



## MINNEAPOLIS HOLIDAY BOUTIQUE

Friday, November 8 – Sunday, November 10, 2019

U.S. Bank Stadium

401 Chicago Ave

Minneapolis, MN 55415

The 10 minutes you take now to review this information will save you time and money when setting up your display at the show.

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Dear Show Exhibitors,

**Thank you for participating in the 2019 Minneapolis Holiday Boutique Show!**

As the exhibit contact you will be receiving all the information that we send out. Should another individual assume your responsibilities, be sure that we are promptly informed, so we can keep our records current.

The Exhibitor Manual has been compiled to help exhibitors and their staff with complete details about all phases of the exhibition process at the show.

Enclosed you will find Move-In and Move-Out schedules, official show contractors and other helpful information to make your participation in our show successful.

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

If you have questions or concerns, please contact us at 952.933.3850 or 800.466.7469.

Sincerely,

Julianne Spargo  
Show Manager  
952-933-3850 x 716, or 952-451-0152  
[juliannes@MPeshows.com](mailto:juliannes@MPeshows.com)

**DIRECTORY OF CONTRACTORS**

**Show Facility**

U.S. Bank Stadium  
401 Chicago Ave  
Minneapolis, MN  
**Show Office Phone Number: 612-777-8881**

**Show Management**

Marketplace Events  
7550 France Avenue S, Suite 260  
Edina, MN 55435

**Official Show Decorator**

*Fern Expo*  
*EXPOSITION SERVICES*  
*751 Wyoming Street*

Kansas City, MO 64101  
[www.fernexpo.com](http://www.fernexpo.com)

**Electricity, Water, Cleaning and Internet Services** are ordered through CorExpo and installed through U.S. Bank Stadium. See CorExpo Exhibitor Kit for details on pricing and ordering.

**Electrical Service Technical questions:**

[terrence.mohs@gephartelectric.com](mailto:terrence.mohs@gephartelectric.com) 651-219-3383 during business hours only (8am-5pm CT)  
Roberta Kath (Pending) – all other US Bank Stadium services  
Email: [rkath@usbankstadium.com](mailto:rkath@usbankstadium.com)  
Phone: 612-777-8741

**Order Processing and Billing**  
**Jessica Mulheron**

Exhibitor Representative  
Phone: 763.458.7212  
Email: [jmulheron@fernexpo.com](mailto:jmulheron@fernexpo.com)

## SHOW DETAILS:

- **Welcome Office:** A welcome office will be located at the entrance of the show, just beyond the Legacy Gate Entrance. Signage will be displayed in front of the Welcome Office indicating its location.
- **Main Show Office** will be located just off the field through the loading dock entrance on the east side of the field in the Warm-up Room, directly across from the Vikings locker room.
- **Box Office:** Inside of the building off of S. 4<sup>th</sup> Street at the Polaris gate entrance. All same day attendee tickets will be purchased here.
- **Show Entrance:** Located on the West side of the building off of Chicago Ave. through the northernmost Legacy Gates. *This is the only entrance and exit to the show.*
- **Exhibitor Badges:** Please pick up in the Show Office during move in. Please have all exhibitor badges picked up by Thursday, Nov. 7th before the show opens on Friday, November 8th.
  - Please note, if you have not filled out an **Operator Certificate of Compliance (OCC)** form, one must be filled out at this time. Exhibitor badges will **NOT** be distributed until an OCC form has been submitted.
  - Additional details can be found under Exhibitor Badges in the Rules and Regulations section.
- **Will Call:** Located within the Welcome Office at the **Legacy Gate**. Will Call is set up as a courtesy and not for mass distribution of Exhibitor Badges. Please distribute your exhibitor badges to staff prior to the Show.
- **Exhibitor Entrance:** Located through the Southernmost **Legacy Gate** Doors on the West side of the building. Security is very tight and Persons under 16 are NOT admitted with these cards.
- **Show Hours**

Friday, November 8:	10:00 am - 9:00 pm
Saturday, November 9:	10:00 am - 9:00pm
Sunday, November 10:	10:00 am - 5:00pm

\*Exhibitors are allowed to enter 90 minutes before the show opens to the public and to restock.

- **Hotel Accommodations**

Exhibitors receive a discounted rate of \$135 per room (plus taxes) at the new Radisson RED Minneapolis hotel through October 7th. Please call the hotel directly at (612) 252.7740 and ask for the *Holiday Boutique* group **HB19**, or email [Marisa.Hovde@RadissonRed.com](mailto:Marisa.Hovde@RadissonRed.com) to reserve your room.

Grab n Go breakfast is available and the hotel has a full bar with food.

Radisson RED Minneapolis  
609 S. 3<sup>rd</sup> Street  
Minneapolis, MN 55415

<https://www.radissonred.com/minneapolis/>

## DATES AND DEADLINES:

- Final Payment: Due **September 12, 2019**. Penalties for non-payment include loss of space & monies paid in part for space.
- Show Program: The Show Guide is produced by Start Tribune.
  - All Companies will be listed in the guide if received by **September 30, 2019**.
- Operator Certificate of Compliance (OCC) form is due with contract. See forms section at the end of kit.
- Floor covering ordered from Fern Expo by **October 28, 2019** for discounted rates. Go to:  
  
<http://minneapolisholidayboutique.com/Exhibitor-Kit> then to **Show Decorator Kit link**
- Advanced shipping arrangements made with Fern Expo between **Oct.1 and Oct. 29, 2019** for discounted rates.
- Utilities: All services ordered through Fern Expo by Tuesday, **October 28, 2019** for discounted rates.
  - **Electricity** – pg. 30 & 31 in Show Decorator Kit
  - Internet – pg. 30 & 31 in Show Decorator Kit – Wifi is complementary on the football field/show floor
  - Water/Drainage
  - Cleaning
  - Phone service

## MOVE IN, MOVE OUT:

The Holiday Boutique Show will have a structured move-in and move-out system. **See our website map** link to view the full move-in and move-out schedule for your designated date and time. Exhibitors MUST adhere to the schedule to make this process as efficient as possible.

