking Permit.

MOVE-OUT TICKETS

The Expo closes 6:00pm on Saturday and as soon as all the attendees leave the building we will begin move-out. When your entire booth is packed up you will notify the Exhibitor Registration desk and a Supervisor will check your booth and sign your Move-Out form. At that time you will take the signed Move-Out form along with your sales tax forms to the Exhibitor Registration Desk. When you hand in the forms you will receive your move-out ticket which allows you to get in line with your vehicle. The move-out ticket is to be placed on the dashboard of your vehicle so security can see it as you enter the building.

EXHIBITOR PARKING

Parking has been purchased in the Riverfront Parking Lot so you can park one car at no charge. The parking lot is located on the north side of the building across La Harpe Blvd.

ADVANCE TICKETS

Exhibitors are given the opportunity to purchase Expo tickets at half price. To order your tickets complete the ADVANCE TICKET FORM and return with your payment via email or with a check. Tickets ordered after April 7th will be held for you at the Exhibitor Registration desk.

LOCATION OF YOUR 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 to meet the needs of the sponsors, exhibitors and traffic flow.

HANGING SIGNS AND GRAPHICS

Booth signs may be hung with S-Hooks on the 8' high back pipe in your booth. The Decorator will give you the S- hooks at move-in. Approval for the use of hanging signs and graphics **from the ceiling** should be received from Show Management prior to move-in. It is your responsibility to retrieve your banners when dismantled.

EXHIBITOR BADGES/VIP TICKETS

Each company will be allocated 5 badges and 10 VIP tickets per 10'x10' booth, 3 badges and 5 VIP tickets per 5'x10' booth, 8 badges and 15 VIP tickets for a 10'x20' showcase and 12 badges and 20 VIP tickets for a 20'x20' showcase. Your VIP tickets will be mailed to you and are for you to distribute as you wish. Your Exhibitor Badges are to be picked up at Exhibitor Registration when you check in at move-in and are for your booth personnel. Additional exhibitor badges can be purchased for \$5 each.

MODEL BADGES/GUEST BADGES

So we can have badges for your models or guest speakers you will need to fax or email a list of names to bdonnell@womenslivingexpo.com or Fax: 203-259-3354. Any participants under the age of 16 will receive one VIP ticket for a parent.

SHOW HOTEL

The Holiday Inn Presidential located six blocks from the Statehouse Convention Center has been designated as our Host Hotel. The special Exhibitor rate of \$101.99 is for a room with one king or two queen beds and includes all the regular amenities: coffee in room, flat screen TV, hair dryer. There is also a complimentary shuttle service from airport and within 3 miles of hotel. Go to the website to make your reservations or call 501-375-2100 and be sure to mention you are an exhibitor in the KATV Women's Expo to secure these rates.

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.

INSURANCE

Exhibitors shall assume all responsibility for damages to the Exposition facility and property, and it shall indemnify and hold harmless Donnell Productions from all liability that might result from any cause whatsoever including accidents or injuries to exhibitors, their agents and their employee

FAILURE TO SET UP

Failure to set up will result in forfeiture of exhibit space and all monies paid to date. Exhibit space can be reassigned at the Expo Management's discretion.

STAGE PRESENTATIONS

Presentations have been scheduled based on availability. Each stage has a Stage Manager to assist you in preparation for your presentation and will check in with you at the Expo. The Stage Schedules are listed in the Show Program, the Show website and on-site signage. Please note that if your company has been confirmed to conduct a presentation changes cannot be made after March 31, 2013.

FOOD & BEVERAGE SAMPLING REQUIREMENTS

Drink and food samples are permitted. The sale of food and beverages for consumption at the Show is not permitted in individual portions.

SANITATION GUIDELINES

Exhibitors sampling or selling any food products must follow our Sanitation Guidelines as posted on our website exhibitor kit page. Exhibitors are responsible for compliance with all local Health Department requirements

SHOW COLORS

Back and side drapes are black. Tables have black table skirts with white vinyl tops.

