

# Exhibitor's Guide

INDEX	PAGE
Show Management	1
Time & Location	1
Set-up Times, Registration & Check-in	1
Electric, Water & Telecommunications	1
Food & Beverage	1
Booth Location	2
Booth Set-up/Display Requirements	2
Fire Safety	2
Exhibitor Parking	2
Signs & Badges	2
Work on Display	3
Restocking & Cleaning Booth Time	3
Security	3
Door Prize Certificates	3
Directions to VA Beach Convention Center	3
Hotel & Camping Accommodations	4
Porters	4
Emergency Contact	4
Cancellation & Withdrawal	4
Insurance & Limitations of Liability	5
Sales Tax, Laws & Facility Policies	5
Weather	5
Advertising, Marketing & Promotion	5
Business Services & Special Needs	5 & 6

## Show Management

Events Management Group, Inc. (EMG)  
 P. O. Box 909, Virginia Beach, VA 23451  
 Tel: (757) 417-7771 Fax: (757) 417-7772  
 E-Mail: info@emgshows.com  
 Web site: www.emgshows.com

## Time & Location

The 34<sup>th</sup> Annual Virginia Beach Spring Craft Market will be held March 6-8, 2020, in the Va. Beach Convention Center, Va. Beach, Virginia.

**Hours:** Friday & Saturday 10 am - 6 pm  
 Sunday 10 am - 5 pm

## Set-up Times

Thursday, March 5<sup>th</sup> 3 pm - 9 pm  
 Friday, March 6<sup>th</sup> 7 am - 10 am

*EMG will **NOT** be available on-site for questions prior to Thursday's set-up at 3:00 p.m.. All of our staff will be diligently working to prepare the hall for your arrival. Please leave a message at (757)417-7771 with any questions or concerns.*

## Registration & Check-in

Exhibitors must check in and register at the Show Management Desk near the loading docks, before beginning booth set-up. At this time, you will receive your on-site packet of materials that include name badges, show directory, Temporary Retail Sales Tax Forms, Parking Pass, and other pertinent information.

Please do not park your vehicle in front of any loading dock areas until instructed to do so by the Dockmaster. Loading areas will be congested; therefore, come prepared to load and unload, using your own dollies or hand trucks, The Va Beach Convention Ctr. does not have dollies available for exhibitors' use, however we do have porters who work for tips who have large carts to assist you.

**All exhibitors planning to arrive for check-in on Friday morning must notify EMG in advance by Monday, March 2<sup>nd</sup>.** Any exhibitor who fails to register by 8:00 am Friday will be replaced by reserve artists and will summarily lose all fees, deposits and right to space and participation in the Virginia Beach Spring Craft Market.

## Electric & Water

Electric service may be ordered through The Virginia Beach Convention Center for \$85 via their on-line webpage [HERE](#) before **Friday February 28<sup>th</sup>**. After this date, or if added on-site, the cost is \$105. Forms are included in this mailing, and can be mailed to the convention center with a check for \$85, if received **before February 28<sup>th</sup>**. Water service will be available by individual arrangement with Events Management at the time of check-in.

## Telecommunications & Wi-fi

Telephone service for credit card approval systems may be ordered through the Virginia Beach Convention Center **before February 28<sup>th</sup>** for \$200. Orders placed after that date and on-site will be \$260. WI-Fi Service is available for \$30/day and can be ordered when you check in at registration.

## Food & Beverage

Free coffee and donuts will be provided for exhibitors on Friday morning to help you get awake and rolling. For the remaining portion of the weekend, concessions will open 30 minutes before show time for exhibitors and will be open all event hours. Per our convention center contract, no coolers, food or food deliveries can be brought into the exhibition center during show hours when the concessions are open, but we realize concession food is very expensive. Many of us have special dietary needs and if this is the case you may

“brown bag it.” **We simply ask that you not bring in obvious containers from other restaurants.** If anyone asks – You have “special dietary restrictions”.

### Booth Location

This year we are in Hall B, and once again, the customer entrance will be on the right side of the room. Please be sure to check your booth location ASAP. If you have an issue, it would be better to deal with it now, rather than closer to the show. While we cannot guarantee everyone's special requests, we always try to accommodate them as best we can if we know in advance what your unique situation is. Please email us as soon as possible if you are requesting a change.