### General Rules:

- All Exhibitors on the field MUST move in through the U.S. Bank Stadium's Loading Dock (S. 4<sup>th</sup> Street-one way) and drive directly to their booth, or thru Lower Pentair Gates (S. 6<sup>th</sup> Street) as a secondary option.
- Exhibitors on the Concourse can cart-in through the Legacy Gate on Chicago Avenue.
- Vehicles are allowed on the football field level. Products can also be moved in by hand or cart/dolly.
- **Please bring your own dolly/cart and staff to move items in to your booth; extra help will not be provided.**
- Limited dollies will be available at the Pentair Gate and are first come, first serve.
- **No parking is allowed at the dock or in the building. Vehicles must be removed as soon as they are unloaded.**
- **All doors close at 8:00pm on Thursday, November 7th. All exhibit material must be within the exhibit space by 5:00pm so facility staff can clean the aisles and Corexpo can lay carpet.**
- **Move-In Ends at 8:00 pm every day**
- Children under 16 are not permitted on the show floor during move in or more out.

## MOVE-IN:

**Wednesday, Nov. 6: Noon – 4:00 pm**

**Yellow zone** – Loading Dock Entrance (S. 4<sup>th</sup> Street) drive-in primary entry, & Lower Pentair carry in only (S. 6<sup>th</sup> St)

**Wednesday, Nov. 6: 4:00 pm – 8:00 pm**

**Orange Zone** –Loading Dock Entrance (S. 4<sup>th</sup> St.) drive-in primary entry, & Lower Pentair carry in only (S. 6<sup>th</sup> St)

**Thursday, Nov. 7: 7:00 am – 2 pm**

**Blue Zone** – Loading Dock Entrance (S. 4<sup>th</sup> St.) drive-in primary entry, & Lower Pentair carry in only (S. 6<sup>th</sup> St)

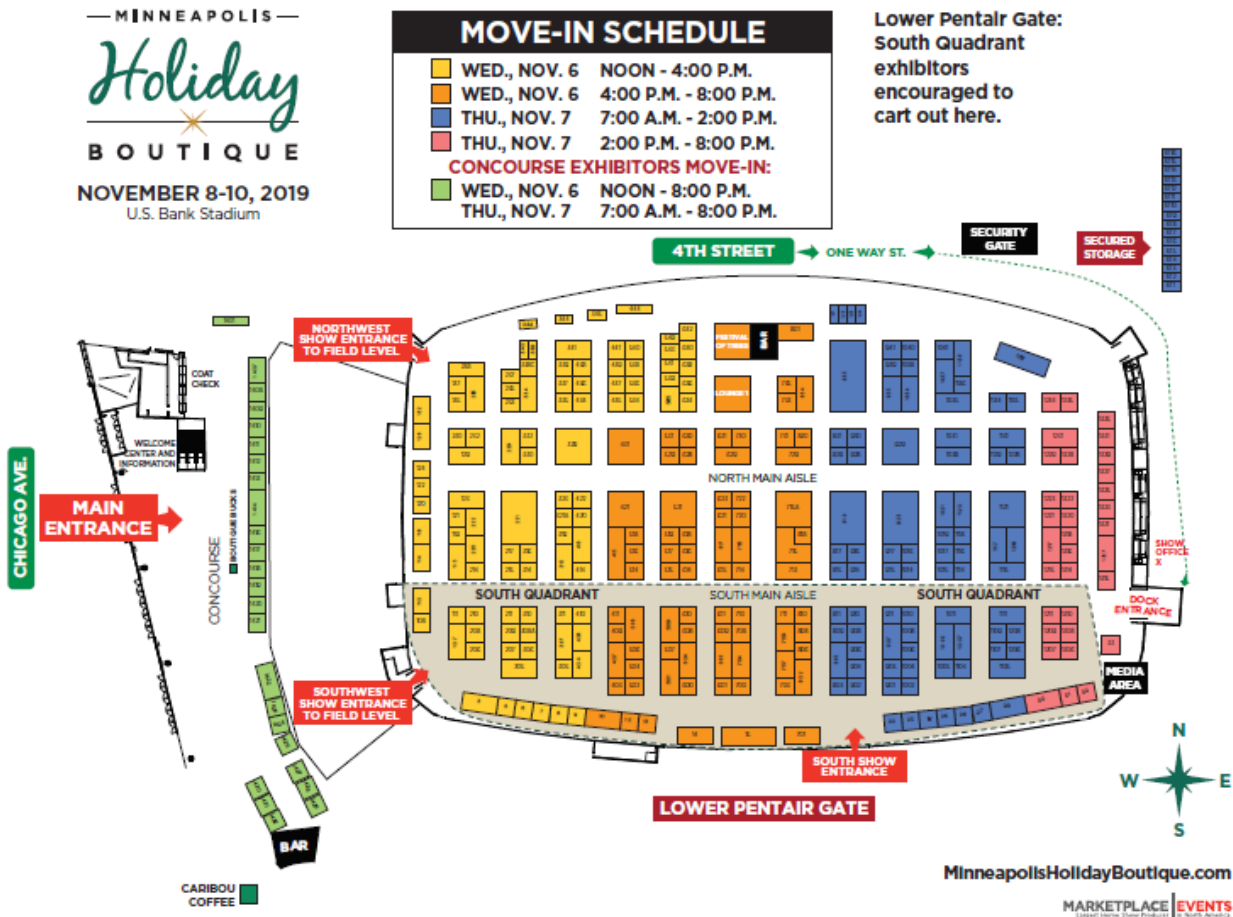
**Thursday, Nov. 7: 4pm - 8:00 pm**

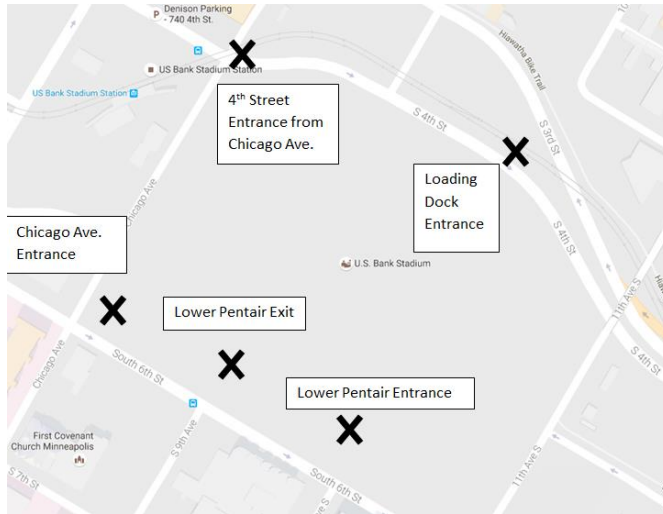
**Pink/Red Zone** - Loading Dock Entrance (S. 4<sup>th</sup> St.) drive-in primary entry, & Lower Pentair carry in only (S. 6<sup>th</sup> St)

