

# Exhibitor's Guide

INDEX	PAGE
Show Management	1
Time & Location	1
Set-up Times	1
Registration & Check-in	1
Electric & Water	1
Telecommunications	1
Food & Beverage	1
Booth Set-up/Display Requirements	2
Fire Safety	2
Exhibitor Parking	2
Signs & Badges	2
Work on Display	2
Restocking & Cleaning Booth Time	3
Security	3
Door Prize Certificates	3
Directions to VA Beach Convention Center	3
Hotel & Camping Accommodations	3 & 4
Porters	4
Emergency Contact	4
Cancellation & Withdrawal	4
Insurance & Limitations of Liability	4
Sales Tax, Laws & Facility Policies	4
Weather	5
Advertising, Marketing & Promotion	5
Business Services & Special Needs	6
Floor Plan	7

## 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 22nd Annual Virginia Beach Spring Craft Market will be held on April 18 - 20, 2008 in the Virginia Beach Convention Center, Virginia Beach, Virginia.

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

## Set-up Times

Thursday, April 17<sup>th</sup> 3 pm - 9 pm  
 Friday, April 18<sup>th</sup> 7 am -10 am

## Registration & Check-in

Exhibitors must check in and register at the Show Management Desk 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 and other pertinent information.

Please do not park your vehicle in front of any loading dock area. Loading areas may be congested; therefore, come prepared to load and unload, using your own dollies or hand trucks, from the parking lot. The Virginia Beach will have limited dollies available for exhibitors use.

**All exhibitors planning to arrive for check-in on Friday morning must notify EMG in advance by Monday, April 14th.** 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 must be ordered in advance through The Virginia Beach Convention Center at \$65. Forms for ordering are included in this package. If it is added on-site, the cost will increase to \$85.

Water service, is also available in your booth by order through the Virginia Beach Convention Center on the same form as electric.

## Telecommunications

Telephone service for credit card approval systems may be ordered from the Virginia Beach Convention Center by April 7<sup>th</sup> for \$200. Orders placed after that date and on-site will be \$260. Forms will be available on request.

## Food & Beverage

Free coffee and doughnuts will be provided for exhibitors on Friday morning and water will be available daily in the Exhibitor's Lounge. Limited service sandwiches & salads may be available in the exhibitor's lounge between 11:30 and 2 pm during show days. At the time of this printing, negotiations are still underway. Concessions will be open all event hours. No coolers, food or food deliveries can be brought into the exhibition center during show hours when the concessions are open. No brown bag lunches are allowed except in cases of dietary restrictions.

## 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 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.

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 11 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 at check-in regarding exhibitor parking and trailer drop-off.

## 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.

✓ **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. Report all incidents of theft or matters of a suspicious nature to Show Management immediately. Also, solicitation or photography of booths by exhibitors, customers or others will not be permitted during show hours. **Show management may have 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 official show photographer.** 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 Show Management.

**Security guards 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

**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. The Convention Center will be on your 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 19<sup>th</sup> Street; Convention Center will be on the right.

**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. The Convention Center will be on your right.

**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 CraftMarket Exhibitor.**

**Quality Inn Pavilion** - 716 21<sup>st</sup> Street, Virginia Beach, VA 23451. \$79 + Tax for single, double or triple. Ample parking; next door to Convention Center on the ocean side. Booking deadline April 2nd. Call 757-422-3617

**DoubleTree Hotel** – Next door to the Convention Center. Newly renovated with luxury bedding, coffee maker, iron & ironing board, data ports, pool and fitness center. 1900 Pavilion Dr., Va. Beach, VA 23451; \$79 + Tax. Call 800-222-TREE or 757-422-8900, Group Reservation Code is: SCSC.

Due to the buying power of web services like Priceline, Kayak and Hotels.com, we often find our exhibitors can find cheaper rates online. Therefore we recommend using those services if the Quality Inn or Double Tree are unavailable.

**Camping Facilities:** Overnight self-contained RV parking is technically illegal in the convention center parking lot but we have not an issue with this during the 22 year history of the show. Exhibitors with RVs can also stay in one of the full service campgrounds listed below, which are just 10-15 minutes away. Be sure to mention the name of the show to receive your discount.

**Holiday Travel Park** - 1075 General Booth Blvd., Virginia Beach. 10% Discount; Other discounts may apply - AAA, AARP, etc.; (757) 425-0249

**KOA Campground** - 1240 General Booth Blvd., Virginia Beach. 10% Discount. Call locally at (757) 428-1444 or 1-800-562-4150

## **Kennels**

Pet Hotel & Veterinary Hospital - 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

## **Porters**

Porters, working for tips, will be available during set-up and breakdown. Sign up for their services at check-in and on the Loading Dock when you are packed and ready to go on Sunday evening.

## **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.**

## **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 5% 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 in April**

Temperatures in Virginia Beach during the month of April are generally in the mid 60's to low 70'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, 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 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.**

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

### **Auto Service**

- BP at 17th Street - 312 Virginia Beach Blvd. (757) 425-8917 (**Highly Recommended!**)
- Merchant's Tire & Auto-Laskin Rd. (757) 428-7174

### **Banks**

- Bank of America - 210 Laskin Rd. & Pacific Ave. (757) 491-6010

### **Business & Office Supplies**

- Home Depot -3352 Virginia Beach Blvd (757) 340-5804
- Office & Copy Max - Hilltop North Shopping Center (757) 428-1200
- Michael's Arts & Crafts - Laskin Rd.& First Colonial (757) 437-1145

### **Events Management Group, Inc.**

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

### **Florists**

- Harris Teeter Flower Gallery - 2800 Arctic Ave. (757) 422-2496

### **Glass**

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

### **Groceries**

- Farm Fresh - 521 Laskin Rd. (757) 428-0128
- Harris Teeter - 2800 Arctic Ave. (757) 422-4595

### **Gym**

- Wareing's Gym - 700 19th St. (757) 491-0700

### **Locksmith or Safe**

- Commonwealth Safe, Lock and Security (757) 426-6880

### **Medical Center**

- Oceana Urgent Care - 940 General Booth Blvd.(757) 425-8590
- Sentara Virginia Beach General Hospital -
- 1700 Will O Wisp Dr. (757) 395-8000

### **Movies**

- Regal Cinemas - General Booth Blvd. (757) 563-2000

### **Pharmacy**

- Rite Aid Drugs - 750 Hilltop North Shopping Center (757) 425-9474

### **Shopping**

- Lynnhaven Mall - 701 Lynnhaven Pkwy. (757)340-9340
- MacArthur Center Mall - 300 Monticello Ave. Downtown Norfolk (757) 627-6000
- Super K-Mart - Hilltop Super K-Mart Shopping Center (757) 437-2681
- Target - Hilltop On First Colonial Rd. (757) 428-0233
- Wal-Mart - 1149 Nimmo Pkwy (757) 430-1836
- Wal-Mart - 2021 Lynnhaven Pkwy (757) 416-3480

### **Transportation**

- Taxis - Beach Yellow Cab (757) 460-0605 or 460-0911
- Car Rental - Enterprise (757) 422-6900

### **Veterinary Hospital**

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

### **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