### Booth Set-up/Display Requirements

EMG will provide a properly-sized booth with three sides of 8' and 3' purple and white drapery, (no side drapes on corners), a booth sign, Exhibitor badges, general lighting and 24-hour security services. Exhibitors are responsible for providing their own booth structures and shall be liable for delivery, handling, erection and removal of their own display and materials. Show Management must be notified of any changes to table, chair or drape orders **at least two weeks** prior to show dates. Lighting may be attached to pipe and drape. Show Management must pre-approve any heavy booth signs, art, etc. hung from aluminum piping. No commercial looking vinyl banners will be allowed.

Do not use pins, wire or tape on drapery. Rental tables measure 30" x 96" or 30" x 72". Exhibitors are responsible for **covering tables to the floor in an attractive, professional manner.** Exhibitors who ordered tables are responsible for checking tables and table legs before setting up their display.

All displays must be self-supporting and may not interfere or block other exhibits, exit doors or passage ways. **Be absolutely positive that your displays are within the boundaries of your assigned space before setting up your inventory.** Booth spaces measure 10' x 10', 10' x 15', 10' x 20' or 10' x 30'. **All exhibitor chairs must be kept inside their measured booth spaces, not in the aisle space.** No storage boxes shall be exposed inside or outside of exhibits. Tents and canopies must pass all local fire codes and must have a fire-retardant certificate. All aisles must be cleared and boxes, dollies, etc. must be out of sight when doors open at 10 am Friday. Each exhibiting artist must be at his/her booth and the booth must be set-up and "open for business"

from the required open time to closing time each day of the show. **Helium balloons and smoking are prohibited by the Convention Center.**

Load out will be from 5 pm until 9 pm Sunday night. Artists must leave their space in the same condition in which it was delivered.

✓ **UNDER NO CIRCUMSTANCES SHALL EXHIBITORS START PACKING OR LEAVING BEFORE 5 PM SUNDAY. ANY EXHIBITORS NOT COMPLYING WITH THIS POLICY WILL BE SUBJECT TO REMOVAL FROM FUTURE SHOWS AND FORFEITURE OF ALL FEES PAID. SHOW STAFF WILL BE MONITORING THE EXHIBIT HALL ON SUNDAY FOR COMPLIANCE WITH THESE REQUIREMENTS.**

### Fire Safety

You must have individual approval from EMG, Inc. and the Fire Marshall for open flames, i.e.:burning candles or oil lamps. Contact show management for regulations and approval. All drapes, curtains, table coverings, skirts, carpet or any materials used in booth display must be fire proofed and conform to city fire codes and regulations.

### Exhibitor Parking

Exhibitors must check with Show Management upon arrival (in the back of the hall just inside the loading the dock) to receive their Parking Passes & Name Badges. **Badges must be worn at all times when in the Convention center and Parking Passes in vehicles are mandatory**

### Signs & Badges

Each artist will be provided with booth signage listing the artist's name, hometown, and booth number. This sign should be displayed on the booth so that someone facing the front of the booth can readily see the sign. **Signs offering sales, discounts or closeouts are not allowed in exhibits.** A maximum of four (4) name badges per booth will be issued. Up to two additional name badges may be purchased for \$6 each. These badges are for assistants who are actively working in a booth. Names must be written on the badges at Registration. Exhibitors with blank badges will not be admitted into the show. Exhibitors must wear their badges at all times while in the exhibition area. Relatives (including spouses and children over the age of six) and friends will not be allowed into the show without a badge or a ticket purchased from the Box Office. Exhibitors may leave assistant's badges at the Management Desk.

## Work on Display

Only works of art created by the artist may be displayed or offered for sale at the Virginia Beach Spring Craft Market. All categories of work must be juried in advance for inclusion in the show. **If your product line has changed since you last exhibited with us, or since your work was juried, and you have not submitted photos and a letter requesting approval to sell this new product, it cannot be exhibited or sold at this show.**



**IMPORTANT! NO BUY/SELL MERCHANDISE IS TO BE SOLD BY ANY EXHIBITOR UNLESS AUTHORIZED BY SHOW MANAGEMENT IN ADVANCE.**

Work must be comparable in size, style and quality to the work pictured in slides/photos submitted for jurying. Show Management will review the show beginning Friday morning and will intermittently monitor booth content throughout the weekend. Show Management reserves the right to exclude from exhibition and sale any non-conforming work as determined by the application, criteria and/or the Event Director. All decisions of the Event Director are final.