**Loading Dock Primary Entrance** has a single lane ramp entrance and single lane ramp exit. This entrance is on S. 4<sup>th</sup> Street and will be accessible for Exhibitors. Once on Chicago Avenue, exhibitors will take a right onto 4<sup>th</sup> Street and **a security team will have a list of all Exhibitor Company Name and booth numbers, which is required for security to enter the dock.** You will be able to drive onto the field and unload your vehicle. Once all products are out of your vehicle, please move the vehicle immediately, park and return to set up your booth.

**Lower Pentair Gate** (secondary, back-up entrance) is a turn-around off South 6<sup>th</sup> Street. Exhibitors can enter Pentair through Southern entrance, park their vehicle, and begin unloading products. Once all products are out of your vehicle, please move the vehicle immediately exiting through the Northern exit, park and return to set up your booth. Chicago Ave. will be accessible for Exhibitors coming from South 6<sup>th</sup> St. We will also have personnel managing the Chicago Ave. entrances where the streets are blocked off.

See map below to view the full move-in schedule and for your designated date and time. Exhibitors must adhere to the schedule to make this process as efficient as possible.





## MOVE-IN LOCATIONS:

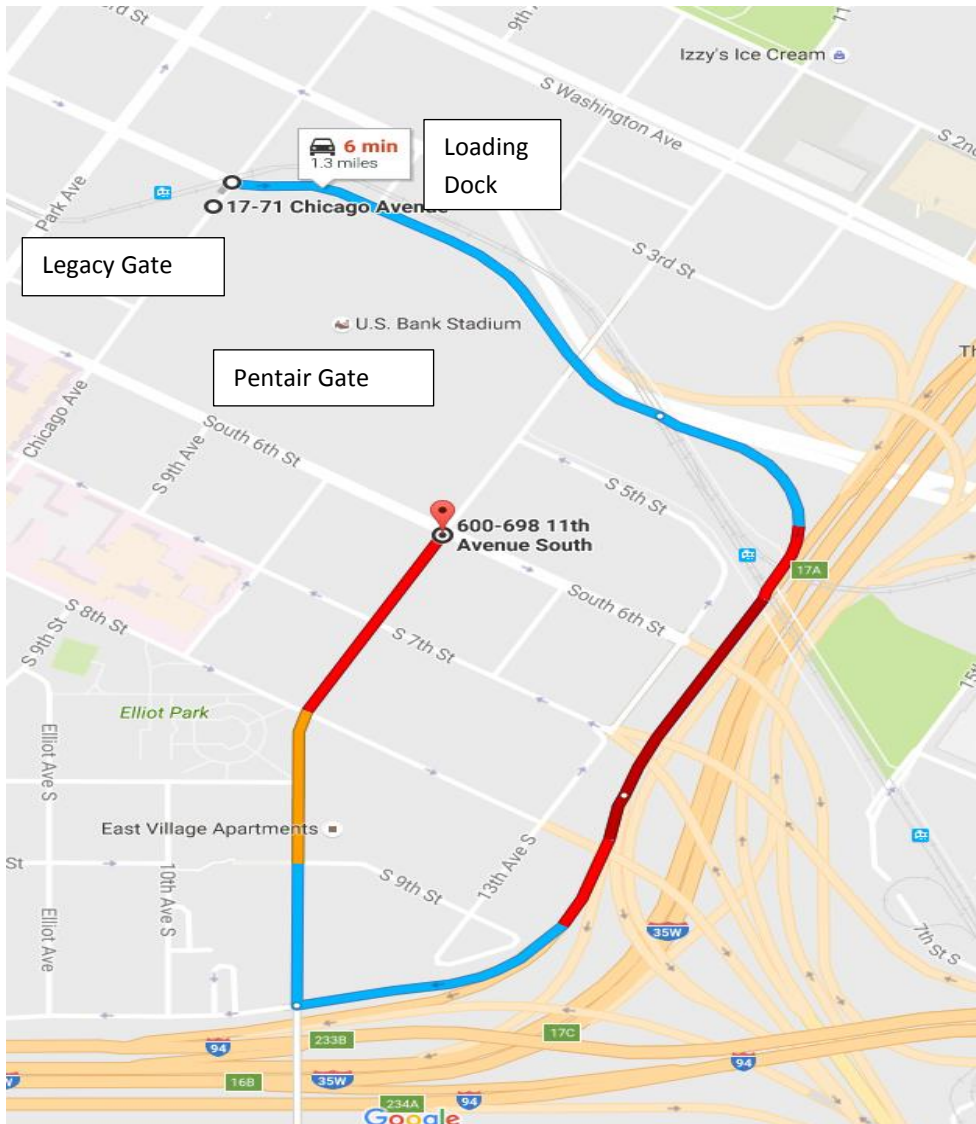
**Once exhibitors unload from the Loading Dock onto 4<sup>th</sup> Street, you must take the highway and loop back around to the Stadium.**

Once exhibitors have unloaded their vehicles from the **Lower Pentair Gate (on S. 6<sup>th</sup> Street)**, you may take a right onto Chicago Ave. towards 4<sup>th</sup> Street. You can continue on Chicago Ave. onto 4<sup>th</sup> Street, but if you take a right onto 4<sup>th</sup> Street, you must take the highway to get back to the Stadium.

Full directions with a map are below:

- From Chicago Ave. take right onto S. 4<sup>th</sup> Street
- Use the right lane to take the Interstate 35W/MN-55ramp
- Use the right lane to follow signs for 11<sup>th</sup> Ave.
- Turn right onto 11<sup>th</sup> Ave. S
- Follow 11<sup>th</sup> Ave. S until you reach South 6<sup>th</sup> Street. The Stadium will be immediately in front of you.

Click [HERE](#) for full directions.



