

Exhibitor's Guide

Set-up Times

Thursday, November 12th 3 pm - 10 pm

Friday, November 13th 7 am - 10 am

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

✓ Registration & Check-in

Exhibitors must check in and register at the Show Management Desk by 8:00 am Friday morning. 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. **All exhibitors planning to arrive for check-in on Friday morning must notify EMG in advance by Monday, November 9th.** 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 Events Management Group, Inc. shows.

IMPORTANT!!! IT IS IMPERATIVE THAT EXHIBITORS DO NOT PARK CARS, RV'S OR TRAILERS IN THE CUSTOMER PARKING LOT DURING SHOW HOURS. PLEASE DO NOT PARK IN FIRE LANES! IN FACT, IT WOULD BE BEST TO ASK A SECURITY GUARD WHERE TO PARK, AS THERE ARE FIRE LANES COMPLETELY SURROUNDING THE BUILDING AND LOCAL ENFORCEMENT IS VERY STRICT. Loading areas may be congested; therefore, come prepared to load and unload, using your own dollies or hand trucks, from the parking lot. There will be limited small and large dollies available for exhibitors use.

Electric, Telephone & Water

Electric service may be ordered in advance directly through Dulles Expo Center at the price of \$95. **If ordered on-site, the cost will increase to \$135+.** Likewise, telephone service for processing of credit cards is available by individual order for **\$195 in advance and \$225+ on site.** Please contact EMG before November 1st for telephone order form. Food vendors who need access to the the kitchen and water early in the morning, must make

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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 Northern Virginia Christmas Market will be held on November 13-15, 2009 in the **South Hall** of the Dulles Expo Center (DEC), Chantilly, Virginia. **(When entering into the area of the Dulles Expo Center, off Willard Road, you will see two buildings. The Northern VA Christmas Market will be held in the building on the RIGHT side of the Dulles Expo Center parking lot.)**

Show Hours:

Friday & Saturday 10 am - 6 pm

arrangements through EMG at check-in.

Food Service

Complimentary coffee and doughnuts will be provided for exhibitors in the Exhibitor Lounge Friday morning. 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.

Booth Set-up/Display Requirements

EMG will provide a properly-sized booth with three sides of 8' and 3' red and white drapery, (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.

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 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' to 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. Each exhibiting artist must be at his/her booth and the booth must be set-up and "open for business" during show hours each day. All aisles must be cleared and boxes, dollies, etc. must be out of sight when doors open at 10 am Friday morning.

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 (New Rules – See Below)

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. **For electrical safety requirements, please see the enclosed Fire Marshal Rules and Regulations. Your electric connections will be checked during the Fire Marshal inspections Friday morning and non-compliant booths will not be allowed to open.**

Inventory Shipping & Handling

Our decorator, Hale Northeastern, Inc., will handle any shipping of exhibitors' inventory to and from the Dulles Expo Center. Call them at (716) 896-6170. They will mail necessary forms directly.

Deliveries of merchandise during the course of the show should be directed to your hotel or place of residence. Neither EMG, Inc. or the Dulles Expo Center will be held responsible for deliveries that come to the Exhibit Hall.

Exhibitor Parking

Exhibitors must check with Show Management at check-in regarding exhibitor parking and trailer drop-off. No trailers will be allowed in the front parking lot except during set-up and breakdown.

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 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. The cost of badges for an Exhibitor and three accompanying assistants are included in booth space fees; 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 badges at all times while in the exhibition area. Relatives (including spouses and children over the age of twelve) 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.

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. Exhibitors are not to enter or inspect merchandise in any 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.**

Work on Display

Only works of art created by the artist and accepted as an exhibitor may be displayed or offered for sale at the Northern Virginia Christmas Market.

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.**

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

Door Prize Certificates

EMG will offer 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 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 face value of the certificate.

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 Dulles Expo Center

From Baltimore: I-95 to I-495 to Northern Virginia; Rt. 267 (Dulles Toll Rd.) to Rt. 28 S; one mile past Rt. 50 make a left on Willard Rd; make another left into Chantilly Shopping Center and Dulles Expo Center. Show is located in the South Hall on the right side of the parking lot.

From Frederick, MD: I-270 to I-495 to Northern Virginia; Rt. 267 (Dulles Toll Rd.) to Rt. 28 S; make another left into Chantilly Shopping Center and Dulles Expo Center. Show is located in the South Hall on the right side of the parking lot.

From Richmond: Take I-95 North to I-495 North Tysons Corner (Exit 170B). Stay on I-495 approximately 12 miles to Exit 49A I-66 West Vienna/Front Royal. Stay on I-66 West for approximately 12 miles to Exit 53 B Rt. 28 North. Stay on Rt. 28 North for approximately 3 miles. Turn right on Willard Road. Take left into Chantilly Shopping Center and Dulles Expo Center. Show

located in the South Hall.

***** Alternate route from Richmond to avoid beltway traffic** - Take I-95 to Exit #152 Dumfries/Manassas (Rt. 234); follow all signs to Rt. 28 N (Sully Rd.); 3-1/4 miles past I-66 overpass turn right on Willard Rd., make left into Chantilly Shopping Center and Dulles Expo Center. Show is in the South Hall on the right side of the parking lot.

From Manassas: Rt. 28 N (Sully Rd.); 3-1/4 miles past I-66 overpass turn right on Willard Rd., take left into Chantilly Shopping Center and Dulles Expo Center. Show is in the South Hall on the right side of the parking lot.

From Leesburg: Rt. 267 (Dulles Toll Rd.) to Rt. 28 S; one mile past Rt. 50 make left on Willard Rd.; make another left into Chantilly Shopping Center and Dulles Expo Center. Show is in the South Hall on the right side of the parking lot.