No artist may let or sublet their booth either entirely or partially, with or without charge.

## Restocking & Cleaning Booth Time

The exhibition hall will be open Saturday and Sunday at 9 am for exhibitors to restock and clean booth areas. **Under no circumstances shall exhibitors be allowed into the exhibit hall before the above hours or after the show closes for the evening.** Deliveries of merchandise during the course of the show should be directed to your hotel or place of residence. Neither EMG, Inc. or the Virginia Beach Convention Center will be held responsible for deliveries that come to the Convention Center.

## Security

Security guards will be provided 24 hours a day. However, the exhibitor is responsible for any loss, theft, breakage, damage by fire or personal injury within their rented space. Exhibitors solely are responsible for the security of their exhibits and equipment. Do not leave money boxes, sales receipts, or other valuables in your unattended booth during or after show hours. We encourage you to cover your product with sheets or blankets and place chairs at the entrance of your booth to discourage others from entering your booth while it is unattended. Report all incidents of theft or matters of a suspicious nature to Show

Management immediately. Solicitation and/or photography of booths by exhibitors, customers or others will not be permitted during show hours. Should you need it, this policy is listed in the show program. **Cory Langley, our staff photographer will be on site during show hours shooting various areas of the show to be used for future marketing and advertising.** Exhibitors are not to enter or inspect merchandise in an unattended booth. Security will be posted at the back doors to ensure that the doors are properly secured during all show hours.

Please turn in any "lost and found" items to the Show Management desk.

**Security guards and police officers will be present to protect you and your work. Please treat them with respect and appreciation.**

## Door Prize Certificates

EMG will offer a \$100 daily drawing in the form of four \$25 gift certificates to show attendees who fill out a registration slip upon entry into the show. The gift certificates may be used toward the purchase of an item from any exhibitor in the show. If you receive one of these certificates from a customer, EMG will reimburse you the certificate amount.

## Directions to the Virginia Beach Convention Center – address 1000 19<sup>th</sup> St. Va Beach, 23451

***\*\*Please note! The speed limit on 19<sup>th</sup> Street is now 25 mph!\*\****

**From Washington DC:** I-95S to I-295 to I-64E to Norfolk/Virginia Beach; after the Hampton Roads Bridge Tunnel go approximately 5 miles and take I-264 East to Virginia Beach; at the end of the expressway, make a right turn onto Parks Ave and the first right onto 19<sup>th</sup> Street.

**From Eastern Shore/Chesapeake Bay Bridge Tunnel:** Rt. 13 South; after the tunnel, get off onto South Shore Drive to where it becomes Atlantic Avenue; turn right on 19<sup>th</sup> Street;

**From I-95/Rocky Mount, North Carolina:** I-95 to Emporia; take Rt. 58E (Beware! Radar is everywhere on Rt. 58. Drive the speed limit!) and follow signs to I-264 East/Virginia Beach; at the end of the expressway, make a right turn onto Parks Ave and the first right onto 19<sup>th</sup> Street.

**From I-85/Atlanta/ GA:** I-85 North to South Hill; take Rt. 58E (Beware! Radar is everywhere on Rt. 58. Drive the speed limit!) and follow signs to I-264 East/Virginia Beach; at the end of the expressway, make a right turn onto Parks Ave and the first right onto 19<sup>th</sup> Street. The Convention Center will be on your right.

## Hotel & Camping Accommodations

**Hotel Accommodations:** Events Management Group, Inc. has made special arrangements with the hotels listed below that are within close proximity to the show site. To ensure proper receipt of special rates, exhibitors are encouraged to make hotel reservations directly with the participating hotels by calling reservations at the numbers listed. Rates do not include applicable sales and other taxes; exhibitors are responsible for all hotel charges.

✓ **IMPORTANT!** When calling for reservations, please identify yourself as a Virginia Beach Spring Craft Market Exhibitor to receive your discount.

### HOST HOTEL:

#### **DoubleTree Hotel** (across from Convention Ctr.)

1900 Pavilion Dr, Virginia Beach, VA 23451.

**\$94.00+ Tax** single or double. This rate is valid until February 19<sup>th</sup>, 2020. Next door to Convention Center & dog friendly.

Newly renovated with luxury bedding, coffee maker, iron & ironing board, data ports, pool & fitness ctr.

