

EXHIBITOR KIT



Exhibitor Kit Forms Online

http://www.womenslivingexpo.com/NWA2011/exhibitors_kit.php

WELCOME!

Your Exhibitor Kit contains information to assist you in planning for your participation in the 40/29 NWA Women's Living Expo. All Exhibitor Forms for additional services are available on our website's Exhibitor Kit webpage. Should you have any questions please call Brad Walsh at 203-259-3351. We welcome your participation and look forward to working with you.

CONTACT INFORMATION

Donnell Productions: Brad Walsh, Ph: 203-259-3351, Email: bradwalsh@wlexpos.com

Embassy Suites: Rick Galipault, Dir. of Catering, 479-845-3222, Email: rickgalipault@jqh.com

Roark Group: (Expo Decorator): Dave Erickson, 479-531-2230, dave.erickson@roarkgroup.com

Swank Audio: Scott Zebell, 479-845-3204

INVOICE

The final balance due for your exhibit space must be received by Donnell Productions by **October 1, 2010**. There are no credits or refunds and your company is responsible for full payment of the Exhibit space.

ADVANCE TICKET FORM

To order advance tickets complete the form and along with your check mail to our office at 75 Old Post Road Southport, CT 06890 or fax with credit card information to 203-259-3354. Tickets ordered after December 31st will be held at Exhibitor Registration.

ELECTRIC SERVICE FORM

The Electrical Service Order Form is listed under Building Services for Exhibitors, on our Exhibitor Kit webpage. Complete and return to Embassy Suites by the due date listed.

TELEPHONE/INTERNET/CABLETV/WATER

Services are ordered in advance. Forms listed under Building Services for Exhibitors on our website's Exhibitor Kit webpage.

FURNISHING FORMS

Forms for tables and furnishings, carpet, labor and freight are located under Decorator Services for Exhibitors on our website.

STAGE SCHEDULES

Stage Schedules are listed on our website. Presentations have been scheduled on a first come, first served basis. Your presentation will be advertised in the Official Show Program and on Show signage. Please note that times and titles cannot be changed once they are confirmed.

HANGING SIGNS AND GRAPHICS

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 or signs when they are dismantled. Booth signs may be hung on the pipe in the booth.

GENERAL INFORMATION

SHOW LOCATION

The 40/29 Northwest Arkansas Springs Women's Living Expo will be held at the Embassy Suites Hotel & John Q Hammons Center, 3303 Pinnacle Hills Parkway, Rogers AR 72758
Your contact is Rick Galipault and he can be reached at 479-845-3222.

MOVE-IN

Move-in will be conducted from **9:00am to 8:00pm on Friday, January 14th 2011**. All exhibits must be moved in by 8:00pm unless prior arrangements have been made with Show Management. If you will require a fork-lift, complete the form and return it to the Embassy Suites.

BOOTH PAYMENT - **ALL FINAL BALANCES ARE DUE IN FULL BY DECEMBER 12th.**

Companies must have a zero balance to set up their booth. For companies that commit to the Expo after December 12th, full payment must be made with a credit card, cashiers check or money order. Checks will not be accepted.

CONTRACT FOR EXHIBIT SPACE

We need to have an executed copy of your Exhibit Space Contract returned to our office by Dec. 12, 2010. You may mail it to the address listed on the contract or fax it back to 203-259-3354.

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.

CANCELLATION POLICY

All cancellations must be in writing. Facsimiles and emails are acceptable. Cancellations prior to October 1, 2010 will receive a refund less a \$50 cancellation fee. Cancellations received after October 1, 2010 will not receive a refund and are responsible for full payment of their exhibit space. Exceptions are cancellations that occur within 24 hours of space request and confirmation - exhibitors will receive full refund of monies with no cancellation fee.

FAILURE TO SET UP

Failure to set up within specified move-in times will result in forfeiture of exhibit space and all monies paid to date. Exhibit space can be reassigned at Show Managements discretion.

SHOW HOTEL

The Embassy Suites Hotel is our Official Expo Hotel. For exhibitors we have a special \$99 Room rate for a 2 Room Suite, with full breakfast. To make reservations, use Group code **WO2** and call 470-254-8400.

SHOW DECORATOR

The Roark Group is the decorator for the Expo. Forms for booth furnishings and display labor/freight are available on our website. To qualify for discount pricing, orders and payments must be received on or before the deadline date(s) on the order forms. Your contact is Dave Erickson and he can be reached at 479-531-2230.

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 badges can be purchased for \$5 each.

MOVE-OUT

The Expo closes Sunday at 5:00 pm and as soon as all attendees have left the building we will begin move-out. Early removal of exhibits and displays is strictly forbidden and subject to a \$100 fine.

PARKING

Exhibitor Parking is at the rear of the Phil Long Expo Center. Please leave prime parking spaces for attendees. Parking for both Exhibitors and attendees is free.

EXHIBITOR HOURS

Friday (Move-In)	January 14	9:00 am	to	8:00 pm
Saturday	January 15	8:00 am	to	6:15 pm
Sunday	January 16	10:00 am	to	5:00 pm
Sunday (Move-Out)	January 16	5:00 pm	to	8:00 pm

EXPO HOURS

Saturday	January 15	10:00 am	to	6:00 pm
Sunday	January 16	11:00 am	to	5:00 pm

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 AND LIABILITY

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 employees.

STAGE PRESENTATIONS

Exhibitors conducting Stage Presentations can check their designated times on the website. The schedules will be printed in the Official Show Program and on Show signage. Changes to the schedule can not be made after December 20, 2010.

STANDARD BOOTH EQUIPMENT

Standard booth equipment is furnished to all Exhibitors occupying linear booth configurations. Contents include: 8' high back drapes, 3' high side drapes, (1) 8' skirted table, (2) chairs, a 7"H X 44"W black & white Company ID sign and wastebasket.

SHOWCASES

Island Showcases will not be equipped with drapes but Connecting Showcases will be divided by backdrapes and sidedrapes. None of the showcases are equipped with any furnishings. **It is your responsibility to furnish all booth contents including tables, chairs, wastebasket and signage.**

FOOD SAMPLING

All companies providing food or beverage samples, or selling food or beverages are required to submit a Release of Liability Form prior to the start of the Expo. Form is available on our Exhibitor Kit webpage. Food may not be sold in individual portions.

BOOTH COLORS

Booths will have black back and side drapes; black skirted tables with white tops.

ELECTRIC ORDERS

Exhibitors requiring electrical outlets are responsible for placing their orders prior to the Expo. Please complete the Electrical Form included in Building Services Forms and return it to Embassy Suites by January 8th, 2011.

WATER HOOK-UPS

Please let us know if you will need water and we will assign your company a booth allowing for easy access. Contact our office at (203) 259-3351.

TELEPHONE /INTERNET SERVICE

To order service, please fill out the Communication Order Form listed under Building Forms and return to the Embassy Suites by January 8th, 2011.

SHIPPING

Exhibit materials, drayage and product may be shipped direct to the Embassy Suites and must arrive during move-in hours only, January 14nd between 7am-4pm. To ship your materials in advance, please ship your materials to Embassy Suites using a label as follows: Name of Event, Attn: Exhibitors name, Embassy Suites NWA, 3303 Pinnacle Hills Parkway, Rogers, AR 72758. Charges will apply, see rate sheet on our Exhibitors Kit webpage.

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.**