



IMPORTANT: Please make sure all those representing your booth are provided with a set of these guidelines.

Huff's Promotions Shows

EXHIBITOR RULES AND REGULATIONS

1. APPLICATION & DEPOSIT: Please submit your application with 3-4 photos of your product, 1 photo of your overall booth display and deposit or full payment.

Payment schedule for shows:

- For Mall Shows, your one-time deposit may secure all shows scheduled for the year, and will be applied to your last show scheduled or may be rolled over to the next year's show deposit. If submitting your application within two weeks of a show date or if you are a new exhibitor with us, exhibitor is subject to paying the full booth fee with application. All items are subject to pre-approval. You will receive a confirmation by e-mail indicating if you're A=Accepted, W=On Waiting List or U=Unaccepted.

Art & Craft Exhibitors, Direct Sales Exhibitors -

Deposit: \$50.00 – If scheduling multiple shows, this one time \$50 deposit holds all shows scheduled and will be applied to your last show.

Booth Bal: Pay with application or can be paid at show set-up.

Other Exhibitors -

Deposit: At least \$100 deposit for each show (May pay full booth fee w/application).

Booth Bal: Must be paid by two weeks prior to show date.

- For All Other Shows, see the specific show application for payment schedule and full details.

PAYMENT POLICY: Acceptable forms of payment are check, money order, MasterCard and Visa. A 3% processing fee will be added and charged for credit card payments. Balance of booth fee for mall shows is due to the show manager at check-in. A \$35 NSF fee will be charged for returned checks.

2. SHOW OPTIONS for Mall Shows: Generally, mall shows run either 4 days or 5 days (refer to Show Schedule). However, the following opportunities may also be available:

2 OR 3-DAY SHOW OPTION: At some shows, you may apply to participate just Friday, Saturday and Sunday or just Saturday and Sunday only. Simply indicate the exact dates on your application. Only a limited number of these spaces are available at each show. There is no reduction of booth fee for 3-day show options.

3. CANCELLATIONS, ADDITIONS: Please contact the Huff's office by phone, e-mail or fax. On-site show managers will not take schedule additions/adjustments/cancellations. The following cancellation charges will apply for mall shows:

- ◆ 45 days to 17 days prior to set-up day.....\$30.00
- ◆ 16 days to 4 days prior to set-up day...\$50 per booth
- ◆ Week of show or no-show...Full booth fee

All other shows, see specific show application for cancellation policy.

Items 4. through 10. applies for **Mall Shows only**, (then continue on to the end).

For Events at Other Venues, Jump to Item 11. and then refer to the Show Application/Flyer specific to the event you are scheduled for to review the Complete Rules for that event including Set-up/Tear-down, Display/Booth Guidelines, and more.

4. CHECK-IN/SET-UP/TEAR-DOWN INFORMATION FOR MALL SHOWS:

CHECK-IN & SET-UP -

- Your space location will be provided to you when you arrive at check-in.
- Check in with the Show Manager, usually in center court the night before opening day between 8:30pm-9:00pm or no later than ½ hour before the mall closes.
- DO NOT bring any display items in with you to check-in. (ie, tables, product, fixtures, etc.)
- The show manager will inform you which service doors to unload through. You must use the service doors to bring all inventory into mall, even if it is one small box.
- Load-in and set-up begins *only* after the mall closes.
- No parking at curb for loading or unloading at set-up or tear-down.
- 2 or 3-day set-ups - Check in with the Show Manager the night before your start day between 8-8:30pm or no later than ½ hour before the mall closes, unless prior arrangements have been made.

TEAR-DOWN -

- Early dismantling/tear-down of your booth is not permitted. You may begin to *organize* from the back, but carts/boxes are not permitted on show floor until the mall closes on Sunday.
- Do not pull into the loading area until after the mall closes on Sunday.
- Do not bring dollies or boxes onto show floor until mall closes on Sunday.
- All boxes must be broken down and placed in outside dumpsters along with trash. Do not use indoor mall trash cans.
- Be sure to leave area clean, remove all dots & labels (if apply), pick-up all zip tie clippings and sweep floor, if necessary. Leave nothing behind.

Exhibitors will receive an email approximately one week prior to each show with check-in and set-up details specific to each mall show. We ask that you reply to that email so that we know you received it. If you don't receive this, please contact us.

