

Exhibitor's Guide

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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 42nd Annual Virginia Beach Christmas Market will be held on **November 24-26, 2023** in the Virginia Beach Convention Center, **Halls C & D** which are located in the West end of the building.

Show Hours: Friday & Saturday 10 am – 6pm
 Sunday 10 am – 5 pm

Set-up Times:

Wednesday, November 22nd 12 noon - 9 pm

PLEASE NOTE! THERE IS NO THURSDAY LOAD-IN

Friday, **November 24th** 6 am - 9:30 am

EMG will not be available for on-site for questions prior to Wednesday's set-up at 12:00. All our staff will be diligently working to prepare the hall for your arrival. Please call (757)417-7771 with any questions or concerns. **Exhibitors are not allowed on the show floor until 12 noon due to the use of set up vehicles.**

Registration & Check-in:

Registration/Check-in area will be located at the back of the hall near Hall C/D loading docks on **Wednesday Nov. 22nd from 12noon-9pm and up until 9:30 am on Friday Nov. 24th**. After 8:30 am on Friday we will move our Management Desk/Registration Check-in area to the front middle of the hall beside the entrance doors.

UPON ARRIVAL: You will line your vehicle up to proceed into the Load-in area. Once you approach the guard shack, you will give them your booth number and they will assign you the correct loading dock based on your booth location. **Exhibitors MUST check in and register at the Registration Desk before beginning booth set-up. All exhibitors must have a parking pass in their car to load in.** We suggest you allow extra time for the Registration portion of Load In – we will do our best to get you checked in quickly! Please park your vehicle in the loading dock that you are assigned and then come to the Registration Desk to receive your updated show packet, which includes a parking pass, name badges, show directory, Temporary Retail Sales Tax Forms and any updated new booth numbers or new show layout information.

ARRIVAL: Coming down 19th Street you will turn North at the light just East of Birdneck Rd. Drive to the back of the building, and pull into the line or up to the guard shack (on the right) and the Dockmaster will direct you from there. **NO Exhibitor load-in can take place in the front of the building through the front hall doors.**

All exhibitors planning to arrive for check-in on Friday morning must notify EMG in advance by Monday, November 21st. 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 Christmas Market.

If you run into car trouble or any snag on the way that will not allow you to arrive until Friday morning, please call our office number 757-417-7771 and leave us a message so we can staff the registration desk on Friday morning accordingly.

Electric & Water

Electric service may be ordered **through The Virginia Beach Convention Center** at the price of **\$95** via their on-line webpage [HERE](#) **until Friday November 10th**. After this date, or if added on-site, the cost will increase to \$145. **ARTISTS ARE ENCOURAGED TO ORDER IN ADVANCE. ON-SITE ORDERS TAKE TIME & MAY IMPEDE YOUR SET UP TIME.**

Water service (early arrival with access to the kitchen) will be available by individual arrangement with Events Management at the time of check-in.

Telephone & Internet Service

Telephone service for credit card systems may be ordered through the Virginia Beach Convention Ctr. **before November 18th** Please call 757-385-2000. Square-type devices should work fine in Hall C&D, however you can also sign up for Exhibitor Internet upon your arrival at the registration desk.

Food & Beverage

Complimentary coffee service and Danish is provided beginning at 6am on Friday morning. Exhibitors will also have access to the concessions stand for coffee and other items 30 minutes before showtime Friday-Sunday.

No coolers, food or food deliveries can be brought into the exhibition center during show hours when the concession stands are open. We realize that the concession food is expensive and therefore we DO allow those with "dietary restrictions" to bring in their own food but ask that this be kept to a minimum and it not be seen as you are entering or exiting the building. (Do not order a pizza or carry a bag from McDonald's, etc. in with you!)

Booth Set-up/Display Requirements

EMG will provide a properly-sized booth with 8' high back drape of sections of red and white drapery, and two 3' sides separator drape on sides (no side drapes on corners), a booth sign, Exhibitor badges, heat, 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 electrical requests 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.

Booth Set-up/Display Requirements Cont'd.