**MOVE-OUT:**

- **All booths MUST remain up and fully staffed until show close on Sunday, Nov 10th at 5:00 p.m. or will be subject to fines.**
- Exhibits not removed by noon on Monday, November 11th are subject to removal and a cleaning fee. Marketplace Events is not responsible for any materials or displays that are left at the building.
- Early move out is strictly prohibited and NO EXHIBITS can be removed during show hours.
- Loading Dock and Lower Pentair Gates (for hand carrying only) are available for move-out.



**Move Out Schedule:**


**Sunday, November 10**

5:01 p.m. – Midnight

CONCOURSE LEVEL EXHIBITORS MAY MOVE OUT after 5:30 pm, once the electrical is pulled up.

See the link on website to view the full move-out schedule and designated date and times are below. We ask that all Exhibitors adhere to the schedule to make this process as efficient as possible.

— MINNEAPOLIS —



**BOUTIQUE**

NOVEMBER 8-10, 2019  
U.S. Bank Stadium

**MOVE-OUT SCHEDULE**

<b>Yellow Zone</b>		<b>SUN., NOV. 10</b>	<b>10:00 P.M. - MIDNIGHT</b>
<b>Orange Zone</b>		<b>SUN., NOV. 10</b>	<b>8:00 P.M. - 10:00 P.M.</b>
<b>Red Zone</b>		<b>SUN., NOV. 10</b>	<b>6:00 P.M. - 8:00 P.M.</b>
		<b>MON., NOV. 11</b>	<b>8:00 A.M. - NOON</b>
<b>All zones through dock</b>			

\* Times are approximate.

**Lower Pentair Gate:**  
South Quadrant exhibitors encouraged to cart in here.


**LOWER PENTAIR GATE**

\* 5-6 P.M.

Electrical & carpet pulled up, hand carry out only Lower Pentair



MinneapolisHolidayBoutique.com

MARKETPLACE EVENTS  
Largest Trade Show Products in North America

**U.S. Bank Stadium Information:**



## RULES, REGULATIONS AND BOOTH INFO

Our top priority is to produce a quality event. Two important aspects to doing this are maintaining the visual integrity of the show and creating an atmosphere where all exhibitors can do business. The following Rules and Regulations help us to maintain these aspects:

### 1. Advance Shipments

If your exhibit will arrive **BEFORE November 6** (first day of move in), it should be shipped to the Show Decorator, Fern Expo. Fern Expo will store and deliver your exhibit material to the U.S. Bank Stadium for a charge. All shipments must be prepaid. Refer to Fern Expo's Decorator Kit for details on shipping: [HERE](#)

### 2. Alcohol

No alcohol may be consumed on show site other than during designated times and locations as specified in this Exhibitor Service Manual and/or on posted signage by the show facility/Stadium. Alcohol consumption is strictly forbidden during all move-in and move-out hours. Additionally, the use or distribution of illegal drugs is strictly forbidden. Any persons including exhibitors, service providers, employees, attendees or anyone else working at or attending the show that does not comply with this policy will be removed from the show and their credentials will be revoked.

### 3. Animals/Pets

Animals/pets are not permitted in the U.S. Bank Stadium without prior approval of Show Management and U.S. Bank Stadium management *including* move-in and move-out times. Exceptions are always made for seeing-eye dogs.

**4. Booth design and construction** – Have a festive Holiday-themed booth with items including greens, holiday lights and décor to welcome consumers in!

Drape and Height:

- Booth rental comes with 8' high back drape and (2) two 8' high side drape, one for each side of the booth (all draping is black).
- Nothing is to be pinned or stapled to drape – “S” hooks are available through Fern Expo.
- Exhibit tables, stands, displays, etc. may extend forward all 10' from the rear drape at 8' in height. The outward facing sides of your exhibit must be finished and may not contain any marketing.
- There is one common back drape shared by exhibitors on either side of the drape. Exhibitors must remain on their own side of the drape. Your carpet, bracing, etc. may not extend into the exhibit space behind you.
- No part of your exhibit or product may block the view into the exhibit next to you.

### 5. Signage:

- Booth rental comes with (1) one identification sign (7" x 44") that includes your company name and booth number.
- All additional signage must be professionally made. Hand-written signs are NOT allowed.
- Signage cannot be attached to any of the U.S. Bank Stadium walls, pillars, etc.
- Signage cannot be above 8' in height in a space less than 20' x 20'.
- Signs above 8' in height may include company name and logo; they may not be used to advertise products and services.
- If signage requires hanging, please contact Fern Expo. Cost to hang signage is the responsibility of the Exhibitor.
- The use of tents must be approved prior to the show by Show Management.
- Overhead inflatable signs are not permitted.
- If you would like your sign to be read differently than what it listed on your space agreement, fill out the Sign Order Form in the forms section of the packet.

## 6.Flooring:

All booths in the show MUST have floor covering (carpet preferred). No exceptions will be made. Permanent carpet tape is not allowed. Exhibitors may provide their own floor covering or it can be rented from Fern Expo. The field/turf will be covered with plastic square interlocking flooring which can withstand semi-loads.

## 7.Misc.:

Materials such as table draping, cut trees, wood chips and mulch used in the construction of displays must be fire resistant. All tables must be professionally skirted; i.e., skirting that is pleated or shirred and of floor length (no paper or sheets or tablecloths). The only exception is fine, designer furniture or tables requiring wiping selling food or beverages.

\*\*Refer to the Forms section for a booth layout.

## 8.Credits

If an additional firm is assisting with your displays, signs, etc. and you would like to give them credit/recognition, you may display one (1) professionally made sign within your booth ONLY if they are an exhibitor at the show. Signage may not exceed 7"x11". If your assisting firm is NOT an exhibitor in the show, call Marketplace Events regarding how they can be identified. If they have NOT leased space from us for the show, they cannot distribute literature in any way inside the facility.

## 9.Demonstrations/Distribution

- Displays, demonstrations or distribution of materials are not permitted *outside* of Exhibitor's booth(s).
- The use of microphones is NOT permitted on the show floor unless approved by Show Management.
- Small sound amplification systems for captive-audience demos may be used, however sound must be inoffensive to neighboring exhibitors.
- Advertisement, exhibit or promotion may include prices but cannot include price comparisons with competitive products.
- No stickers, pressure adhesive, etc. can be used or given away by exhibitors
- Balloons including Helium-filled balloons are NOT allowed.
- No food (including popcorn) or beverages may be distributed by exhibitors inside the U.S. Bank Stadium unless approved by Marketplace Events.