5. SIZE/LAYOUT: Booth sizes vary from mall to mall (approx. 100 sq. ft. for a single booth). When designing your display be prepared that your display is flexible. Typical spaces may be one of three sizes:

½ Booth:	5 x 10			
Single Booth:	8 x 12	10 x 10	6 x 16	4x24
1 ½ Booths:	8 x 18	10 x 15	12 x 12	

For mall shows, some spaces may be slightly smaller booths or very long and narrow (if up against rails), be prepared to be flexible. All booths will have at least two open selling sides. Exhibitor booths will be located throughout the mall. Booth assignments will be given at check-in. Please keep in mind that the following factors are taken into consideration when placing booths (but not limited to):

- ◆ Type of product, product quality and quality of overall booth display presentation
- ◆ Competing in-line stores, carts and kiosks
- ◆ Size and height of display
- ◆ Electric requirements and space requirements
- ◆ Number of shows committed to with Huff's in the past and future
- ◆ Cooperation with Huff's guidelines and requests
- ◆ Mall Management allocation of available spaces

In some cases, "T" and "L" dot stickers will be used to mark the perimeter of your booth space. Extending your booth beyond these dots is not permitted because spaces are pre-approved by mall management and are in accordance with fire code requirements. The "L" designates the front open corner of a booth with an aisle on that side. The "T" designates another corner with a booth on that side. Please remove these dots and name label upon completion of setting up. If you need more space, please indicate prior to the show.

6. TABLES AND COVERS (see exceptions below): All tables (including working tables) must be covered to the floor on all 4 sides with black cloth table covers (dark navy blue may be permitted at some malls. You must indicate your cover color on your application. If unacceptable you will be contacted).

- FOR HOME SHOW at Mall: If you have a table cover with a company logo and it is not black, it WILL be permitted for most shows. If not, you will be informed.

Covers must be fabric, clean and wrinkle-free. Sheets or plastic are not acceptable. No excess fabric lying on the floor. All table covers within your booth must be the same color. On a first come, first serve basis, Huff's offers complimentary table covers that fit standard size tables for your first show, if needed and requested before the show (limited availability). Be prepared to leave a credit card number as a deposit. This will only be charged if covers are not returned to the show manager at the end of the show. For returning exhibitors, 8' or 6' table covers may be rented for \$15 per cover (this offer may not be available at all shows). Another source for covers you may consider may be www.linentablecloth.com or www.efavormart.com (these sources have been provided by other exhibitors and is not an endorsement by Huff's Promotions).

- ❖ **Shows at THE MALL AT ROBINSON** - Huff's prefers that you provide your own table(s) and black table covers (see add'l. specifications above); however, if you do not have the appropriate tables and covers, we will provide you with up to 2 tables if ordered on your Huff's application no later than 8 days in advance (based on availability). (8 ft. tables & black covers, and 2 chairs)

7. DISPLAY AND BOOTH GUIDELINES:

The following guidelines are in place so that you and your fellow exhibitors have a smooth set-up, we present a professional looking show and to ensure we meet the standards and requirements set by the mall. Please be prepared to make adjustments, if needed.

- Booths must be manned all mall hours. All booths must be set-up and open for business when the mall opens each day. This means arriving prior to opening time to allow proper time to open booth. Generally, mall hours are Mon-Sat from 10am to 9pm and Sunday from 11am to 6pm. (Exact hours will be included in your set-up information prior to the show or you may find exact hours on the mall's website.) Verify hours for each mall at set-up. Show manager has the right to uncover your display if it is not already done by the time the mall opens each day.
- Exhibitors provide own tables, appropriate table covers as outline above, display props and chairs (folding chairs or director chairs are recommended - no lawn chairs or folding canvas chairs permitted).
- Maximum display height is 6ft tall.
- If using metal grids or walls of any kind, most malls prefer a limit of 4ft wide; however, there are a number of spaces which may accommodate wider configurations; please include dimensions of your configuration on your application so that you may be placed accordingly.
- Maximum size for free standing signage is 6ft tall x 3ft wide at most malls (some malls may have different restrictions). Please list the dimensions of your signage on your application.
- At most malls, professional vinyl signs that are no larger than 2ft high x 6ft long may be attached to the front of your table, if using your own table cover. (please note, the mall may decide at any time to no longer permit these signs.)
- All signs, flyers, banners must be of professional quality.
- Free-standing structures must be finished on all sides and have rubber tips or mats under display.
- Rolling racks are not permissible in some malls. (Please inquire)
- All lighting fixtures should be uniform. All cords must be out of sight (see electric section).
- Do not use mall fixtures, trees or fountains for display or storage.
- The use of screws, tacks, nails, etc. on the floor or walls is prohibited.
- The use of common area receptacles should not be used for empty boxes or trash removal, you must use outside trash dumpsters instead. When using zip ties, pick-up and throw away any clippings.
- Boxes, cartons and inventory should be stored out of sight and off the mall floor by 10am each day.
- 4 wheel dollies are not permitted on show floor during mall hours.
- Exhibitor must be neat in appearance and dressed in professional looking attire. No shorts or blue jeans.
- Hand written signs and "Sale" signs are not permitted at any show.
- Snacking in your booth should be discreet. Meals must be eaten away from your booth. Beverage cups must be kept hidden from view.
- If at anytime you change or add items to your display, you must inform the Huff's office for approval.
- Your display area should be kept neat and tidy at all times.
- Exhibitors should drape your tables at night with sheets/covers of some type. Many exhibitors secure these to tables using "C" clamps. Coverings must be removed prior to mall opening each day.
- When tearing-down and moving-out, leave nothing behind such as boxes, trash, zip-ties, etc.
- Displays will be reviewed the morning of the first day of the show for compliance to guidelines and monitored throughout the show. Necessary adjustments requested by manager should be made as soon as possible.

