



THE OZARKS
WOMEN'S

2008
LIVING
EXPO
WWW.WOMENSLIVINGEXPO.COM
NOVEMBER 7TH - 9TH
MISSOURI ENTERTAINMENT
AND EVENT CENTER

WWW.WOMENSLIVINGEXPO.COM

Exhibitor Kit

WELCOME!

Your Exhibitor Kit contains information to assist you in planning for your participation in the Ozark Women's Living Expo. Should you have any questions please call the office at 203-259-3351. We look forward to working with you.

Invoice

The balance due for your exhibit space must be received by Donnell productions prior to **October 5, 2008**. A final invoice will be mailed to you. If paying with a credit, card please fax back your invoice and credit card form to 203-259-3354.

Advance Ticket Form

To order advance tickets complete the Advance Ticket Order Form and with your check mail to our office at 450 Center Street, Unit 6 Southport CT 06890 or fax with credit card information to 203-259-3354.

Electric Service Order Form

A standard 120v/20amp outlet is included in your booth fee. Additional electric will need to be ordered by completing the Electric Service Order Form and returning it to our office.

Carpet/Extra Equipment Form

All 10'x10' booths are equipped with (1) 8' skirted table, 2 chairs and wastebasket and ID sign. Showcases do not include any furnishings. You may bring additional furnishings or order them from the Horst/Tymon, the Expo Decorator. To receive the Advance Rate, orders must be placed by November 4, 2008.

Telephone /Internet Service Form

Exhibitors needing a telephone hook up will need to contact AT&T at least two-weeks prior to the show.

Stage Presentations

Stage Forms were mailed to you along with your contract. Presentations are scheduled on a first come, first served basis. To confirm your time check the Stage Schedules on the show website. 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.

Exhibit Signage

Booths are equipped with ID signs measuring 44"W and 7"H and printed in black block lettering. We recommend that you bring your own banners to market your company. The decorator will supply hooks for you to hang your signage on the pipe in your booth. 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.

GENERAL INFORMATION-Page 1

SHOW LOCATION

The Ozark Women's Living Expo will be held at the E-Plex at the Ozark Empire Fairgrounds located at I-44 and Missouri Highway 13 Springfield, MO 65803 Your contact is Michele Whiteid at: mwhiteid@ozarkempirefair.com Phone-417-833-2660.

MOVE-IN

Move-in will be conducted from 9:00am to 8:00pm on **Thursday November 6th**. All exhibits must be moved in by 8:00pm unless prior arrangements have been made with Show Management.

BOOTH PAYMENT

ALL FINAL BALANCES ARE DUE IN FULL BY October 5, 2008. Companies must have a zero balance to set up their exhibit. For companies that commit to the Expo after October 5th payment must be made with a credit card, cashiers check or money order. Checks **will not** be 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

Horst /Tymon is the Decorator for the Expo. Their decorator order forms for booth furniture, carpet, audio visual equipment, banners, display rental and material handling forms are included in this kit. To receive the advance rate orders must be received by November 4, 2008. Your contact is Damon Horst at damon@horsttymon.com

EXHIBITOR BADGES

Each company will be allocated 5 badges and 5 VIP tickets per 10'x10' booth, 3 badges and 3 VIP tickets per 5'x10' booth, 8 badges and 6 VIP tickets for a 10'x20' showcase and 12 badges and 10 VIP tickets for a 20'x20' showcase. Badges and VIP tickets are to be picked up at Exhibitor Registration when you check in at move-in. Do not take all the badges if you will not see your booth associates prior to the show. **All booth personnel must show an Exhibitor Badge to gain entry to the Show and must wear it during the Show.** Additional badges can be purchased for \$10 each.

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 while there are still attendees on the floor. A subsequent injury to an attendee would pose a liability to your company. All items must be removed from the building by 11:00pm.

GENERAL INFORMATION-Page 2

PARKING

Parking is available for people attending the Expo at the E-Plex at no charge.

EXHIBITOR HOURS

Thursday (Move-In)	November 6	9:00 am	to	8:00 pm
Friday	November 7	8:00 am	to	6:15 pm
Saturday	November 8	9:00 am	to	6:15 pm
Sunday	November 9	10:00 am	to	5:00 pm
Sunday (Move-Out)	November 9	5:00 pm	to	11:00 pm

SHOW HOURS

Friday	November 7	10:00 am	to	6:00 pm
Saturday	November 8	10:00 am	to	6:00 pm
Sunday	November 9	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.

