



EXHIBITOR MANUAL

H-E-B Center at Cedar Park

March 14-15, 2020

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Austin Spring Boutique.

Enclosed you will find helpful information to make your participation in our show successful.

We strongly urge that you give this manual to those having responsibility for your participation in the show.

AustinSpringBoutique.com

MARKETPLACE | **EVENTS**
Largest Home Show Producer | in North America

SHOW MANAGEMENT

The Austin Spring Boutique is produced and managed by:

Marketplace Events

31105 Bainbridge Road, Suite 3 | Solon, OH 44139

Jean Sukys Show Manager

P: 888-248-9751 Ext. 114

jeans@mpeshows.com

Hannah Gilbert Sales Consultant

P512-596-7648

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SHOW FACILITY

HEB Center at Cedar Park

2100 Ave of the Stars, Cedar Park, TX 78613

P: 512-600-5000

www.hebcenter.com

SHOW DECORATOR

Booth Furnishings: rental of tables, chairs, booth carpeting, signs, & labor

Gems

3276 Quebec St., Dallas, TX 75247

P: 214-388-5722

jill@gemsevents.com

ADVANCE ORDER DISCOUNT DEADLINE: February 20, 2019

UTILITIES

Electric

HEB Center at Cedar Park

2100 Ave of the Stars, Cedar Park, TX 78613

P: 512-600-5000

www.hebcenter.com

QUESTIONS?

Contact Jean Sukys, Show Manager at Marketplace Events

Prior to Show: 888-248-9751 ext. 114 | Email: jeans@mpeshows.com

MOVE-IN | MOVE-OUT DAYS AND HOURS

MOVE-IN DAYS AND HOURS

Thursday	March 12, 2020	9:00am – 5:00pm
Friday	March 13, 2020	8:00am – 8:00pm

Move-in must be completed by 8:00pm on Friday, March 13, 2020 by 8pm. **NO Saturday AM setups allowed.**

MOVE-OUT DAYS AND HOURS

Sunday	March 15, 2020	5:01 pm – 10:00 pm
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NO EXHIBIT CAN BE REMOVED, EVEN IN PART, UNTIL IT IS ANNOUNCED OVER THE PUBLIC-ADDRESS SYSTEM THAT IT IS PERMISSIBLE, LISTEN FOR THE ANNOUNCEMENT - IT WILL BE LOUD AND CLEAR!

Aisle carpet will be removed on Sunday night immediately after closing.

During Move-Out everything that your company brought to the Show must be removed or disposed of after the Show. If not, there will be a charge to your company for cleanup.

SHOW HOURS

Saturday	March 14, 2020	10:00am - 8:00pm
Sunday	March 15, 2020	10:00am - 5:00pm

***Exhibitors are welcome to enter the building (1) hour prior to show opening at 9:00am EST. If there is a need to come in before that time, please stop in the show office for approval.**

ACCOUNT BALANCES

Final payment for exhibit space must be made by January 31, 2020. *Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full.*

EXHIBITOR BADGES

Exhibitor badges will be distributed by the exhibitor picking them up during move-in at the Exhibitor Registration Desk. Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. All personnel working the show must be registered and supply credential/badges provided by Show Management for daily admittance to the show. Exhibitor badges are not required during move-in. Exhibitor badges are only for principals and employees actually working in the exhibit.

- Five (5) exhibitor badges are provided for each 100 square feet of space purchased, with a maximum allotment of 30 badges per company.

There will be a \$10.00 charge for each additional exhibitor badge ordered.

You are encouraged to drop off your badge each night at the Exhibitor Registration desk, so that your company does not run out of badges. Badges can be used one time per day.

Exhibitor badges MUST BE PRESENTED TO DOOR GUARDS STARTING AT 9:00AM March 14, 2020 AND THROUGHOUT THE DURATION OF THE SHOW.

SHOW OFFICE

Our show office will open on Wednesday, March 11, 2020 at 8:00am EST. The Show Office will remain open through the end of the Show, on Sunday, March 15, 2020. The office is located behind the stage area on the main show floor.

COMPLIMENTARY TICKETS

Four (4) complimentary tickets will be issued for each company. These will be mailed prior to the show.

