

Exhibitor's Guide

ALL INFORMATION SUBJECT TO CHANGE WITH REGARDS TO VA GOVERNOR/COVID MANDATES

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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 35th Annual Virginia Beach Spring Craft Market will be held June 25-27, 2021 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, June 24th 3 pm - 9 pm
 Friday, June 25th 7 am - 10 am

*EMG will **NOT** be available on-site for questions prior to Thursday's set-up at 3:00 pm.. All of our staff will be diligently working to prepare the hall for your arrival. Please leave a message at (757)417-7771 which will be forwarded to our event cell phone with any questions or concerns.*

Registration & Check-in

Exhibitors must check in and register at the Show Management Desk near the loading docks, **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, **Parking Pass**, and other pertinent information.

Please do not park your vehicle in front of any loading dock areas until instructed to do so by the Dock-master. Loading areas will be congested; therefore, come prepared to load and unload, using your own dollies or hand trucks, The Va Beach Convention Ctr. does not have dollies available for exhibitors' use, however we do have porters who work for tips who have large carts to assist you.

All exhibitors planning to arrive for check-in on Friday morning must notify EMG in advance by Monday, June 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 Spring Craft Market.

Electric & Water

Electric service may be ordered through The Virginia Beach Convention Center for \$95 via their on-line web page **HERE** before **Monday June 21st**. After this date, or if added on-site, the cost is \$105. To pay by check with a mail order, please call 757-385-2185. Payment for mail orders must be received **before Monday June 21st**. Water service will be available by individual arrangement with Events Management at the time of check-in.

Telecommunications & WiFi

WiFi Service is available for \$30/day and can be ordered when you check in at registration. Telephone service for credit card approval systems may be ordered through Smart City **before Friday June 18th** for \$200. Orders placed after that date and on-site will be \$260. Please call 609-449-3446, or email rmccart@smartcity.com

Food & Beverage

Free coffee and donuts will be provided for exhibitors on Friday morning to help you get awake and rolling. For the remaining portion of the weekend, concessions will open 30 minutes before show time for exhibitors and will be open all event hours. Per our convention center contract, no coolers, food or food deliveries can be brought into the exhibition center during show

hours when the concessions are open, but we realize concession food is very expensive. Many of us have special dietary needs and if this is the case you may "brown bag it." **We simply ask that you not bring in obvious containers from other restaurants.** If anyone asks – You have "special dietary restrictions".

Booth Location

This year we are in Hall D which is easier for load in, and the customer entrance will be on the right (closer to entrance doors.) We will be sending out booth numbers in the next week via email as well as snail mail, Please be sure to check your booth location ASAP. If you have an issue, it would be better to deal with it now, rather than closer to the show. While we cannot guarantee everyone's special requests, we always try to accommodate them as best we can if we know in advance what your unique situation is. Please email us as soon as possible if you are requesting a change.

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 drape orders **at least two weeks** prior to show dates. Lighting may be attached to pipe and drape, and additional pile without drape can be ordered to support lighting. 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. Tables should be in your booth when you arrive, if they are not, please come to the registration desk BEFORE you load in, to get this corrected quickly

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 frames cannot use canopies and 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 and each day thereafter. 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 9 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 EXHIBITOR 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 THIS REQUIREMENT.**

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 upon arrival (in the back of the hall just inside the loading the dock) to receive their Parking Passes & Name Badges. **Badges must be worn at all times when in the Convention center and Parking Passes in vehicles are mandatory during load-in and load-out.**

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. **If your product line has changed since you last exhibited with us, or since your work was juried, and you have not submitted photos and a letter requesting approval to sell this new product, it cannot be exhibited or sold at this 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. We encourage you to cover your product with sheets or blankets at the end of each day and place chairs at the entrance of your booth to discourage others from entering your booth while it is unattended. Report all incidents of theft or matters of a suspicious nature to Show Management immediately. Solicitation and/or photography of booths by exhibitors, customers or others will not be permitted during show hours. Should you need it, this policy is listed in the show program. **Cory Langley, our staff photographer will be on site during show hours shooting various areas of the show to be used for future marketing and advertising.** 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 and police officers 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.

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;

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.

