

# 2<sup>nd</sup> Annual DEKALB COUNTY WOMEN'S SHOW

## Benefitting Freckles' Friends Pet Shelter, Inc.

### GENERAL INFORMATION:

**Show Date:** Saturday, March 20th, 2010

**Show Location:** Elizabeth Chapel Baptist Church, Allen's Ferry Road, Smithville, TN 37166

**Hours:** 10 am to 4 pm

**Admission to this show is FREE to the public this year.**

**Exhibit space rates:** \$45 per 9' x 7' standard space or \$50 per 9' x 7' wall space with available electric outlet. Space sizes are approximate.

**Silent Auction (Optional):** Exhibitors are asked to donate an item for the Silent Auction held during the show. Doing so gives you another means of showing off your products, drawing potential customers into your place of business and improving your goodwill image in the community.

### **Show Contact Information:**

Freckles' Friends – 615-464-6104, freckles.friends@yahoo.com

Sponsorship and Advertising - Kim Brantley – 615-336-0835, kim@frecklestn.org

Exhibit Space - Pat McCracken – 615-683-8360, butana@dtccom.net

### **Move-In:**

Friday, March 19<sup>th</sup> – 2pm – 6pm and Saturday, March 20th – 7:00 am – 9:45 am

### **Move-Out:**

Saturday, March 20th – 4:00 pm – 6:30 pm

To ensure the show is enjoyable to all guests, we ask that you do not break down until 4:00 pm.

### **Aisle Space:**

Aisle space may not be used for exhibit purposes or for general solicitation of business.

### **Fireproofing:**

Exhibit equipment must be flameproof and flammable liquids and gases are subject to special state regulations. No cooking will be allowed on the exhibit floor without prior authorization. Any exhibitor cooking at the show must have a fire extinguisher in their exhibit space.

### **Food Service:**

Food products sold from exhibit spaces must be packaged in bulk form and sealed for off-premises consumption. If you are sampling a food or beverage, the sample size must be 2oz. or less.

**The following are NOT ALLOWED:**

Helium balloons, popcorn, stickers, enclosed exhibits or tent coverings larger than approved exhibit space, vehicles, straw or combustible materials.

**Parking:**

Parking is free for exhibitors and show guests.

**DEKALB COUNTY WOMEN'S SHOW RULES, REGULATIONS AND POLICIES:**

1. TAXES: The sales tax rate for DeKalb County is 9.75%. Everyone selling at the show should be in compliance with Tennessee state law regarding sales tax.
2. UNFINISHED EXHIBITS: Displays adjoining other exhibits, or exposed to the aisles, must be finished out in a manner that is attractive when viewed by show guests and adjoining exhibitors.
3. EXHIBIT APPEARANCE: Exhibits must be kept in good order during all hours the show is open to the public. Show management reserves the right to approve the character and content of all exhibits, as well as the right to remove product or decorations that do not meet approval.
4. PLAYING MUSIC: Music licensing agencies have the right to impose fines for unauthorized playing of licensed music. Show management will not be responsible for, nor assume legal costs or penalties, for exhibitors using licensed music without approval.
5. USE OF EXHIBIT SPACE: Demonstrations, sales, solicitations and use of circulars or promotional materials must be kept within the exhibitor's assigned space. Advertising, circulars, catalogues, folders, or devices shall not be distributed or placed in the aisles, registration areas, or other public show areas. Any activity that results in obstruction of aisles, or nearby exhibitor's space will be suspended until congestion problem is solved.
6. SOLICITATION: Exhibitors are prohibited from soliciting other exhibitors, except from within their own assigned exhibit space. Non-exhibiting firms or organizations are not permitted to solicit business within the show.
7. NOISE: Exhibits which include the operation of equipment, musical instruments, radios or any noise-making machines must be arranged inside the space so that resulting noise does not disturb adjacent exhibitors and their patrons.
8. PRIZES AND DRAWINGS: Winners of contests promoted at the show should be selected at the show and winner's names provided to Show management. Any advertising or promotion which involves attracting show guests to an exhibitor's location by any inducement which might be construed as a lottery or raffle, is strictly prohibited. Drawings or contests must comply with local, state and national guidelines.
9. FIRE AND HEALTH REGULATIONS: Exhibitors should have a working knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety. Compliance with such laws is mandatory, and the sole responsibility of the exhibitor. (Please don't start a fire or cause any injury or illness.)
10. DAMAGE TO FACILITIES: Exhibitor will be charged for any building and/or grounds damage caused by exhibitor, exhibit personnel, or sub-contractors of the exhibitor. Additionally, exhibitor will be charged for removal of paint, oil, grease, adhesive tapes, floor abrasives, or for excessive debris left in the exhibitor's space.