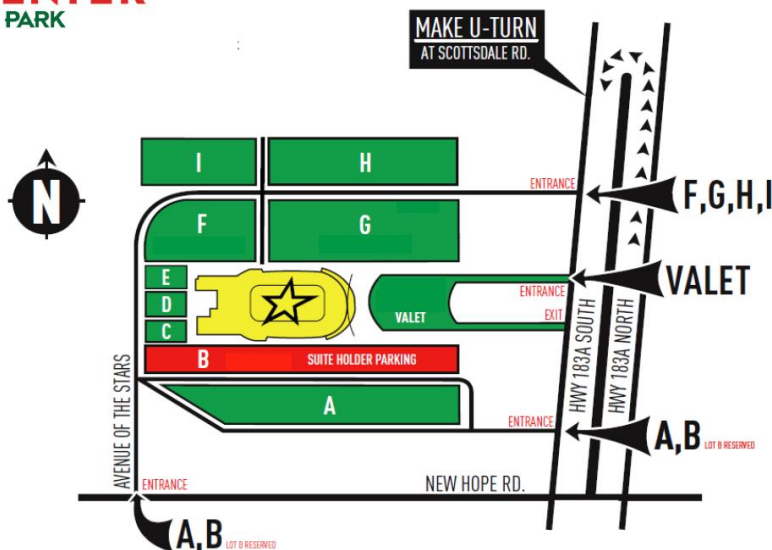
If you need additional tickets, discounted tickets are \$6.00 each compared to the regular adult admission price of \$12.00 per ticket. **THEY ARE NOT FOR RESALE.**

COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW. *If complimentary or discounted tickets are given to visitors in these areas the exhibitor will not be allowed to exhibit in future events and may be asked to leave the current show immediately.*

Use your tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

EXHIBITOR PARKING

There is sufficient parking space at the HEB Center at Cedar Park for exhibitors- however, **exhibitors MUST PARK ONLY IN LOT A.**



There is no charge for parking at the H-E-B Center at Cedar Park for vendors. **You will be mailed a FREE parking pass along with your complimentary tickets before the show.** Please have the parking pass in your windshield for the attendant to see when entering the parking lot.

WILL CALL

Will Call will be located at the Box Office.

Please leave your tickets in INDIVIDUALLY marked envelopes with FIRST & LAST NAME for your guests.

EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES OR PEOPLE WORKING IN YOUR BOOTH.

DECORATOR SERVICES

Gems is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly with them. These forms are available on our website, <https://austinspringboutique.com/exhibitor-kit>

FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used. Visqueen must be placed on the floor before laying bricks, patios, mulch, etc. **Do not** drill holes, nail glue or affix flooring to the concrete floor. Any damage to the Indiana State Fairgrounds floor will be repaired at the exhibitor's expense.

TABLE COVERINGS

It is mandatory that all utility and folding tables are properly skirted. Skirting must go from the edge of the table to the floor on all VISIBLE sides. All skirting must be pressed and neat. **Use of plastic table cloths, sheets, shower curtains or any type of "makeshift" table cloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor's expense.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

- All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle.
- A set of keys must be left with Show Management for the duration of the show.
- All vehicle batteries must be disconnected and cables taped.

BOOTH INFORMATION, RULES & REGULATIONS

Exhibit booths will have an 8' draped back wall. On each side, a draped side rail will extend from the back of the booth to the front of the booth at a height of 8'. The drape color is Black. Aisle Carpet color is Black. Tables, chairs, etc. **are not included** with the cost of your exhibit booth.

The standard drape equipment is the property of the official show decorator. Their permission must be obtained to attach any materials to the drape or use it for any other purpose than a backdrop.

Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

Demonstrations and Handouts

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management.

Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet. This includes back wall and sidewalls. If your display includes a sign attached to the back wall, you must get approval from show management and the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor's expense.

Signage

One identification sign will be issued to each exhibitor. Your sign will read exactly as your booth was contracted. **NO UNPROFESSIONAL HAND DRAWN SIGNS ALLOWED.** These distract from your booth and the show.

If you should need assistance hanging a sign or banner, the show's official decorator, Art Craft Display, will be the exclusive sign hanging service for signs hung over 8' tall if approved by show management. Written permission from Show Management must be obtained or the show decorator will not hang your sign.

Soliciting, Samples and Souvenirs

Displays, demonstrations or distribution of samples, souvenirs, promotional material and soliciting of business **MUST BE CONFINED TO THE EXHIBITOR'S BOOTH SPACE, SUCH ACTIVITIES ARE NOT PERMITTED IN THE AISLES, RESTAURANTS, ENTRANCE AREAS, HALLWAYS OR OTHER EXHIBITS**

No calling, pulling, grabbing, etc. of visitors to booths will be tolerated and may lead to the immediate dismissal from the show. It is against show policy for any exhibitor or their mascots to sit, stand, hand out samples, literature, obtain leads, etc. in the aisles of the show, in restrooms, in concession areas, or outside the doors of the venue. This activity must be done inside the booth. **This is also meant to prohibit the handing out of literature from within your booth in such a way as to block or divert the flow of traffic.**