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: When our show was moved to June, we realized that hotel rooms would be more expensive for our exhibitors. As always, we have set up discounted room block with the hotel adjacent to the show site, but have also researched some additional options. Please make your housing arrangements as soon as possible for best selection and be sure to mention the group code listed below to received the reduced rate in our room block. Hotel Rates do not include applicable sales and other taxes; exhibitors are responsible for all hotel charges. The additional taxes in Virginia Beach are: 8% per room night, plus \$2 per night lodging tax.

HOST HOTEL:

DoubleTree Hotel by Hilton

(across from Convention Ctr.)

1900 Pavilion Dr, Virginia Beach, VA 23451.

\$185.00/night + Tax single or double. This rate is valid until Monday June 7th, 2021.

Next door to Convention Center & dog friendly.

Newly renovated with luxury bedding, coffee maker, iron & ironing board, data ports, pool & fitness ctr.

Use Group Code: **VSC**

Call 757-422-8900, or click [HERE](#) for on-line reservations

Camping Facilities:

Overnight self-contained RV parking is no longer an option in the Convention Center parking lot.

Exhibitors with RVs please click [HERE](#) for RV camping & overnight RV parking resources.

Other Housing Options: Virginia Beach is very Air B&B Friendly! Thanks to a popular music festival

produced by Pharrell Williams (Va Beach's home town musician!) many folks have invested in Air B&B's near the Virginia Beach Convention Center. We recommend that you research these for yourself [HERE](#) and **use the zip codes 23451 and 23454** as your search criteria.

Kennels

PetSmart Hotel - 501 Hilltop Plaza 757-425-0286

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

HollyRidge Kennels, Seaboard Rd.(757) 426-6100

Porters – Assistance With Load-in & Load-out

Porters, **working for tips**, will be available during set-up and breakdown. Sign up for their services at check-in during registration and then at the Management Desk (Front of Hall) when you are packed and ready to go on Sunday evening. Upon arrival Porters are happy to assist you once you are pulled up to the loading dock and are wearing their your badge (indicating you have registered and know where your booth is.) Due to liability issues and their limited time, porters cannot assist with booth set up/booth tear down. During load out, porters will be happy to assist you once you are fully packed up. Please tip generously- our porters are either saving for or are paying for college!

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 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.

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 the middle of June

Temperatures in Virginia Beach in mid-June are generally in the high 70's to mid 80's and moderately humid.. Hot days near the oceanfront can bring on quick short storm bursts; therefore, bring rain gear and protective coverings for inventory to use during set-up and breakdown. Please be advised that when the dock doors are open to the exhibit hall,, the A/C is temporarily shut off to avoid condensation. Consider bringing a personal fan to assist you during load-in and set up.

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, social media as well as flier and postcard distribution to individuals and local businesses.

Press releases will be sent to local, regional, and national media resources.

✓ IMPORTANT!

Unlimited postcards and fliers 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 fliers.

The Year of Change

We are so very thankful that we are able to produce this event, when many events around the nation have canceled or closed permanently. Unfortunately we are still in the middle of flux and change as we navigate the myriad details regarding COVID. We are not detailing that information here, because it could change several times before the event. We will send out an update approximately 7 days before Showtime regarding any COVID mandates that will effect this event. We ask that you be patient with us in the coming weeks and during the event as we implement the best strategies and event plan for our mutual success!

RESOURCES

Business, Services and Resources located near the Virginia Beach Convention Center:

Auto Service

Exxon 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
Suntrust Bank - 3330 Pacific Ave, (757) 425-6723

Business & Office Supplies

Home Depot - 3352 Virginia Beach Blvd. 340-5804
Office Depot - 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
Wayne Jones Florist - 329 Laskin Rd,
(757) 428-2901

Glass

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

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. 491-0700

Hardware Stores

Taylor's Do it Center 1609 Laskin Road,
(757) 425-6120
Lowe's -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

Movies

Regal Cinemas - General Booth Blvd. 563-2000
AMC-Lynnhaven 18
1001 Lynnhaven Mall Loop, - (888) 262-4386

Pharmacy

Wallgreens - 24th Street and Atlantic
Rite-Aid - 750 Hilltop North Shopping Center
425-9474
CVS Pharmacy - 300 Laskin Rd, (757) 437-3091
(corner of Pacific & 31st St)

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 after 8:30 am on Friday for the duration of the weekend.

BONUS...

Upon arrival, at check-in, you will be given a guide and coupons to **local restaurants** and to the 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!