11. **MATERIAL LEFT AT SHOW:** Exhibitor agrees that Show management, without incurring any liability for damage or loss, has the right to dismantle and pack property that has not been removed prior to 6:30pm. Such dismantling and packing will be at the sole expense of the exhibitor. Exhibitor agrees, with respect to any exhibit material or property of the exhibitor for which shipping arrangements have not been made, that Show management shall have the right and authority to clear such property from the exhibition premises, designate carrier(s) for its return, send it to public or private storage, or otherwise dispose of it, without incurring any liability therefore. Cost of such removal, return, storage, and other disposition shall be charged to and paid by the exhibitor.
12. **USE OF SHOW GUEST REGISTRATIONS:** Any names or data collected by an exhibitor as the result of a drawing, contest, or any other activity conducted at the show may be used only by that exhibitor and only for purposes relating to products demonstrated, sold or promoted at the show. An exhibitor accepting space in the show specifically agrees not to sell or give away any of the names collected at the show to any other individual or organization.
13. **ASSIGNMENT OF SPACE:** Space assignment is made in keeping with exhibitor's request, when feasible. Final determination of space assignment is made by Show management and assignments may be made or changed at any time when, as determined by Show management, such change is in the best interest of the Show.
14. **CANCELLATION POLICY:** All cancellations must be in writing. Faxes and emails are acceptable written forms. Cancellations received 30 days prior to the show date will be refunded fees paid less a \$20 cancellation fee. Cancellations received within 30 days prior to the show will receive no refund. 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. Exceptions are cancellations that occur within 48 hours of space request and confirmation. Space reserved and cancelled within a 48-hour period will receive full refund of monies received, with no cancellation fee.
15. **TERMINATION OF SHOW OR CONTRACT:** Show management reserves the right to terminate the show if use or occupancy of the show premises is, or will be, materially interfered with by reason of fire, casualty, act of God or unanticipated construction making the building unsuitable for occupancy, any other emergency, or any other act or event not the fault of Show management during any period of time the availability of the said premises is critical to the successful production of the show. It is expressly agreed that such termination shall not constitute a breach of the contract. Should any contingency result in termination of the show, monies paid will be refunded. If for any reason Show management determines the location of the show should be changed, or the date of the show postponed, no refunds will be made, but like space will be assigned for the new location or date. The show or show management shall not be financially liable or otherwise obligated in the event the show is canceled, postponed, or relocated, except as provided herein. Show management reserves the right to cancel the contract without further obligation at any time prior to the Show opening by rescinding all future obligations under the contract. Show management may cancel the contract for cause if (a) exhibitor has failed to pay the total space rent, (b) exhibitor fails to perform any material term or condition of the contract or (c) exhibitor refuses to abide by all rules and regulations established by Show management for the show.
16. **TRANSFER OR SUB-LEASING SPACE PROVIDED:** Exhibitors shall neither assign or sublet all or any part of the space rented without the permission of Show management, and Show management shall be under no obligation to grant such permission.
17. **PRODUCTS AND SERVICES DISPLAYED AND SOLD MUST BE ACCORDING TO CONTRACT:** Exhibitor may not exhibit or sell, in the space assigned, any goods or services other than those specified on the Exhibit Space Application (or approved in writing as an addendum to the contract by Show management).