8. ELECTRIC: Standard electric per booth may be requested at no additional charge. All exhibitors using electricity must have a circuit breaker box (surge protector) directly plugged into the mall electric outlet. Must use three prong commercial extension cords; no household extension cords. When plugging into outlets that have removable outlet covers, please tape the outlet cover to the floor directly next to outlet so you remember to replace it when tearing-down your booth. Please note that electric usage may be limited as dictated by availability in the mall. In some malls, a non-electric booth may be to your placement advantage. If you are willing to do without electric, please indicate on your application or let the office or show managers know prior to the show.

SECURING CORDS: Electrical cords should be put neatly in inconspicuous places. Please be prepared to secure electrical cords using cord covers, or with approval by show manager you may use approved, easily removable vinyl tape or gaffers tape. NO DUCT TAPE may be used to tape down cords. If a mall requires something specific, it will be indicated in the specific set-up guidelines for that show that is sent to you prior to the show date. Appropriate Vinyl Tape may be available from show manager.

9. VEHICLE, TRAILER AND RV PARKING: All exhibitor vehicles must be parked in the mall employee designated areas (most malls have a yellow painted line to designate where the separation is). If there is no clear designation, park at least 25 spaces from the mall entrance leaving the closer spaces for customers. Some malls permit trailer and RV parking. Please contact the Huff's office to inquire. If RV parking is permitted, you must park in the designated area provided and there is absolutely no dumping permitted in mall parking lots or near the mall grounds. Mall security watches all parking issues very closely.

10. ADVERTISING: Mall shows are designed to reach mall traffic. Each show may also have one or more of the following: Invitational postcards/notification sent using Huff's Direct Mail program (postcards also available to exhibitors if requested at least 15 days prior to show), social media, flyers, mall marquee, display ad, event listings, and press releases in area publications, etc. With each mall's approval in-mall signage and perimeter signs are provided. Submitted photos with applications may be used for advertising/marketing purposes unless exhibitor indicates otherwise.

11. CODE OF CONDUCT: Exhibitors are expected to conduct themselves in a professional, polite and courteous manner with customers, fellow exhibitors, mall/venue management and show representatives, as deemed by Huff's Promotions and venue management, at all times. Use of improper language is not permitted (i.e., profanity). Approaching customers or mall employees to assist you in any way with load-in or load-out is not permitted. If complaints or unruly conduct are reported by fellow exhibitors, customers, mall representatives or event managers, it is at the discretion of event management or mall management to determine if an exhibitor is in violation of the Code of Conduct and will then carry out the appropriate course of action which may include a warning, expulsion from the event with no refund and/or banning from future shows. Show Manager, mall security and/or mall management has the right to ask exhibitors to leave the premises if exhibitor or anyone representing your booth does not conduct themselves within show guidelines.