Hotel & Camping Accommodations

Events Management Group, Inc. has made arrangements for special group rates with the hotel listed below that is within close proximity to the show site. In fact, the Holiday Inn Select is within walking distance to the Dulles Expo Center. **To ensure proper receipt of special rates, exhibitors must make hotel reservations by 10/24/08 by calling the number listed below. This hotel sells out! Please call by the above date for greatest likelihood of securing a room.** 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 Northern Virginia Christmas Market Exhibitor.

Holiday Inn Select - Chantilly - Dulles Expo Center, 4335 Chantilly Shopping Center, Chantilly, VA 20151. Rate: \$85 + tax King or Double. For on-line reservations use www.hiselect.com/chantillyexpo and enter **Group Code: R26**. 703-815-6060 or 1-800-HOLIDAY

Hyatt Place - Chantilly/Dulles South, 4994 Westone Plaza, Chantilly, VA 20151. Rate: Thur.-Sun. \$79 + tax. 703-961-8160 **Group Code: NVCH**

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 listed hotels are unavailable.

Camping Facilities: Due to very strict zoning restrictions in Fairfax County, no campers, RVs, etc. may stay overnight in the Dulles Expo Center parking lot. Exhibitors with RVs must stay in one of the area campgrounds listed below:

Lake Fairfax Park, Reston (703) 757-9242

Bull Run Regional Park, Centreville (703) 631-0550 (9 miles from DEC)

Porters Work for Tips

Porters, working for tips, will be available during Thursday set-up only and Sunday night breakdown. Sign up for their services at check-in and on Sunday afternoon when your packing is complete. Please be fully packed before bringing your vehicle to the loading dock area for the quickest and easiest load-out.

Emergency Contact

In the event of an emergency during the show weekend, exhibitors and/or assistants may be contacted through Events Management Group at 757-417-7771. Please make this phone number and the phone number of your hotel or host in the Northern Virginia 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 Event. Exhibitors who must cancel should inform Events Management Group 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 reinvited. **Last minute cancellations, vehicle breakdowns or other delays should be reported to Show Management immediately (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., Dulles Expo Center, nor the Northern Virginia 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 Northern Virginia Christmas 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 Fairfax County 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. No alcoholic beverages of any type are allowed in the event or on facility grounds. There will be no pets or smoking in the exhibition center. Lighted candles, wicks, incense, straw, hay bales or live Christmas trees or greenery are prohibited.

Special permission can be obtained from the Fire Marshall through Events Management Group to burn candles but under strict provisions. Call our office if you must burn oil or wick candles in your booth for the request forms.

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.

ALL FOOD VENDORS MUST BE APPROVED BY THE DULLES EXPO CENTER AND HEALTH PERMITS MUST BE OBTAINED THROUGH THE FAIRFAX HEALTH DEPT. Forms are mailed separately to individual food vendors by EMG.

Northern VA Weather in November

Temperatures in Northern Virginia during the month of November are generally in the mid 40's to low

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 Washington Post, Washington Times, all regional home delivered weekly newspapers, radio, television, direct mail, as well as flyer and post card 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 our 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.

Business Services & Special Needs

AUTO SERVICE

Chantilly Automotive - (703) 471-0555
Chantilly Auto Repair Service - (703) 802-2277
GNC Towing Service - (703) 263-2742

BANK

Bank of America - Sully Plaza on Rt. 50 Lee Jackson Hwy., just past Courtyard Marriott

BUSINESS & OFFICE SUPPLIES

Home Depot - Lee Hwy. (Rt. 29) & West Ox Rd.
Office Depot - Lee Hwy.(Rt. 29) & West Ox Rd.
(703) 591-1700
Staples - 13653 Lee Jackson Hwy (Rt 50)
(703) 263-9731
Total Crafts - 13653-B Lee Jackson Hwy
(Rt 50) (703) 817-0770
NC Print - (703) 378-0020 (Near Dulles Expo Center)

CAMPING FACILITIES

Lake Fairfax Park, Reston
(703) 757-9242
Bull Run Regional Park, Centreville
(703) 631-0550 (9 miles from the Expo Center)

DULLES EXPO CENTER

4320 Chantilly Shopping Center
Chantilly, VA 20153
Main and Show Office: (703) 378-0910

FAX: 703-378-2080

EVENTS MANAGEMENT GROUP, INC.

P. O. Box 909, Va. Beach VA 23451
(757) 417-7771 FAX (757) 417-7772
During Show Hours: Show Desk (757) 417-7771

FLORISTS

Mille Fleur (703) 631-0370
Flower Gallery (703) 378-4007

GROCERIES

Shopper's Food Warehouse-Sully Plaza Rt.50,
Lee Jackson Hwy. (just past Courtyard)

GYM

Olympus Gym, Chantilly, VA (703) 378-1155

HEALTH DEPARTMENT -

David Lawrence (703) 246-2461

LOCKSMITH

AA Locksmith (703) 521-4990

MEDICAL CENTER

Chantilly Medical Center (703) 968-7277

MOVIES

Centreville Multiplex Theaters - Rt. 28
Worldgate Dr., Herndon (703) 318-9290

PHARMACY

CVS Pharmacy - Sully Plaza, Chantilly

SHOPPING

Fair Oaks Mall 117850 Lee Jackson Highway,
Fairfax, VA (Rts. 50 & 66)
K-Mart - Sully Plaza, Chantilly

TRANSPORTATION

Taxis - Red Top Cab Co. 703-934-4444 (Fairfax
area's main taxi cab service)
Car Rental - Hertz (800) 654-3131, Budget
(800) 527-0700, Avis (800) 331-1212