Do not use pins, wire, or tape on drapery. Table rentals measure 30" x 96" or 30" x 72". Exhibitors are responsible for covering tables to the floor on all sides in an attractive, professional manner. **Tables are available for rent for \$20 but need to be ordered in advance.** 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 passageways. **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' to 10' x 30'. **All exhibitor chairs must be kept inside the measured booth spaces, not in the aisle space.** No storage boxes shall be exposed inside or outside of exhibits. 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" during all show hours each day. **Helium balloons, the use of spray paint or chemical paints with fumes and smoking are prohibited by the Convention Center.**

Load Out

Load out will be Sunday from 5 pm until 9 pm through the loading docks only. **Load out through the lobby is prohibited by the Convention Center.** Artists must leave their space in the same condition in which it was delivered.

UNDER NO CIRCUMSTANCES shall exhibitors start packing or leaving before 6 pm during the weekend or before 5 pm on 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 fireproofed and conform to city fire codes and regulations.

Exhibitor Parking

There is an assigned area for exhibitor vehicles, trucks, and trailers near the loading dock area. You will receive a parking pass/map to show you these designated areas when you check in. Please DO NOT park in any customer parking spots during show hours. At the publishing of this guide, we do not know if the city shuttle will be available to take customers to satellite lots, **so all available customer parking – ESPECIALLY BESIDE THE CONVENTION CENTER needs to be open for customers. These are the people that you are here to sell to, let's give them a happy experience where they can't help but spend money!**

Signs & Badges

Each artist will be given a booth sign listing the artist's name, hometown, and booth number. This sign should be displayed on upper right side of your 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 \$7 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 name badge 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 late arriving assistant's badges at the Management Desk for quick pick up.

Work on Display

Only works of art created by the artist may be displayed or offered for sale at the Virginia Beach Christmas Market. All categories of work must be juried in advance for inclusion in the 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 Wednesday evening as well as 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 The Virginia Beach Convention Center, c/o Virginia Beach Christmas Market, Booth #___, 1000 19th St, Virginia Beach, VA 23451 or to your hotel/residence. However, neither EMG, Inc. nor the Virginia Beach Convention Center will be held responsible for deliveries sent to the Convention Center. All deliveries are held at the Security office at the back of the building.

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 or other valuables in your unattended booth at any time. We recommend covering your inventory with sheets or a tarp overnight. Report all incidents of theft or matters of a suspicious nature to Show Management **immediately**. Solicitation or photography of booths by exhibitors, customers or others will not be permitted during show hours.

Show management may have our staff photographer, Cory Langley, present during show hours to photograph various items in the show to be used for future marketing and advertising. He will be identified as our official show photographer. Exhibitors are not to enter or touch 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 Show Management immediately. We will attempt to locate the owner or hold until we are contacted by them.

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

Door Prize Certificates

EMG offers a daily drawing of a \$100 gift certificate to show attendees who fill out a registration slip upon entry into the show. The \$100 gift certificate can be used toward the purchase of an item from any exhibitor in the show. When exhibitors receive one of these certificates from a customer, they bring it to the Management Deck and EMG reimburses them the value of the certificate in cash.

Return Tickets

Tickets purchased for entry to the show are good for the entire course of the show. Ticket takers and show management will give customers return tickets on request.

Directions to the Virginia Beach Convention Center: 1000 19th St, Virginia Beach (GPS)

Please note! The speed limit on 19th Street is 25 mph and regularly enforced.

From Washington DC: I-95 to I-295 to I-64 to Norfolk/Virginia Beach; after the Hampton Roads Bridge Tunnel go approximately 10 miles and take I-264 East to Virginia Beach. At the end of the Interstate turn right onto Parks Ave and right onto 19th St. The Virginia Beach Convention Center will be on the right.

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 19th Street; the Convention Center will be on the right.

From I-95/Rocky Mount, North Carolina: I-95 to Emporia; take Rt. 58 (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 Interstate turn right onto Parks Ave and right onto 19th St. The Virginia Beach Convention Center will be on the right.

From I-85/Atlanta/ GA: I-85 North to South Hill; take Rt. 58 (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 Interstate turn right onto Parks Ave and right onto 19th St. The Virginia Beach Convention Center will be on the right.

Hotel & Camping Accommodations

Hotel Accommodations: Events Management Group, Inc. has made special arrangements with the hotel listed below that is across the parking lot from the Convention Center. 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 Va Beach Christmas Market Exhibitor. MAKE RESERVATIONS EARLY FOR THIS HOLIDAY WEEKEND!