### 1. Drawings and Giveaways

All drawings must have prior approval from Show Management and be held before show closing. Drawing Registration Form must be filled out (see forms section) by the start of the show. Per state regulations, exhibitors are required to turn the name of each winner in to the Show Office. Show Management reserves the right to terminate any contest by removing ballots from the booth if it does not comply with Show Management regulations.

### 2. Exhibitor Badges & Admission Passes

**Exhibitor badges need to be picked up in the show office during move in. Booth attendants must have and wear Exhibitor Badges at all times for admission to the show. No badge = no admission.** Exhibitors receive five (5) exhibitor badges per 100 square feet / 20 maximum per exhibitor.

**Admission Passes will be mailed to Exhibitors before the show once the Exhibit Space is PAID IN FULL.**

Each Exhibitor will be provided ten (10) Admission Passes. These Passes are for you to distribute to friends, clients & family.

### 3. Fire Regulations

#### Show Management Regulations:

Material used in exhibits must be fire resistant and are subject to inspection by the Minneapolis Fire Department. If you have any questions on this, call the Minneapolis Fire Prevention Bureau (612) 673-2546.

Precautions must be taken to prevent the general public from coming in contact with anything that may cause burn or injury. Any product hot to the touch must be placed at the back of your booth, away from the aisle. For those with bulk 20'x20' peninsulas, islands or larger, these products must be positioned in the middle/center area of your space, again, as far away from the aisle(s) as possible. Warning signs must be placed prominently on all such surfaces, horizontal and perpendicular.

#### U.S. Bank Stadium Regulations:

Written authorization by U.S. Bank Stadium management and the M.F.D. Fire Prevention Bureau shall be required for the following:

- Operation of any electrical, mechanical or chemical devices which may be deemed hazardous by the M.F.D. Fire Prevention Bureau.
- Operation of any heater, barbecue, heat producing or open flame devices, candles, lanterns, torches, welding equipment, smoke emitting devices or materials, etc.
- Use or storage of flammable liquids, compressed gases, or dangerous chemicals.
- Use of any fireworks/pyrotechnics.

**Open flame permits may be obtained from the M.F.D. Fire Prevention Bureau by going to the City of Minneapolis Fire Inspection Services webpage to fill out the form at the following link**

**[http://www.ci.minneapolis.mn.us/www/groups/public/@regservices/documents/webcontent/convert\\_284428.pdf](http://www.ci.minneapolis.mn.us/www/groups/public/@regservices/documents/webcontent/convert_284428.pdf) or by calling (612) 673-2546. Charges are incurred for each permit.**

#### Sternos

- An Open Flame permit must be obtained and kept in the exhibit booth at all times.
- One 2-A:10-B:C fire extinguisher must be kept in the exhibit booth.

#### Butanes

- An Open Flame permit must be obtained and kept in the exhibit booth at all times.
- One fire extinguisher 2-A:10-B:C must be kept in the exhibit booth for each burning device.
- 20 lb. maximum tank
- A 10' separation must be maintained between each burning device
- Additional tank(s) must be kept outside the building. No spare tanks may be stored in the booth or anywhere else inside the building or on any dock.

#### Candles

- An Open Flame permit must be obtained and kept in the exhibit booth at all times
- The candle must be housed in glass
- The tip of the flame in any state of use may not extend at all above the top of the glass housing

### 4. Forklift Services

Exhibitors requiring forklift services should make arrangements with Fern Expo prior to move in. Details:

- Forklift and operators are available to assist you with setup, spotting of machinery and un-skidding once it has been delivered to your booth. Do not order forklifts to unload your freight carrier. Please see the material handling forms included in this kit.
- 5,000 lb. forklifts are standard, any forklifts over 5,000 lbs. must be ordered in advance
- If a crane or special lift is needed, please call Fern Expo customer service for availability and quote
- A one-hour charge will be applied to all orders cancelled without 48 hour notification
- Payment is due and payable when services are rendered
- The exhibitor is responsible to check-in with the Fern Expo service desk when the forklift is needed
- **Check in at the Corexpo service desk on show site when you are ready for your Forklift. All Forklift orders are assigned on a first come first serve basis.**

**FORKLIFT RATES** (1 hr. minimum) – See Decorator kit for 2018 pricing

**Straight Time:** 8:00 am – 4:30 pm, Monday – Friday

**Overtime:** Before 8:00 am and after 4:30 pm, Monday – Friday, and all day Saturday and Sunday & Holidays.

## 5. Insurance

Marketplace Events, the Minneapolis Holiday Boutique Show or the U.S. Bank Stadium will NOT be responsible for injury to persons nor the loss or damage of products, exhibits, equipment or decorations by fire, accident, theft or any other cause while in the show building or its environs. As agreed in the contract, exhibitors agree to indemnify and hold harmless Show Management and the U.S. Bank Stadium against, any and all complaints, suits, or liabilities arising out of acts of the exhibitor or his/her representatives, or out of activities within the exhibitor's booth area. Verify with your insurance company if you're uncertain about your coverage. Exhibitors are responsible for damage they cause to the U.S. Bank Stadium including walls and floors and for labor charges to remove stains or adhesives from the walls or floors. Exhibitors will be billed for such damage with the dollar amount of the damage determined by the U.S. Bank Stadium.

## 6. Materials subject to license or restriction

The playing, performing or other use of any copyrighted music in television or radio transmission, videotape, audio-visual material, or any other work, whether live or recorded, by exhibitor or its agents, representatives or employees is expressly prohibited. Exhibitor agrees to indemnify the U.S. Bank Stadium and Marketplace Events (and their respective officers, directors, owners, employees, insurers, agents, representatives and assigns) against any and all claims and costs of defense, or fees paid by Marketplace Events to ASCAP or BMI, arising from any unauthorized use of any work by exhibitor or any of its agents, representatives or employees.

## 7. Merchandise and Food & Beverage Sales

All exhibitors selling retail MUST have a Minnesota Sales Tax Identification Number. All exhibitors with taxable sales MUST also have a Minneapolis permit.