Use Group Code: **SCM**

Call 800-610-8733 or 757-422-8900, or click [HERE](#) for on-line reservations

**Cut off date for Reservations is 2-19-20.**

## Porters

Porters, **working for tips**, will be available during set-up and breakdown. Sign up for their services at check-in during registration and then at the Management Desk (Front of Hall) when you are packed and ready to go on Sunday evening. Upon arrival Porters are happy to assist you once you are pulled up to the loading dock and are wearing their your badge (indicating you have registered and know where your booth is.) Due to liability issues and their limited time, porters cannot assist with booth set up/booth tear down. During load out, porters will be happy to assist you once you are fully packed up. Please tip generously- our porters are either saving for or are paying for college!

## Emergency Contact

**In the event of an emergency during the show weekend, exhibitors and/or assistants may be contacted through the Virginia Beach Convention Center Security offices at (757) 385-2152 or EMG staff directly at 757-417-7771.** Please make these phone numbers and the phone number of your hotel or host in the Virginia Beach area available to anyone who may need to contact you or your staff in an emergency.

## Cancellation & Withdrawal

An accepted application is a commitment to the show. No refunds will be granted for show deposits or for cancellation within 90 days before show dates. Deposits and payments are not transferable to another Event. Exhibitors who must cancel should inform Events Management Group, Inc. immediately, both verbally and in writing, of their cancellation, which will constitute a confirmation not to show. Exhibitors who do not show and do not cancel will not be re-invited.

**Last minute cancellations, vehicle breakdowns or other delays should be reported to Show Management immediately at (757) 417-7771.**

## Camping Facilities:

Overnight self-contained RV parking is technically illegal in the convention center parking lot but we have not had an issue with this during the 31 year history of the show. Exhibitors with RVs can also stay in one of the full service campgrounds listed below, which are just 10 minutes away. Be sure to mention the name of the show to receive your discount.

**Holiday Travel Park** – 10% off for Va Beach Spring Craft Market Exhibitors. 1075 General Booth Blvd., Virginia Beach. Call (757) 425-0249 or (800)548-0223 [www.campingvb.com](http://www.campingvb.com)

## Kennels

PetSmart Hotel - 501 Hilltop Plaza 757-425-0286

Owl's Creek Pet Hotel 587 S.Birdneck Rd.;  
(757) 425-5349

Holly Ridge Kennels - 2993 Seaboard Rd., Virginia Beach, VA 23456; (757) 426-6100

resources.

✓ **IMPORTANT!**

**Unlimited postcards and flyers are still available for exhibitors to mail or give out to their customers prior to show time.** Help us promote the show by distributing this material to workplaces, churches, schools, offices, stores, other shows, etc. Exhibitors see great results in increased sales by sending out postcards to their former customers two weeks before show time. Call our office at (757) 417-7771 to order more postcards or flyers.

## Insurance & Limitations of Liability

Exhibitors are encouraged to insure their property against the risks of fire, theft, burglary, breakage and leakage, and water damage as well as the risks of transport into and from the event site. Neither Events Management Group, Inc., The Virginia Beach Convention Center, nor the Virginia Beach Spring Craft Market will be liable to any exhibitor any person for any damage or loss whatsoever, arising from any cause.

## Sales Tax, Laws & Facility Policies

Virginia State Retail Sales Tax is applicable to all sales at the Virginia Beach Spring Craft Market. The **current tax rate is 6%** of the retail price. Each exhibitor is responsible for recording, collecting and paying current Virginia sales taxes on all sales made during the show. Temporary Virginia Retail Sales Tax Forms and Sales Tax Charts will be distributed to all exhibitors at Registration.

A Virginia Beach Business License is not required to conduct business in this show facility. All pertinent fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed and enforced. All food vendors must be approved by the Virginia Beach Convention Center and must comply with Health Department regulations.

No alcoholic beverages of any type are allowed in the event or on facility grounds. There will be no smoking in the exhibition center. Lighted candles, wicks, incense, straw, hay bales or live trees or greenery are prohibited. No exhibit shall have a roof system that would impede the fire sprinkler system in any way. All tents or canopies must have a flame retardant certificate. No spraying or use of chemicals, such as lacquer, paint, stain, etc. is permitted inside the exhibition center. **Helium balloons are prohibited.**

## Virginia Beach Weather at the beginning of March

Temperatures in Virginia Beach in early March are generally in the mid 40's to high 50's. It can also be rather wet and rainy and windy; therefore, bring rain gear and protective coverings for inventory to use during set-up and breakdown.

