

EXHIBITOR MANUAL

Virginia - 2019



February 15 - 17, 2019

IMPORTANT! Please read this Exhibitor Manual thoroughly. It includes important information essential to a smoothly run and successful show. Thank you for your cooperation.

EXHIBITOR INFORMATION

SHOW MANAGEMENT:

Premier Events, Inc.	Telephone: 800-882-9894
P.O. Box 926	Telephone: 410-374-5964
Westminster, MD 21158	Fax: 410-871-3486

SALES, ATTRACTIONS & SEMINARS, OPERATIONS, BILLING & FINANCE:

Jeanne M. Emge	
P.O. Box 926	800-882-9894
Westminster, MD 21158	410-374-5964

SHOW LOCATION:

Hampton Roads Convention Center (next to the Coliseum)
1610 Coliseum Drive
Hampton, VA 23666

EXHIBITOR'S MOVE IN SCHEDULE:

Thursday	February 14, 2019	10 am – 9 pm - Drive in available
Friday	February 15, 2019	9 am – show opens - No drive in on Friday

SHOW DAYS AND HOURS:

Exhibitors may enter the show at 9:00 am on Friday, Saturday & Sunday

Friday	February 15, 2019 -	2:00 pm – 8:00 pm
Saturday	February 16, 2019	10:00 am - 7:00 pm
Sunday	February 17, 2019	10:00 am - 5:00 pm

EXHIBITOR'S MOVE OUT SCHEDULE:

Sunday	February 17, 2019	6:00 pm – 9:00 pm
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Exhibitors must be moved out completely on Sunday evening.

SHOW OFFICE:

Show management will have an office in the Exhibition Hall, location to be announced.

SECURITY:

HRCC provides continuous security at this facility.

LIABILITY:

The Exhibitor is responsible for the booth area assigned and agrees to pay for any damage caused to the floor, walls, doors, etc. during the time he has contracted for the space (move in and move out included).

All curtains, draperies, streamers, surface coverings, etc. used as booth decoration **MUST BE FLAME PROOF.**

Exhibitors are advised to see that their regular company insurance includes an extension of coverage for off premises, and that they have their own theft, public liability and property damage insurance. **Premier Events, Inc. General Liability Insurance policy does not provide this coverage for exhibitors. Insurance certificate needs to be provided by January 15, 2019 naming Premier Events Inc as a addl' insured for the dates of the show unless a waiver is given by PE.** If you need coverage www.dhcins.com has reasonable rates. Once on the DHC website click on "Vendors" on the lower right hand side of the page then go to the drop down box to locate our shows. Simplified forms!

BOOTH COURTESY:

Included in this Exhibitor's Information Package is a page titled "Be A Good Neighbor" which contains important guidelines for the operation of all booths. Please review this material to ensure that your booth is in compliance. **All exhibitor activities and products must be confined to the assigned spaces.**

BOOTH EQUIPMENT:

Display booths (except for bulk space) are 10 feet x 10 feet and consist of an 8 feet high back drape, 3 feet high side wall drapes. **Tables, chairs, and carpet are NOT included with any booth, but may be supplied by the exhibitor or ordered from the decorating company; an order form is on our website.**

BULK EXHIBIT SPACE SPECIFICATIONS:

Bulk exhibit areas include floor space only with access to electricity. No space dividers or backdrop drapes are provided.

ELECTRIC:

Electric must be ordered, please let us know if you need electric. We provide standard service for plug in of lights only. Please bring an extension cord as your electrical outlet may be up to 40 feet from your booth. All pre-wired exhibits must conform to local and State code. Exhibitors requiring additional power for other than basic lighting must contact show management at least 10 day prior to set-up day of the show. We will then email you forms to contract electric from HRCC. **SHOW MANAGEMENT DOES NOT FURNISH EXTENSION CORDS.**

EXHIBITOR PASSES:

All Exhibitors must have and wear an Exhibitor name badge to enter the Cow Palace, including move in and move out. Exhibitor badges will not be mailed. You must pick up your badges at the show office when you set up your exhibit. Badges are **NOT** transferable, and are honored only for the person in whose name it is issued. Show management will issue up to three (3) Exhibitor name badges per 10' x 10' booth or each 500 square feet of bulk space. Additional badges are available (for booth employees only) at a cost of \$5.00 each. Additional badges are limited to a maximum of three (3) per 10' X 10' booth. **If you are a rescue or shelter please email us for details about sign and name forms.**

Please fill out the enclosed Exhibitor Sign and Badge Form and mail to:

Premier Events, Inc.
P.O. Box 926
Westminster, MD 21158

IN ORDER FOR US TO HAVE YOUR EXHIBITOR NAME BADGES AND SHOW SIGN PREPARED PRIOR TO YOUR ARRIVAL, IT IS MANDATORY THAT EXHIBITOR SIGN AND BADGE FORMS BE RETURNED TO OUR OFFICE NO LATER THAN JANUARY 20, 2018. It is recommended that you arrive early and avoid lines that form for badges immediately prior to the show opening. Also, please remember that Exhibitor Name Badges are for the use of persons working the booth and are not to be used by customers, friends and relatives for gaining admission to the show.

FORMS FOR ADDITIONAL DECORATING (OPTIONAL):

If you require services beyond that included with your booth (extra tables, chairs, carpet), forms for ordering these items from our decorating department are available on line.

LOADING/UNLOADING:

Premier Events, Inc. does not provide labor, handcarts or other equipment for exhibitor's use in loading and unloading.