DoubleTree Hotel by Hilton

1900 Pavilion Dr, Virginia Beach, VA 23451. (beside the Convention Ctr.)

2023 rate **\$89.00+ Tax** (15% tax + \$2/night city lodging tax) for single or double.

This rate is valid from Nov 22- Nov 28. Enjoy newly renovated rooms with luxury bedding, coffee maker, iron & ironing board, data ports, pool & fitness room. **Use Group Code 911**. Call 757-422-8900, or click [HERE](#) for online reservations.

Reservation Cut off date Sunday October 22nd.

Camping Facilities: Overnight self-contained RV parking is illegal in the Convention Center parking lot. Exhibitors with RVs can stay in one of the full-service campgrounds listed below, which are just 10-15 minutes away.

Holiday Travel Park - 1075 General Booth Blvd., Virginia Beach. Full hook-up available. Call: 757-425-0249 or 866-849-8860.

KOA Campground - 1240 General Booth Blvd., Virginia Beach. Call: 757-428-1444 or 800-562-4150.

What About Walmart Parking Lots?

We recently did a search to find out if any of our local Walmart Stores allowed RV parking in their parking lots -and unfortunately, we have found that those closest to the VB Convention Center do not allow it. But please do your own research, as we do not have a verbal confirmation on this from Management. Click [HERE](#) for more information.

Porters

Porters, working FOR TIPS, will be available during the Wednesday set-up only and Sunday night breakdown. You may Sign up for their services at check-in and on Sunday evening after the show closes when you are fully packed up. Only one porter will be available for each artist. **On Sunday night please be fully packed before bringing your vehicle to the loading dock area for the quickest and easiest load-out.** Please treat our porters with kindness and courtesy, as they are college students working to pay for tuition. If you have questions about proper tipping, please ask at the Management Desk before signing the porter list.

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 show 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 cancellation within 90 days before show dates. Deposits and payments are not transferable to another EMG 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.

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., nor Virginia Beach Convention Center, nor the Virginia Beach Christmas Market will be liable to any exhibitor or 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 Christmas 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. Forms will be emailed directly to all food vendors.**

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 Christmas trees or greenery are prohibited. Per Fire code no exhibitor shall have a roof or canopy system connected to their booth that would impede the fire sprinkler system in any way. All tent framework with sides 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 in November

Temperatures in Virginia Beach during the month of November are generally in the low 50's to mid 60's. It can also be rather wet and rainy; therefore, bring rain gear and protective coverings for 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, direct mail, as well as flyer and postcard distribution to individuals and local businesses, and of course on social media. Press releases will be sent to local, regional, and national media resources.

**Business Needs & Special Resources Located
Near the Virginia Beach Convention Ctr:**

Auto Service

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

Banks

Townebank - 600 22nd St.#.100, (757) 417-6200
PNC Bank- 3012 Pacific Ave. (757) 422-4873
Langley Federal C.U 741 First Colonial Rd (757) 827-5328

Business & Office Supplies

Office Depot - Hilltop North Shopping Ctr 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

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. (757) 491-0700
YMCA – Hilltop – 1536 Laskin Rd (757) 422-3805

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

Nearby Movie Theaters

Beach Cinema Alehouse 941 Laskin Rd (757) 963-2548

Regal Strawbridge Cinema 2133 General Booth Blv (757) 563-2000

Pharmacy/Drug Stores

Wallgreens

2400 Atlantic Ave. (24th Street and Atlantic) (757) 422-3721

Rite-Aid

750 Hilltop North Shopping Center (757) 425-9474

CVS Pharmacy

300 Laskin Rd (757) 437-3091

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 (besides Uber)

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

More....

Please feel free to visit the Registration/Management Desk throughout the weekend for assistance regarding local resources not mentioned here. The Registration Desk/Show Management Area will be at the back of the hall during set up and at the front of the hall by the entrance after 8:30 am on Friday for the duration of the weekend.

Bonus!

Upon arrival, at check-in, you will be given a guide to the VIBE Creative District (located two blocks over from the Convention Center) to assist with grabbing a quick bite or if you are in desperate need of great local fresh seafood!