12. COLLECTION OF SALES TAX: Each exhibitor is responsible for having their own sales and use tax vendor number, for the collection of, reporting and payment of state sales tax on items sold. If you do not have a sales tax number, you may register for one on-line or contact the Department of Taxation in the state in which you are selling your products. Exhibitors selling retail items in Ohio must provide us with a valid Ohio Vendor's or Transient Vendor's License number. If you have further questions regarding this, please contact your local Department of Taxation. We have provided the following for your convenience:

FLORIDA: State of Florida Dept of Revenue, www.myflorida.com
Florida Taxpayer Services
(850) 488-6800

OHIO: Ohio Dept of Taxation,
Transient vendor's license available at www.state.oh.us/tax
(614) 466-7351 - Sales and Use Tax General Info.
(800) 282-1782 - Forms Request

PENNSYLVANIA:
PA Sales Tax Dept of Revenue, www.revenue.state.pa.us
PA Fact Line or Business Taxpayer call
(888) 728-2937 or (717) 787-1064

13. SHOW MANAGER: An on-site show manager is present throughout all shows. If you have any questions or concerns during the show, please contact the show manager. For easy access to them during the show, their cell phone numbers will be provided in the pre-show email you receive with check-in and set-up details. You should not go to mall management for any reason.

It is the on-site show manager's responsibility to monitor booths to ensure that all guidelines are being adhered to throughout the show. Show managers have the right to request adjustments be made by the exhibitors to meet the standards set by and expected by either Huff's Promotions or mall management.

Our show managers have been in the art and craft show industry for many years and are always willing to offer suggestions and advice for booth display presentation improvements or changes when asked.

Show managers are not able to make additions, revisions or cancellations to your show schedule. Please contact the office at (330) 493-4130 or e-mail to make any schedule additions, cancellation or adjustments.

14. ADDITIONAL INFORMATION:

- Huff's Promotions management, mall management or event manager reserves the right to determine the location of a show, the dates of a show and an exhibitor's final location in a show. Management reserves the right to accept or reject items at any time, and to change booth locations or show lay-out at any time for any reason including, to benefit the overall show presentation, to prevent product competition or show congestion.
- Code of Conduct – Please review #11 above.
- Huff's Promotions management, mall management or event manager reserves the right to ask an exhibitor to remove and/or change any item or signage within the booth space relative to the levels of professional standards set forth by the mall, event manager or Huff's Promotions or if a product is in direct competition with another in-line store, cart/kiosk or exhibitor even if already accepted into a show.
- Huff's Promotions, event manager or mall management have the right to discard any product and booth display items if booth is abandoned.
- Calling out to customers ("hawking") or approaching customers is not permitted. Exhibitor must stay inside their booth and talk with customers when they approach the exhibitor. Huff's Promotions' management, event manager and Mall Management has the right to ask an exhibitor, or anyone working at an exhibitor's booth, to leave if this is not followed.
- Approaching any customer or mall employee to ask for assistance with set-up or tear-down is not permitted.
- Picture taking of customers, mall employees or fellow exhibitor product/set-up is not permitted.
- Exhibitors are to contact Huff's Promotions management regarding all aspects of the show and are not to contact the mall or venue for any reason regarding show specifics and coordination, before, during or after the show, with the exception of security issues.
- On-site security is provided; however, Huff's Promotions or any mall or venue we participate in will not be held responsible for any lost or stolen items.
- If you need to contact Huff's Promotions after office hours during the show, call the on-site show manager directly. Show managers' cell phone number will be provided to you in the pre-show email with check-in/set-up information sent to you prior to each show. Do not contact the mall directly unless it is a security issue.

By submitting an application, exhibitor agrees that he/she, and all persons working in their booth, will follow the above Rules and Regulations, as well as our Display Guidelines At A Glance, all set forth by Huff's Promotions and mall management. You will also receive more check-in and set-up guidelines closer to each show date specific for each show. If you are participating in a show that is owned by another event producer, but your vendor space has been arranged through Huff's Promotions, you also agree to abide by all show rules and regulations set forth by the event producer. Also, by submitting an application, the signed exhibitor who has applied and been approved to participate in a show, agrees to take full responsibility for providing a copy of all show correspondence to all those setting-up, working in and tearing-down your booth display. You also take full responsibility that they review and comply with said rules and regulations and guideline, as well as take full responsibility for their actions during the show. If you, or anyone working with you or for you, do not agree with or do not plan to abide by these rules, please contact us immediately to cancel the show(s) you are scheduled for (cancellation fees may apply). If we do not hear from you, we assume that you do agree with and will abide by all guidelines, rules & regulations, fully.

Final interpretation of all rules, regulations, guidelines, code of conduct, other matters, issues and questions is at the discretion of Show Management who reserves the right to make all final decisions.

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