EXHIBITOR REGISTRATION

Representatives at the Exhibitor Registration Desk will be available to help Exhibitors with questions or difficulties encountered during setup, dismantling and show days. We will also assist your company in rotating your staff badges.

PRESENTATIONS

Stage schedules will be up on the website, in the Official Expo Program distributed to attendees and on Stage Signage. We will be not be able to make changes or deletions to the schedule once it is printed. Each or our stages has a Stage Manager to assist you in preparation for your presentation.

ANIMALS

No animal or pet of any type shall be permitted within the building. The only exception shall be guide or service animals.

AUTOMOBILE DISPLAYS

Cars being displayed at the Expo will need to have less than a ¼ tank of gas and the battery unplugged. A set of keys will need to be left with Show Management.

EXPO WEBSITE

The Expo website: www.womenslivingexpo.com contains all the information about the Expo. We are always updating it and hope you will check it out on a frequent basis.

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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, wastebasket and a standard electrical outlet. You may bring additional equipment and carpet or order them from Horst/Tymon.

SHOWCASES

Showcases are sold as floor space at \$4 per square foot. The minimum showcase space sold is 10'x20'. It provides cost effective exhibit space for companies with large exhibits. Island Showcases will **not** be equipped with drapes or furnishings. Connecting show-cases will be divided by backdrapes but will not be equipped with any furnishings. You may bring your booth contents or order them from Horst/Tymon..

FOOD /BEVERAGE SAMPLING

Exhibitors sampling any food products must follow our Sanitation Guidelines. Sampling sizes: Food 1 oz. and Beverage 3oz. You may sell prepackaged food. All sampling booths must receive permits issued by the Health Department before the event opens to the public. Exhibitors offering samples will need to provide a Certificate of Insurance naming the Ozark Empire Fair as an additional insured including general liability and food product coverage. No alcoholic beverages including non-alcoholic beer and wine may be sampled.

BOOTH COLORS

The booths will have burgundy and silver back drapes and burgundy skirted tables with white tops (*changed Oct 20th)

ELECTRICITY

All booths and showcases are equipped with a 120v/20amp electrical outlet at no charge. Should you need additional electric complete the Electrical Form and mail or fax back to our office. Full payment must accompany all orders.

TELEPHONE/ INTERNET SERVICE

To order telephone or internet service, please contact AT&T at least two weeks prior to the Expo.

SHIPPING INFORMATION

Items may be shipped to the Expo but they cannot arrive before November 6, 2008. They need to include a telephone number on the shipping information.

Please use the following address:

Ozark Empire Fairgrounds
c/o Ozarks Women's Living Expo & Holiday Food Festival
3001 N. Grant
Springfield, MO 65803

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 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.



ADVANCE TICKET ORDER FORM

ORDER ADMISSION TICKETS IN ADVANCE AND SAVE \$20.00

Advance Tickets- \$30.00 / Book of Ten

\$50.00 if Purchased at the Door

Please send me _____ Books.

Contact Name: _____

Company Name: _____

Mailing Address: _____

Telephone: _____

Enclosed is my check for \$_____ made payable to Donnell Productions or

Bill my Credit Card: VISA Master Card American Express (Circle One)

Card Number _____ Exp. Date _____

Return Completed Form & Payment to:

**Donnell Productions
450 Center Street, Unit 6
Southport, CT 06890
Fax: (203) 259-3354**

***Tickets will not be mailed out after October 30but will be available for you to pick up at move-in on Thursday, November 8t**



SANITATION AND FOOD SAFETY GUIDELINES

PERSONAL HYGIENE

How to Wash Your Hands

1. Use the hottest water your hands can comfortably stand- about 110 to 120 degrees.
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.

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° and 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	150°F-1 minute
Meat Mixtures	145°F-3 minutes

Reheating

Solids	165°F-15 seconds 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.

Unwrapped food products need to be served in cups or with toothpicks.

Food may be served on napkins and displayed in a manner which prevents customers from touching other samples.

You will need to have antibacterial wipes on show floor to keep hands and utensils clean. We also encourage the use of disposable gloves. Remember to change at the same times you would wash your hands.

All food handlers will need to wear a hair restraint.