

EXHIBITOR KIT



Exhibitor Kit Forms are Online

http://www.womenslivingexpo.com/NWA2017/exhibitors_kit.php

WELCOME !

Your Exhibitor Kit contains information to assist you in planning for your participation in the 40/29 & The Arkansas CW NWA 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.

CONTACT INFORMATION

WLEXPO: Donnell Productions: Phone: 203-259-3351, Fax: 259-3354

Event Center: Holiday Inn and NWA Convention Center

SHOW LOCATION

The 40/29 & Arkansas CW NWA Women's Living Expo will be held at the NWA Holiday Inn and Convention Center 1500 S. 48th Street, Springdale, AR, 72762

SHOW HOTEL

NWA Holiday Inn and Convention Center, 1500 S. 48th Street, Springdale, Arkansas, 72762 is our Show Hotel. Our Exhibitor Rates are \$97+ tax single/double, the Reservation due date is December 15, 2016. Please be sure to ask for group code "WLE" to get the Women's Living Expo rate and receive the hotel breakfast buffet complimentary. Holiday Inn Phone: 479-751-8300

APPLICATION & CONTRACT/TERMS OF APPLICATION

Executed copies of these forms must be returned to our office prior to the start of the Expo. Either email them to bdonnell@womenslivingexpo.com or fax to 203-259-3354.

FINAL BALANCES ARE DUE BY DECEMBER 14, 2016

Companies must have a zero balance to set up their booth. For companies that commit to the Expo after December 1st, full payment must be made with a credit card, cashier's check or money order.

CANCELLATION POLICY

All Cancellations must be in writing. Cancellations received by 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. Cancellations received less than three months prior to the show will receive no refund and the Exhibitor is responsible for full payment.

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 Management's discretion.

SHOW 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 SCHEDULES

Scheduled stage presentations are listed on the Expo website, on-site signage and in the Official Show Program. Please note that times and titles cannot be changed once they are confirmed.

GENERAL INFORMATION

MOVE-IN

Move-in will be conducted from **on Friday, January 13, 2017** between the hours of **9:00am and 7:00pm**. All exhibits must be moved in by 7:00pm unless prior arrangements have been made with Show Management. If you will require a fork-lift, contact Expo Management. **All Move-in must be done at the rear of the Convention Center.**

EXHIBITOR HOURS

Friday (Move-In)	January 13	9:00 am - 7:00pm
Saturday	January 13	8:00 am - 6:15pm
Sunday	January 14	10:00 am - 5:00pm
Sunday (Move-Out)	January 15	5:00 pm - 8:00pm

EXPO HOURS - exhibitors are required to staff their booths during these public hours

Saturday	January 14	10:00 am - 6:00pm
Sunday	January 15	11:00 am - 5:00pm

MOVE-OUT

The Expo closes Sunday at 5:00pm and that is when we will begin move-out. **Early removal of exhibits and displays is strictly forbidden and subject to a \$100 fine.** All exhibits must be moved out by 8pm.

ADVANCE TICKETS

To order your tickets complete the Advance Ticket Form on our Exhibitor's Kit web page. Tickets ordered after **January 3rd** will be held for pickup at the Move-in Day Exhibitor Registration Desk.

SANITATION GUIDELINES

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

SHIPPING:

Boxes/Packages may be sent for arrival on January 13th, (or a maximum of 72 hours prior) and must be marked with the **Exhibitors name, WL Expo , plus "Hold for Arrival on Jan 13, 2017"**.

Example:

*Holiday Inn & NWA Convention Center, NWA Convention Center Address: 1420 South 48th St., Springdale, AR 72762
"ATTN: EXHIBITOR NAME, WL EXPO, Hold for arrival on Friday, Jan 13, 2017"*

The Holiday Inn and Convention Center has fees for shipments incoming to the Convention Center:

- Handling Charge (boxes up to 36"x24"x24") per each \$5.00
- Handling Charge (Larger boxes/display cases) per each \$20.00
- Handling Charge (Pallets/Large Crates) per each \$55.00

PARKING

Parking is free for both exhibitors and attendees. We ask that you park in the rear of the lot and leave prime spaces for attendees.

EXHIBITOR BADGES/COMPLIMENTARY TICKETS

10'x10' booth and 10'x20' Showcase will receive 5 badges and 10 Complimentary Tickets; 10'x20' booth and 20'x20' Showcase will receive 10 badges and 20 Complimentary Tickets. Display & Food Tables will receive 3 badges and 5 Complimentary Tickets. Your Complimentary Tickets will be mailed to you and are for you to distribute as you wish. Your Exhibitor Badges are for your booth personnel and are to be picked up at Exhibitor Registration when you check in at move-in. Additional badges can be purchased for \$5 each.

LOCATION OF YOUR EXHIBIT

All measurements and exhibit space layouts shown on the floorplan 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.

BOOTH COLORS

The 8' high back-drape and 3' high side-drape is black. The 6' tables are skirted in black with white plastic tops.

STANDARD BOOTH EQUIPMENT

Booths include (1) 6' skirted table, (2) chairs and 7''h x 44''w black and white company ID sign.

SHOWCASES DO NOT INCLUDE FURNISHINGS

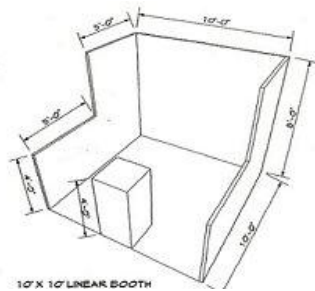
Connected showcases include an 8' high back drape and 3' high side drape, ID sign but do not include furnishings.

Island showcases include an ID sign but do not include drapes or furnishings.

BOOTH SETUP LIMITATIONS

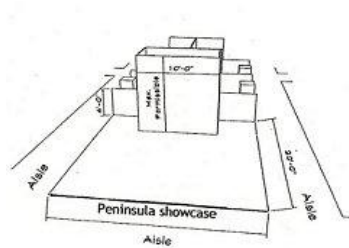
BOOTH displays are limited in height to 8' on the back wall and 8' for the back half of the side wall (5'). The remaining 5' of the side wall is limited to 4' tall . Please refer to the drawings below for size limits for different spaces.

Inline Booth Space



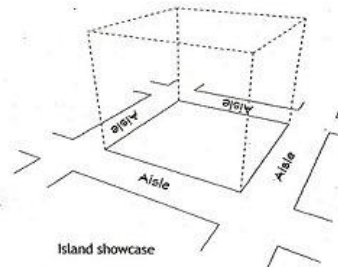
Height is limited to 8' in the rear half and to 4' in the front half of the booth space.

End Cap Showcases



Height is limited to 8' high in the rear and 4' high 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 of 8'.

Exposed areas of your display are not permitted to have unfinished surfaces.

Floor covering must be taped to the floor.

Lighting & other display effects cannot interfere with neighboring booth space. Boxes must be stored under the table.

ELECTRIC & INTERNET

Order forms for electrical and WiFi service is available on our Website's Exhibitors Kit Web Page. Preorder electrical service for your booth prior to Jan 9th, for preorder prices.

HANGING SIGNS AND GRAPHICS

The Decorator will furnish hooks for signage you want to hang in your booth from the pipe at your back drape. It is your responsibility to retrieve your banners or signs when they are dismantled.

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 hotel security in place overnight. As a safety precaution your exhibit should not be left unattended during open hours.

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 services and products listed on your "Application & Contract for Exhibit Space" may be marketed 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 and licenses or permits required by the Health Dept. obtained by the Exhibitor.
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 may 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.**