Some food items are subject to a 7.775% sales tax, not the customary 6.875% (subject to change.) **Contact the Minnesota Department of Revenue (651) 296-6181/800.657.3777 if you have questions.**

**Food exhibitors: Any product that may potentially be opened and consumed on site (i.e. pretzels, candies, cookies, and popcorn) must be prepackaged.**

Exhibitors that will distribute food and/or beverage samples during the show and have obtained prior approval from show management must complete a Short-Term Food Application and submit an \$90.00 check made payable to Minneapolis Finance to Marketplace Events by **Friday, October 4, 2019**. Per the City, Exhibitors must also comply with the Self Inspection, guidelines for dispensing foods at events and Green Go policies.

**Links to information is below:**

All permit information can be found on the City of Minneapolis' Event Permit page:  
<http://www.minneapolismn.gov/health/inspections/food-short>

[Short-Term Food Application](#)

[Self-Inspection Form](#)

[Guidelines for Dispensing Foods at Events](#)

### **Food & Beverage Permit Procedures**

Fill out all information on the Short Term Food Application ([Short-Term Food Application](#))

- **\$90.00** check made out to Minneapolis Finance Dept. and send to Marketplace Events

Send the application and check to:

Marketplace Events

Attn: Julianne Spargo – F&B Permit

7550 France Avenue South, Suite 260

Edina, MN 55435

Please DO NOT send information to the City. All exhibitors are required to send information directly to us and we will send to the City for approval.

**ALL INFORMATION IS DUE BY FRIDAY, OCTOBER 4.** Any information received after that date may be subject to fines from the City for late submittals.

\*\*\*Exhibitors that have a seasonal permit DO NOT have to pay the fee, but must still fill out an application and provide permit number in lieu of payment.

Green to Go Information:

City of Minneapolis Website: <http://www.ci.minneapolis.mn.us/health/inspections/WCMS1P-132297>

[FAQs](#)

[Supplier List](#)

[Environmentally Acceptable Packaging Ordinance Overview](#)

### **8. Operator Certificate of Compliance (OCC) Form**

ALL exhibitors (regardless if they are selling at the show or not) are required to complete an OCC form for the MN Dept. of Revenue that includes a (7) seven digit number. OCC forms are due to Show Management before the show. Companies without an OCC form on file will be subject to fines up to \$500 per show day.

- Complete the form and return by fax to 952-933-7548.

### **9. Outside Contractors**

Any independent contractor/display house which contracts to assemble and/or dismantle an exhibit at the Show must notify Fern Expo of the exhibiting company's name and booth number, in writing, at least 30 days prior to the first day of move-in. The display house must also provide a certificate of insurance to Corexpo at the time the letter is sent and also to Show Management.

### **10. Parking**

- There is no reserved parking at the U.S. Bank Stadium, however there is ample parking around the stadium.
  - The Holiday Boutique Show has made arrangements with parking facilities for exhibitors to pre-pay for parking. Visit the Exhibitor Kit page for more information to see all options.
  - Limited free Sunday street parking – arrive early for a spot.

### **Security**

Exhibitors are responsible for their own booth security. Security guards will be on duty 24-hrs a day throughout

move-in, show days and move-out and are there to safeguard your interests. Please extend them cooperation and courtesy in the performance of their duties. Place a cloth over valuables end of the day if any concerns.

## **Show Decorator**

The official show decorator is Fern Expo. Please refer to the Directory of Contractors for contact information. They are responsible for:

- Furniture rental (tables, chairs, etc.)
- Sign/Banner orders
- Carpet rentals
- Draping
- Display set-up assistance

Show Decorator Exhibitor Kit is available online [HERE](#). To avoid delay, have your order placed before move in.

### **11. Smoking**

Smoking in any form is not allowed in the U.S. Bank Stadium. Anyone caught smoking in the U.S. Bank Stadium by the Fire Inspector will be tagged and removed from the facility for the day.

### **12. Staffing of Exhibits**

It is required that exhibitors require a staff member in their exhibit at all times during the hours of the show. Show Management does **NOT** assume any responsibility for losses.

### **13. Subletting of Exhibit Space**

Exhibitors are NOT permitted to sublet their space to another company or product without prior written permission from Show Management. Violators will be removed from the show.

### **14. Utilities**

Electricity, Water, Cleaning and Internet Services are ordered through Fern Expo and installed through U.S. Bank Stadium. See Fern Expo Decorator Kit for details on pricing and ordering.

#### **Electrical Service Technical questions:**

[terrence.mohs@gephartelectric.com](mailto:terrence.mohs@gephartelectric.com)

#### **Order Processing and Billing**

##### **Jessica Mulheron**

Exhibitor Representative

Phone: 763.458.7212

Email: [jmulheron@fernexpo.com](mailto:jmulheron@fernexpo.com)



## **FORMS**

### **Booth Layout**

For standard 10'x10' booths, Marketplace Events provides 8' back drape and 8' side drapes. Exhibit tables, displays, etc. may extend forward all 10' from the rear drape at 8' in height. Signage may not be displayed above the 8' drape height.

Exceptions can be made with Marketplace Events' approval in cases where your space constitutes a 4-booth (or more) "island." Please call Marketplace Events to confirm your idea(s).

#### **Additional Notes**

Floor covering, preferably carpet – this will improve the image of your booth and your company. No part of your floor covering may extend beyond your booth or stick out into the aisle.

- Professionally made signs only. No magic marker, grease pencil or "homemade" signs.
- Professionally skirted tables with floor-length skirting that is pleated or gathered. No paper or plastic (fire regulations). Fine furniture is acceptable without skirting. Card tables and old metal folding chairs detract from your booth and from the Show. Nice furnishings improve your business image and your exhibit

**Drawing Registration**

If you plan to use a drawing for prizes during the Minneapolis Holiday Boutique Show, you must register your drawing before the Show opens. Show Management must approve any and all drawings or contests conducted by an exhibitor. Such drawings or contests are subject to all laws and municipal restrictions. Prizes offered by exhibitors must be awarded by Show closing, and Show Management must be informed of the name, address and phone number of all winners at that time.

If contest entries will be used to generate contact lists, or if entrants will be contacted or solicited in any way by either mail or telephone, the entry blank must bear the disclaimer that contest or drawing participants will be contacted by mail and/or telephone to receive product or service information.