LODGING:

Please see all the hotels we have special rates with on our website.

PARKING BY EXHIBITORS:

Parking is not permitted directly in front of the HRCC OR in other fire lanes or areas designated NO PARKING. In the past the local Fire Marshal has temporarily closed shows where vehicles were parked in fire lanes. We also ask that exhibitors not park in the main parking lots which will be used by show patrons. There are ample parking areas in the rear of the building for exhibitors

GAS TANKS AND BATTERIES:

Vendors displaying any vehicles using gasoline and/or batteries are required to empty all gas tanks, tape closed all gas fill caps and disconnect all batteries. Vehicles will be inspected prior to the opening of the show for compliance.

SHIPPING INFORMATION:

Exhibits, Inc. (show decorator) is the official drayage & material handling company for the World of Pets Expo. Please read the drayage & material handling information in the exhibitor services kit for complete details & instructions on shipping in for the show. All items shipped, either advance to Exhibits, Inc. or direct to show site, should contain a shipping label that has also been provided in the services kit. Please note, advance shipments may be received at the Exhibits, Inc. warehouse up to 30 days prior to the Expo and direct shipments will ONLY be received on the dates/times of exhibitor set-up. Items arriving direct to the Hampton Roads Convention Center prior to the exhibitor set-up dates/times will be refused. Please make all shipping arrangements accordingly. If you have any questions regarding shipping, please contact Angie Stubblefield with Exhibits, Inc. at 804-788-4400.

VA STATE SALES TAX

All Exhibitors must register with the State and be responsible to pay state sales tax. This information is provided by the VA Department of Taxation on their website at www.tax.virginia.gov or 804-367-8037.

ADVERTISING:

Beginning as soon as possible, please make plans to include the **World of Pets Expo** in your television, radio, newspaper, newsletter and magazine advertising. Cooperative advertising is extremely beneficial and helps everyone. Don't hesitate to ask us for press releases, etc.

See Be A Good Neighbor
Next.....on page 5

BE A GOOD NEIGHBOR

IMPORTANT SHOW GUIDELINES

SOLICITATION/SALES LITERATURE – NO SALES SOLICITATION OR DISTRIBUTION OF LITERATURE OUTSIDE OF YOUR BOOTH SPACE.

DISPLAYS — Displays placed along the side drapes that are over 4' high should not extend into the booth more than 5' from the back. This will insure not obstructing the view of neighboring booths. Anyone who's booth will vary from this policy may be asked to rearrange their booth to adhere to this policy

DEMONSTRATIONS — When sampling, demonstrating and/or entertaining the attendees, booths must be arranged so that attendees coming into your exhibit do not block aisles or overlap into neighboring exhibits.

If you expect many attendees to congregate in one area at one time, you must leave space within your own exhibit area to absorb the majority of the crowd.

The aisles are the property of all exhibitors; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire ex-position. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of traffic down aisles, or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights.

Aisles must not be obstructed at any time.

SOUND — Police your own booth so the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. Remember the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with other exhibits and must be discontinued.

GADGETS AND GIMMICKS - The use of photographers, musicians, entertainers, loud speakers, sound system equipment and noise-making devises are restricted to within the booth. Balloons, horns, odors and congestion are subject to the individual exposition's rules. Show Management reserves the right to determine when such items become objectionable.

The exposition is an amalgamation of many diverse selling and promotional activities. To be fair to all exhibitors, the use of sound, gadgets and gimmicks where permitted by exposition rules must not interfere with other exhibitors.

NO HELIUM BALLOONS, LIT CANDLES OR OPEN FLAMES OF ANY SORT ARE PERMITTED BY ORDER OF THE FIRE MARSHALL.

Air filled balloons are allowed.

At no time will any vendor place any product or display in any travel aisle.



Right



Wrong

EXHIBITOR BADGE FORM - WORLD OF PETS EXPO

If you are a shelter or rescue with volunteers please do not use this form. Please email us for instructions for your names.

1. **THIS FORM MUST BE RETURNED NO LATER THAN JANUARY 20, 2019.** Please fill out this form and return to:

Premier Events, Inc.
P.O. Box 926
Westminster, MD 21158 or fax to 410-871-3486

Exhibitor or Firm name:

NAME: _____

2. Please list the names of individuals manning your exhibit at the show.

BADGES must be shown in order to be admitted to the show during move in, show hours and move out.

BADGES are valid only for the person in whose name it is issued.

BADGES will be issued up to three (3) per 10' x 10' booth. Additional badges are available (for booth employees only) at a cost of \$5.00 each. Please make payment for extra badges when you return this form. **EXTRA BADGES WILL NOT BE MADE IF PAYMENT DOES NOT ACCOMPANY THIS FORM.**

BADGES may be picked up at the Show Office during move in. Badges not picked up during move in will be available daily at the show entrance. Please arrive early to avoid long lines that form for badges immediately prior to the show opening. **NO BADGES WILL BE MAILED.**

**PLEASE RETURN AS SOON AS POSSIBLE: (PLEASE TYPE OR PRINT CLEARLY)
USE REVERSE SIDE OF THIS PAGE IF MORE BADGES ARE NEEDED**

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____

PLEASE NOTE: Tables, chairs, carpeting, etc. are NOT provided with your booth; please bring your own or rent them from our decorating company. Order forms are in the Decorator Package on our website www.worldofpets.org. Basic electricity to plug in a light is included with your booth. If you need more electricity in your booth please fill out the electrical form in the Decorator Info package on our website.