18. **ILLEGAL MERCHANDISE:** Merchandise or services prohibited by law are not allowed in the show. This includes, but is not restricted to, unlawful reproductions of brand name merchandise.
19. **USE OF IMAGES:** The DeKalb County Women's Show and Freckles' Friends Pet Shelter, Inc., reserve the right to use photographs and video taken of exhibitor, exhibit personnel, exhibitor's space or feature stage presentations. These photographs may be used only to promote future DeKalb County Women's Shows or Freckles Friends.
20. **INSURANCE AND LIABILITY:** It is expressly understood and agreed by the exhibitor that he/she will make no claim of any kind against the DeKalb County Women's Show or Freckles' Friends Pet Shelter, Inc. for any loss, damage, theft, or destruction of goods or exhibit; nor for any injury that may occur to himself or his employees while in the show facility; nor for any damage of any nature, and without limiting the foregoing, including any damage to his business by reason of the failure to provide space for an exhibit or removal of the exhibit; or for any action of Show management or Freckles' Friends volunteers in relation to the exhibit or exhibitor. 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 said leased space or exhibit, for negligence or grievances otherwise relating thereto. Exhibitor does hereby indemnify and hold harmless Show management and Freckles' Friends against any and all such claims as may be asserted against it. It is recommended that exhibitors carry insurance covering liability for exhibit contents, personnel and show guests within the exhibitor's assigned space.
21. **DISCLAIMER OF RESPONSIBILITY:** To the extent that Show management and/or Freckles' Friends Pet Shelter, Inc. does not have control over parking, food concessions, loading and unloading areas, or any and all other facilities and services used in, at, or in conjunction with the show, including equipment owned by the facility or show decorator, show management expressly disclaims responsibility for any aspect thereof.
24. **AGREEMENT ACCEPTANCE AND UNWRITTEN RULES:** Upon acceptance of the Application/Contract by Show management and fees paid in full, it shall be a legal binding contract, provided that each party may cancel within the conditions of the contract. Show management reserves the right to make and publish show rules and regulations for the conduct of the exhibitor, and the show generally. Further, DeKalb County Women's Show management reserves the right to make changes, amendments and additions to these rules and such further rules and regulations as it considers necessary for the good of the show. Any matters not specifically covered herein, or in the application/contract, are subject to decision by Show management, and its decision on any matters which may arise shall be final.

**In order to make the show experience as pleasant as possible for our show guests, the following setup guidelines have been established:**

- Drape tables to the floor with floor length linens (sheets) or table skirts.
- Keep boxes, supplies, and extra materials out of sight and hidden under tables.
- Make sure to clearly identify your company and product.
- Avoid unprofessional, handwritten signs if possible. Signs should be of appropriate size for the space.
- Do not overwhelm show guests with brochures and literature. Two-thirds of all brochures handed out to show guests are thrown away.

- Do not block access to your exhibit space. Invite show guests to enter your space and interact with them one-on-one.
- If possible, add decorations (i.e. flowers or greenery) to make your space more inviting.
- Carefully select and train exhibit personnel. Staff should be knowledgeable about your product or service, should be approachable and inviting, should greet and communicate with show guests – and must have FUN!
- If you can demonstrate your product, do it! Add an activity or demonstration to create attention and attract show guests.
- Conduct an optional REGISTER to WIN promotion to drive traffic to your booth. Such promotions will also allow you to create an effective database for follow-up sales. Complete and return the prize booth form no later than January 31<sup>st</sup> to have your drawing listed in show literature.

**PRIZES WILL BE AWARDED TO THE TOP 3 BOOTHS.** Show guests will be asked to vote for their favorite booth display and winners will be announced at the end of the show. Guests will be asked to consider overall appearance, neatness, creativity, booth design and staff friendliness.