Any individual, organization or company not complying with the preceding rules may be subject to contract termination or losing any future invitations to the Show.

-----

COMPANY NAME: \_\_\_\_\_ BOOTH #: \_\_\_\_\_

ATTN.: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

WHAT WILL DRAWING BE FOR AND HOW MANY:  
\_\_\_\_\_  
\_\_\_\_\_

DOLLAR VALUE OF EACH PRIZE:\$ \_\_\_\_\_

DATE OF DRAWING: \_\_\_\_\_

Mail or Fax form to: Minneapolis Holiday Boutique – Attn: Julianne Spargo  
7550 France Ave. S. Suite 260  
Edina, MN 55435  
PHONE: 952.933.3850  
FAX: 952.933.7548  
[www.minneapolisholidayboutiqueshow.com](http://www.minneapolisholidayboutiqueshow.com)



# Operator Certificate of Compliance

Read the information on the back before completing this certificate. **Person selling at event:** Complete this certificate and give it to the operator/organizer of the event. **Operator/organizer of event:** Keep this certificate for your records.

**Do not send this form to the Department of Revenue.**

<b>Print or type</b>	Name of business selling or exhibiting at event		Minnesota tax ID number	
	Seller's complete address		City	State      Zip code
	Name of person or group organizing event			
	Name and location of event			
	Date(s) of event			

<b>Merchandise sold</b>	Describe the type of merchandise you plan to sell.

<b>Sales tax exemption information</b>	Complete this section if you are not required to have a Minnesota tax ID number.
	<input type="checkbox"/> I am selling only nontaxable items.
	<input type="checkbox"/> I am not making any sales at the event.
	<input type="checkbox"/> I participate in a direct selling plan, selling for _____ (name of company), and the home office or top distributor has a Minnesota tax ID number and remits the sales tax on my behalf.
	<input type="checkbox"/> This is a nonprofit organization that meets the exemption requirements described below: _____ Candy sold for fundraising purposes by a nonprofit organization that provides educational and social activities for young people primarily aged 18 and under (MS 297A.70, subd. 13[a][4]). _____ Youth or senior citizen group with fundraising receipts of \$10,000 or less per year (MS 297A.70, subd. 13[b][1]). _____ A nonprofit organization that meets all the criteria set forth in MS 297A.70, subd. 14.

<b>Sign here</b>	<i>I declare that the information on this certificate is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.</i>	
	Signature of seller	Print name here
	Date	Daytime phone (    )

**PENALTY** — Operators who do not have Form ST19 or a similar written document from sellers can be fined a penalty of \$100 for each seller that is not in compliance for each day of the selling event.

## Selling Event Exhibitors and Operators

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Fact Sheet

### Sales tax registration

Any business, individual, promoter, operator, or fair board making taxable sales at a flea market, collectors' show, craft show, antique show, county fair, trade show, or similar event must be registered to collect the Minnesota general sales tax and any applicable local taxes before the event begins. You may register for a Minnesota ID number online at: [www.taxes.state.mn.us](http://www.taxes.state.mn.us) or by calling 651-282-5225 or toll-free 1-800-657-3605. The Application for Business Registration, Form ABR, is available on our web site or by writing: Minnesota Tax Forms, Mail Station 1421, St. Paul, MN 55146-1421.

Certain individual sellers at a flea market or similar event are not required to register to collect sales tax if they qualify for the isolated and occasional sales exemption. To qualify, all the following conditions must be met:

- The seller participates in only one event per calendar year that lasts no more than three days;
- The seller makes sales of \$500 or less during the calendar year; and
- The seller provides a written statement to that effect, and includes the seller's name, address and telephone number.

This isolated and occasional sales provision applies to individuals only, it does not apply to businesses.

### Operators of selling events

Minnesota law requires that before an operator of a craft show, art fair, flea market, or similar selling event can rent space to a seller at the event, the operator must have either proof that the seller is registered to collect Minnesota sales tax, a written statement from the seller that no taxable items are being sold, or a written statement from the seller indicating that they qualify for the isolated and occasional sales exemption mentioned above. *Sellers are required to give the operator a completed Operator Certificate of Compliance, Form ST19, or other similar written statement for this purpose.* Form ST19 is available on our web site, or you may call our office to request one.

Operators should keep the forms for at least three and one half years. Operators who do not have Form ST19 or a similar written statement from sellers, can be fined a penalty of \$100 for each seller that is not in compliance for each day of the selling event.

### Sales

Sales of arts, crafts, antiques, collector items, and equipment are generally subject to the general state sales tax and any applicable local taxes. Sellers should separately state the sales tax whenever possible. If the tax is included in the selling price, the item must be marked "tax included," or a sign posted indicating that tax is included in all prices.

Below are guidelines for items commonly sold at fairs and other selling events.

#### Admissions

*Entertainment events.* Admission tickets to county fairs and other *entertainment or sporting events* such as grandstand shows, horse shows, and auto races are taxable.

*Selling events.* Admission tickets to flea markets, antique shows, and similar *selling events* are not taxable.

*Entry fees* to participate in a competitive event are not taxable unless they are for a normally taxable admission or use of an amusement device. For example, entry fees to enter a quilt in a sewing competition are not taxable because no admission or amusement is involved. However, entry fees to play in a dart tournament are taxable because the normal fee for playing darts is taxable.

*Amusements.* Charges for rides, sideshows, or exhibitions are taxable. This includes all carnival rides and games, as well as bungee jumping, video games, games of chance or skill, mechanical handwriting analysis, virtual reality games and other entertainment.

**Clothing.** Clothing meant to be worn on the human body for general use is not taxable, but some accessories are taxable. Baby clothing (including receiving blankets used as clothing) is not taxable. See Fact Sheet 105, Clothing, for more information.

**Collectors.** Sales of collector items such as model trains, guns, coins, comic books, stamps, and sports memorabilia are subject to sales tax when sold at a collectors' show, flea market, or any similar gathering of sellers.

**Lodging.** Charges for lodging accommodations, including camp sites, mobile homes or other lodging facilities are taxable.

**Parking.** Charges for parking vehicles are taxable (except at parking meters).

**Rentals** of equipment such as display booths, coolers, and generators are taxable. Rentals of booth space are not taxable.

