

Exhibitor's Guide

EMG will not be available for on-site for questions prior to Wednesday's set-up at 12:00. 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 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.

The approach to the loading docks is along the road between the Doubletree Hotel and the parking lot. Loading can also be done from the west side of the building parking lot. The Convention Center will have limited dollies available for exhibitors use and may be signed out on a first come first served basis at the check-in desk. **Please note that under no circumstances will the front doors be used for load in or load out.**

All exhibitors planning to arrive for check-in on Friday morning must notify EMG in advance by Monday, November 23th. 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.

Electric & Water

Electric service may be ordered by November 19th through The Virginia Beach Convention Center at the price of \$85. After this date, or if added on-site, the cost will increase to \$105. Forms are included in this mailing. Water service (early arrival with access to the kitchen) will be available by individual arrangement with Events Management at the time of check-in.

Telecommunications

Telephone service for credit card approval systems may be ordered through the Virginia Beach Convention Center before November 19th for \$200. Orders placed after that date and on-site will be \$260. Forms are available on request from EMG.

Food & Beverage

Complimentary coffee and doughnuts will be provided for exhibitors on Friday morning and water

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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 28th Annual Virginia Beach Christmas Market will be held on November 27-29, 2009 in the Virginia Beach Convention Center, Virginia Beach, Virginia. We are in halls C & D which are located in the West end of the building.

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

Set-up Times

Wednesday, November 25th 12 noon - 9 pm

will be available daily in the Exhibitor's Lounge. Hot food service in the exhibitor's lounge may be available between 11:30 and 2 pm. 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 8' back and two 3' side 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. **On-site table orders increase to \$20 each.** 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 the 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 through the loading docks only. 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

Exhibitor parking will be in the west parking lot between the convention center and the Double Tree Hotel.

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 \$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 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.

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 8 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 #___, 1900 19th St, Virginia Beach, VA 23451 or your hotel or place of residence. However, 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 a 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 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 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 Virginia Beach Convention Center

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 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 Christmas Market Exhibitor.

Quality Inn Pavilion – 716 21st St., Virginia Beach, VA 23451. \$49 + Tax for single, double, triple, or quad. Ample parking; next door to Convention Center on the ocean side. Call 757-422-3617

DoubleTree Hotel – 1900 Pavilion Dr, Virginia Beach, VA 23451. \$59 + Tax single or double. Next door to Convention Center. Newly renovated with luxury bedding, coffee maker, iron & ironing board, data ports, pool & fitness room. Use Group Code XMAS Call 800-222-TREE or 757-422-8900.

Motel 6: - 4760 Euclid Rd., Va. Beach, VA 23462. About 15 minutes to the convention center. Exit 17B of I-264 East. 757-499-1935.

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: 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. 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

Porters

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 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 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., 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 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. Forms will be mailed 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. 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 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. 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.
425-8917 (*Highly Recommended!*)
Merchant's Tire & Auto-Laskin Rd. 428-7174

Banks

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

Business & Office Supplies

Home Depot - 3352 Virginia Beach Blvd. 340-5804
Office & Copy Max - 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

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. 491-0700

Locksmith

Commonwealth Safe, Lock and Security 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. 563-2000

Pharmacy

Rite-Aid - 750 Hilltop North Shopping Center
425-9474
Rite-Aid 24 Hour Pharmacy - 3653 Virginia Beach
Blvd., Virginia Beach, VA 23452

Shopping

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

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