Noise Generated in Booth

If you plan to use items in your booth which produce sound you must keep the volume low enough, so your neighbors may freely talk with attendees. Any music used in your booth must be licensed or approved for public usage. **The use of voice amplifying device/microphones is allowed with prior approval from show management.**

Pricing Policy

To maintain the integrity and reputation of Detroit Holiday Boutique Show **we find it necessary to state out policy regarding "flea market" pricing tactics. Last day advertised "BLOWOUT" sales will not be tolerated.** Shoppers on the first day of the show should expect to pay the same amount for an item as visitors on the last day. Also, if exhibitors sell the same or similar products it is not the responsibility of the show producer to mediate price wars. **This show is not a venue for wholesales or a Flea Market!!**

Sales Tax

Local Texas Sales tax is 6.25%.

Trade shows, arts and crafts shows, antique markets, gun shows and other types of markets, shows, fairs and festivals (including flea markets and swap meets) are considered temporary places of business for Texas tax purposes

This means that sellers at these types of shows, including sellers from outside Texas, are engaged in business and they need a Texas Sales and Use Tax Permit if they: • sell taxable items or taxable services; or • take orders for taxable items or taxable services; or • use the show to promote sales of taxable items or taxable services

Additional information can be found at: <https://comptroller.texas.gov/taxes/sales/>

Internet Services

Free wi-fi is available at the H-E-B Center at Cedar Park. You will be provided with a passcode once you arrive at the show. Free wi-fi does not guarantee that the service will be 100% reliable, it is recommended you provide your own hot spot if you need internet to transact sales.

Electric

The official show electrician is **HEB Center at Cedar Park** Their phone number is 512-600-5000. There will be an electrician on duty during limited show hours.

Order forms can be found on our website, www.austinspringboutique.

All wiring must be installed by HEB Center at Cedar Park as they are the electric contractor and hold the contract for the center.

Cleaning

Exhibitors are responsible for the upkeep and cleaning of their own booths. You may order carpet-cleaning service from Art Craft Display.

During Move-Out everything that your company brings to the show must be moved or disposed of after the show. If not, there will be a charge to your company for cleanup.

SECURITY

Show Management provides 24-hour security with a reputable security provider, for the show floor during move-in, move-out, show hours and overnight. However, neither Show Management nor the Suburban Collection Showplace is responsible for lost, damaged or stolen articles. We encourage you to take all valuables with you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear out.

Report anything of a suspicious nature to Show Management and/or Security. Leads can be followed up to avoid incidents of theft.

Ensure you are adequately insured.

INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. Every reasonable precaution will be taken to protect exhibitors' properties, but Show Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident or other causes. Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

EXHIBITORS MUST PROVIDE ADEQUATE INSURANCE FOR THEIR OWN PERSONNEL, EXHIBITS AND MATERIALS AGAINST ALL SUCH HAZARDS.

SHIPPING INFORMATION

Onsite shipments will be accepted beginning on March 11, 2020. Please do not ship to show prior to this date.

ON-SITE SHIPPING ADDRESS:

H-E-B Center at Cedar Park
c/o GEMS
Company Name & Booth #
Spring Boutique
2100 Avenue of the Stars
Cedar Park, TX 78613

Post Show Shipping Documents

Each exhibitor or his representative will be expected to label his exhibit materials and furnish shipping information. Labels and Bills of Lading will be available at the Exhibitor Service Center. Previous shipping labels should be removed. GEMS accepts no responsibility for misdirected shipments as a result of old shipping labels remaining on containers. GEMS will route all shipments unless special advance arrangements are made. Exhibits and materials for which arrangements have not been made with GEMS, or which have not been removed from the exhibit area on removal day, will be transported to our warehouse, at an additional charge, to await disposition. GEMS reserves the right to route exhibit material via an alternate carrier in the event that the requested carrier fails to pick up the shipment or refuses to accept shipments within five (5) business days following the close of the Show. No liability will be assumed by GEMS as a result of such re-routing or handling. Any freight brought back to the warehouse for special pick-up will be given an additional charge.

If you have any questions, please contact jill@gemsevents.com or refer to the GEMS exhibitor kit on our website: www.austinspringboutique.com

Please make arrangements to dispose of or store shipping crates with the show decorator.

Show Management is not responsible for your packages; please do not send packages before your arrival as you MUST be present to sign for them.

BUILDING REGULATIONS

The H-E-B Center prohibits all open flames and use of duct tape on any surfaces in the arena

- **If you have any additional questions regarding the show, please contact us at 888-248-9751 ext. 114.**