## Advertising, Marketing & Promotion

Advertising will be included in all major area news media including The Virginian Pilot, Daily Press, The Beacon, radio, television, internet, email, direct mail, as well as flyer and postcard distribution to individuals and local businesses. Press releases will be sent to local, regional, and national media

## Other Business, Services and Special Needs located in Virginia Beach

### Auto Service

**Exxon at 17th Street** - 312 Virginia Beach Blvd.  
425-8917 (*Highly Recommended!*)  
**Merchant's Tire & Auto**-Laskin Rd. 428-7174

### Banks

**Bank of America** - 210 Laskin Rd. & Pacific Ave.  
491-6010  
**Suntrust Bank** - 3330 Pacific Ave, (757) 425-6723

### Business & Office Supplies

**Home Depot** - 3352 Virginia Beach Blvd. 340-5804  
**Office Depot** - Hilltop North Shopping Center  
428-1200  
**Michael's Arts & Crafts** - Laskin Rd. 437-1145

### Events Management Group, Inc.

P. O. Box 909, Virginia Beach, VA 23451  
(757) 471-7771 FAX (757) 417-7772  
During Show Hours: Show Desk (757) 417-7771  
Virginia Beach Convention Center (757) 385-2000

### Florists

**Harris Teeter Flower Gallery** - 2800 Arctic Ave.  
(757) 422-2496  
**Wayne Jones Florist** - 329 Laskin Rd,  
(757) 428-2901

### Glass

**Binswanger Glass Co.** - 623 First Colonial Rd.  
(757) 425-9227

### Groceries

**Harris Teeter** - 2800 Arctic Ave. (757) 422-4595  
**Trader Joe's** - 503 Hilltop Plaza (757) 422-4840  
**Whole Foods** - 1800 Laskin Rd (757)422-0444  
**Aldi's** - 929 First Colonial Rd (757) 955-2534

### Gym

**Wareing's Gym** - 700 19th St. 491-0700

### Hardware Stores

**Taylor's Do it Center** 1609 Laskin Road,  
(757) 425-6120  
**Lowes** -1546 Virginia Beach Blvd,  
(757) 448-6220

### Locksmith

**Commonwealth Safe, Lock and Security** 426-6880

### Medical Center

**Oceana Urgent Care** - 940 General Booth Blvd.  
(757) 425-8590  
**1st Colonial Urgent Care**  
1120 1st Colonial Road #100, (757) 481-2333

**Sentara Virginia Beach General Hospital**  
(Near Laskin Rd & First Colonial Rd)  
1700 Will O Wisp Dr. (757) 395-8000

### Movies

**Regal Cinemas** - General Booth Blvd. 563-2000  
**AMC-Lynnhaven 18**  
1001 Lynnhaven Mall Loop, - (888) 262-4386  
**Beach Movie Bistro** – 941 Laskin Rd (757) 963-6764

### Pharmacy

**Wallgreens** - 24<sup>th</sup> Street and Atlantic  
**Rite-Aid** - 750 Hilltop North Shopping Center  
425-9474  
**CVS Pharmacy** - 300 Laskin Rd, (757) 437-3091  
(corner of Pacific & 31<sup>st</sup> St)

### Shopping

**Lynnhaven Mall** - 701 Lynnhaven Pkwy. 340-9340  
**MacArthur Center Mall** - 300 Monticello Ave.  
Downtown Norfolk 627-6000  
**Target** - Hilltop On First Colonial Rd. 428-0233  
**Walmart** - 1149 Nimmo Pkwy 430-1836  
**Walmart** – 546 First Colonial Rd 364-7603

### Transportation

Taxis - **Beach Yellow Cab** 460-0605 460-0911  
Car Rental - **Enterprise** 422-6900

### Kennels & Veterinary Hospital

**Owl's Creek Pet Hospital** 587 S. Birdneck Rd.  
425-5349  
**Owl's Creek Pet Hotel & Vet.** - 587 S. Birdneck Rd.;  
(757) 425-5349  
**Holly Ridge Kennels** - 2993 Seaboard Rd., Virginia  
Beach, VA 23456; (757) 426-6100

### Virginia Beach Convention Center

1000-19th St., Virginia Beach, VA 23451  
Main - (757) 385-2000  
Security - (757) 385-2152  
Show Management Desk -(757) 417-7771