**Utilities.** Charges for electricity, gas, water, or other utilities to operators of shows or concessions are taxable.

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## Food and drinks

Prepared food, as well as candy and soft drinks, are subject to Minnesota sales tax. Food and drinks, including bakery goods, are taxable when sold with eating utensils provided by the seller. Eating utensils include plates, knives, forks, spoons, glasses, cups, napkins, or straws.

See Fact Sheets 102A Food and Food Ingredients, 102B Candy, 102C Soft Drinks and Other Beverages, 102D Prepared Food, and 102E Dietary Supplements for more information.

### Alcoholic beverages

Sales of intoxicating liquor are subject to the state general sales tax and a 2.5 percent liquor gross receipts tax. Non-alcoholic beer, such as O'Doul's and Sharp's, is subject to the state general sales tax. See Fact Sheet 137, Restaurants and Bars, for more information.

### Examples of food sales at a fair or other event:

**Example 1.** A baker makes and sells cinnamon rolls served on a plate. Since the plate is considered an eating utensil, sales of the cinnamon rolls are taxable.

**Example 2.** A booth at a fair makes and sells jars of spaghetti sauce. The sauce is not taxable because the customer generally heats it after the sale.

**Example 3.** A shop at a flea market makes and sells jam. The jam is taxable because the seller prepared the jam by combining two or more food ingredients, and the customer does not usually cook or heat it after the sale.

**Example 4.** A booth at a carnival sells whole fresh fruit. No eating utensils are provided. The fruit is not taxable.

**Example 5.** A vendor at a fair prepares and sells flavored nuts. The nuts are taxable because they are prepared by the seller and the customer does not usually cook or heat them after the sale.

**Example 6.** A vendor at a trade show sells spices made by someone else to use in cooking. The vendor uses the spices in demonstrations and passes out free samples of spiced food. Eating utensils are used to pass out the samples. The spices are not taxable because they not prepared by the seller. The eating utensils used during the demonstration do not cause the spices to be taxable.

However, if the vendor *prepares* the spices (i.e., mixes his/her own spice blends), they are taxable even if the vendor does not provide eating utensils.

**Example 7.** A concessionaire sells pickles. The concessionaire uses a wooden skewer to retrieve the pickle from the container and hands the pickle to the customer on the skewer, which the customer keeps. The skewer is considered to be an eating utensil, so the pickle is taxable.

## Advertising

Sales of advertising products such as programs, brochures and signs, and rentals of portable signs are taxable. Leases or rentals of billboard advertising are not taxable. Advertising services (including concept and design) are not taxable.

## Prizes

Prizes awarded in games of skill or chance conducted at events such as carnivals, festivals, and fairs *lasting less than six days* are exempt from sales or use tax. Give the seller a fully completed Certificate of Exemption, Form ST3, to claim exemption.

Purchases of prizes are taxable for use at amusement parks, arcades, the State Fair, or other events that last six days or more. Also, items are taxable if they are awarded as prizes in connection with lawful gambling or the state lottery.

## Use tax

Use tax applies to items or services *you use* that you purchased without paying sales tax. Use tax is similar to the sales tax and the rates are identical. Use tax is based on your cost of taxable purchases. Common examples of when use tax is due:

- You buy items for resale for your business, then remove some of the items from inventory for business or personal use.
- You buy a computer for use in your business from a mail order company or over the Internet and the seller does not charge sales tax.

Report state and local use tax electronically at the same time you report your sales tax. See Fact Sheet 146, Use Tax for Businesses, for more information.

## Out-of-state vendors

Out-of-state businesses must collect Minnesota tax on all taxable sales made while in Minnesota. If you make sales to Minnesota residents after you leave the state of Minnesota, or take orders for future direct mailings, these sales may be subject to Minnesota tax. See Revenue Notice 00-10, Nexus Standards, for guidelines.

If you come into Minnesota for a selling event you are subject to income tax if you meet the minimum filing requirements; call 651-296-3781 or 1-800-652-9094 for more information.

Any wages paid to employees are subject to Minnesota withholding tax requirements; call 651-282-9999 or 1-800-657-3594 for more information.

## Minnesota local taxes

Minnesota Revenue administers and collects local taxes on behalf of several local governments. Local taxes are listed and explained in detail in Fact Sheet 164, Local Sales and Use Taxes.

**Special local taxes on food, liquor, admissions, entertainment, and lodging.** In addition to the general local sales and use tax, some cities impose additional sales and use taxes on sales of food, liquor, lodging and entertainment, which the Department of Revenue administers. See Fact Sheet 164S, Special Local Taxes, for more information.

### References:

M. S. 297A.87, Flea markets, shows, and other selling events  
Revenue Notice 95-04, Penalty for Operators of Flea Markets and Similar Events  
Revenue Notice 99-05, Responsibility for Collection and Remittance of Sales Tax on Tickets Sold at Selling Events  
Revenue Notice 00-10, Nexus Standards

### Fact sheets that may be of interest:

Food and Food Ingredients, #102A  
Candy, #102B  
Soft Drinks and Other Beverages, #102C  
Prepared Food, #102D  
Dietary Supplements, #102E  
Local Sales and Use Taxes, #164  
Fact Sheet 154, Arts and Crafts (describes how tax applies to craft sales and how to buy items used to make the crafts exempt for resale)

**Minneapolis Holiday Boutique Sign Orders**

**SIGN ORDER FORM**

Fill out and return this form only if you want your sign to read differently than what is listed in your space agreement.

This is a uniform 7" x 44" sign with 2" high letters made by the show decorator and hung by them on the back of your booth(s), along with your booth number(s). It is for identification and is placed on your space before you move in.

<p>The sign should list the company name as:</p> <p>_____</p> <p>_____</p>
--

COMPANY NAME (on SPACE AGREEMENT): \_\_\_\_\_

BOOTH #: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE #: \_\_\_\_\_ FAX #: \_\_\_\_\_

Mail or fax to:

Minneapolis Holiday Boutique Show  
 Marketplace Events  
 7550 France Ave. S. Suite 260  
 Edina, MN 55435  
 P: 800.466.7469  
 P: 952.933.3850  
 F: 952.933.7548  
[www.minneapolisholidayboutiqueshow.com](http://www.minneapolisholidayboutiqueshow.com)