

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 24th Annual Virginia Beach Spring Craft Market will be held on March 19-21, 2010 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 18th 3 pm - 9 pm
 Friday, March 19th 7 am - 10 am

EMG will not be available 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 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 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 Va Beach Convention Ctr. 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, March 15th. 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 \$85. **Forms for ordering are included in this package.** If it is added on-site, the cost will increase to \$105. 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 March 10th for \$200. Orders placed after that date and on-site will be \$260. Forms will be available on request.

Food & Beverage

Free coffee and donuts 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. 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 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 the Show Management desk.

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 – address 1000 19th St. Va Beach, 23451

*****Please note! The speed limit on 19th 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 19th 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 19th 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 19th 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 19th 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.
****PLEASE MAKE YOUR RESERVATIONS ASAP DUE TO INFLUX OF TRAVELERS FOR THE SHAMROCK MARATHON!!****

Host Hotel:

Hampton Inn, 5793 Greenwich Rd
Virginia Beach, VA 23462
757-490-9800
Group Code: SCS
Rate: \$64/night + tax
Includes full hot breakfast buffet, Free WiFi,
Business Center and Fitness Center
Just off I-264, 10 min. from the the Convention Ctr

Quality Inn Pavilion
716 21st St., Virginia Beach, VA 23451
757-422-3617
Rate: \$59/night + tax
Directly across from the Convention Center
Mention you are part of the Spring Craft Market for rate

Days Inn
1000 Atlantic Ave., Virginia Beach, VA 23451
757-428-6141
Rate : \$59/night + tax
Park in the 9th Street Garage on Friday & Saturday nights in order to leave the next morning- There will be no access from Atlantic Ave. on Saturday & Sunday morning due to the Shamrock Marathon.

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 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 – 10% off 1075 General Booth Blvd., Virginia Beach. Call (757) 425-0249 or (800)548-0223 www.campingvb.com This weekend is their annual St Patrick's Day Celebration with crafts, hayrides, a pot luck dinner, bingo and dance the night away at the Shamrock Dance Party.

KOA Campground – 10% off. 1240 General Booth Blvd., Virginia Beach, VA 23451. Call (757) 428-8911 or 1-800-562-4150 and mention the show name for the discount.

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.

✓ **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.

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 March are generally in the mid 50's to low 60's. It can also be rather wet and rainy and windy; 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.

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
- Trader Joe's - 503 Hilltop Plaza (757) 422-4840

Gym

- Wareing's Gym - 700 19th St.
(757) 491-0700
- YMCA – Hilltop East – 1536 Laskin Rd
(757) 422-3805

Hardware Store

- Beach Do-It Hardware, 400 30th St. 422-4555
- Taylor's Do It Ctr, 1609 Laskin Rd
(757) 425-6120

Locksmith or Safe

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

Medical Center

- Oceana Urgent Care - 940 General Booth Blvd.(757) 425-8590
- First Colonial Family Urgent Care
1120 1st Colonial Rd (757) 481-2333
- Sentara Virginia Beach General Hospital -
1700 Will O Wisp Dr. (757) 395-8000

Movies

- Regal Cinemas - General Booth Blvd.
(757) 563-2000
- AMC Lynnhaven 18 – Lynnhaven Mall
(888)AMC-4fun

Pharmacy

- Rite Aid Drugs - 750 Hilltop North
Shopping Center (757) 425-9474
- CVS, Pharmacy 1688 Laskin Rd,
(757) 417-3943

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