STANDARD BOOTH EQUIPMENT

Booth contents include: 8' high back drapes, 3' high side drapes, (1) 6' skirted table, (2) chairs, a 7"H X 44'W black & white Company ID sign.

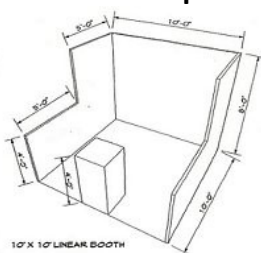
SHOWCASES

Showcases are not equipped with any furnishings. **It is your responsibility to furnish all contents for showcase space including your own tables, chairs and signage.** Connected inline Showcases will be divided by 8' high back drapes and 3' high side drapes. Island Showcases will not be equipped with 8' high back drapes or 3' high side drapes. You may bring your own equipment or order the furnishings from the Decorator. The Decorator forms for tables, carpet, etc. are on the website under "Decorator Forms".

BOOTH SETUP LIMITATIONS

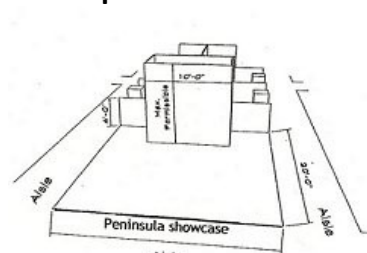
BOOTH displays are limited in height to 8' on the back wall and 8' for the back half of the side wall (5'). The remaining 5' of the side wall can not be higher than 4' tall so you do not block the booth next to you.

Inline Booth Space



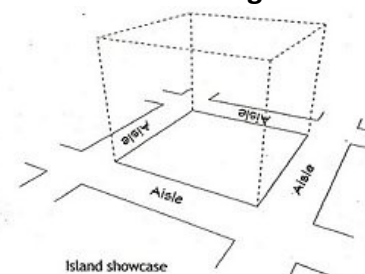
Height is limited to 8' at the rear half and 4' in the front half of the booth space.

End Cap Showcases



Height is limited to 8' height in the rear and 4'H for all areas within 5' from an aisle.

Freestanding Showcases



Island showcases exposed to aisle on all 4 sides can have displays up to the building limit.

SHOW REGULATIONS AND REQUIREMENTS

1. Exhibit booths must be staffed and fully operational during published show hours.
2. Exhibitors must wear badges to gain entry and on the floor during Show hours.
3. Exhibits that include sound equipment or audio/visual equipment must be arranged so the noise level does not disrupt the activities of neighboring exhibitors. Show management reserves the right to lower all sound equipment.
4. Exhibit space must be large enough to contain a reasonable audience if presentations are planned within your exhibit space. The aisles cannot be blocked.
5. Only promotional materials or merchandise approved on your "Application for Exhibit Space" may be displayed or sold in your booth.
6. Promotional materials may not be distributed outside your exhibit space.
7. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
8. The sale, sampling or distribution of food for consumption on the premises must be approved by Show Management.
9. Stage shows or seminars using products or services of a non-exhibiting company must have written approval from Show Management.
10. 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.
11. Signs in inline booths will not be permitted to extend more than 8' above the floor. Signs in island showcases will not be permitted to extend more than 16' above the floor.
12. Exhibitors may not share booth space without the approval of Show Management.
13. Exhibit space should be kept in good order with storage boxes placed under tables or in designated storage areas.
14. 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.
15. Fire regulations prohibit the use of sterno or an open flame including candles.
16. Your booth must be equipped with at least one 20BC fire extinguisher if you are using any cooking or food warming appliances.
17. Booth decorations must be flame-retardant and electrical wiring and displays must conform to the National Electrical Code safety rules.
18. No LP gas, bottled gas or bottled gas tanks are permitted in the building.
19. All 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.
20. **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's insurance shall indemnify and hold harmless Show Management against any and all claims as may be asserted against it.**