



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

ART, CRAFT & LIFESTYLE MALL SHOWS EXHIBITOR RULES AND REGULATIONS

1. APPLICATION & DEPOSIT: Please submit your application with four photos of your product, one photo of your overall booth display and a \$50 deposit or full payment. Your one time deposit will secure all shows scheduled for the year. Exhibitors who qualify in the LifeStyle category may be subject to special pricing. You will receive a confirmation by mail or e-mail indicating if you're A=Accepted, W=On Waiting List or U=Unaccepted.

PAYMENT POLICY: Balance of booth fee is due to the show manager at set-up or no later than 1:00pm on Sunday of the show. Mastercard and Visa are accepted. (A \$25 NSF fee will be charged for returned checks.) As required by the State of Florida, sales tax will be added to all booth fees for shows held in Florida. Occasionally, a local occupancy permit fee is required and is the responsibility of the exhibitor.

2. SHOW OPTIONS: Generally our shows run either 4 days or 5 days (see show schedule). However, the following opportunities are also available:

2 OR 3-DAY SHOW OPTION: You have the option to participate just Friday, Saturday and Sunday or just Saturday and Sunday only. Simply indicate this on your application. There is no reduction of booth fee for 3-day shows since your space is reserved for the entire duration of the show.

3. CANCELLATIONS, ADDITIONS: Please contact the Huff's office by phone, e-mail or fax. On-site show managers will not be taking your schedule adjustments. The following cancellation charges will apply:

- ◆ 45 days to 17 days prior to set-up day.....\$20.00
- ◆ 16 days to 4 days prior to set-up day...\$50 per booth
- ◆ Week of show or no-show...Full booth fee

4. SET-UP/TEAR-DOWN INFORMATION:

SET-UP -

- Spaces will be allocated when you arrive at set-up.
- 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.
- The show manager will inform you at which service doors to unload. 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 Sun.
- All boxes must be torn down and placed in outside dumpsters along with trash. Do not use indoor mall trashcans.
- Be sure to leave area clean, remove all dots & labels (if apply), pick-up all twist tie clippings and sweep floor, if necessary.

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:

Single Booth:	8 x 12	10 x 10	6 x 16	4x24
1 ½ Booths:	8 x 18	10 x 15	12 x 12	
Double Booth:	8 x 24	10 x 20	12 x 16	

Some malls require 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. Assignment of location will be made the night of set-up. As space allocations are determined, every effort is made so all exhibitors may have the same opportunities throughout the year. Please keep in mind that the following factors are taken into consideration when placing booths (but not limited to):

- ◆ Type of product, product quality
- ◆ Competing in-line stores, carts/kiosks
- ◆ Size and height of display
- ◆ Electric requirements and space requirements
- ◆ Quality of overall booth display presentation
- ◆ 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 most 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 your dots and name label upon completion of setting up.

6. TABLES AND COVERS (see exceptions below): All tables (including working tables) must be covered to the floor and on all 4 sides with dark blue table covers (black may be permitted at some malls, please call to inquire). 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. Huff's offers complimentary blue table covers 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. 8' or 6' table covers are available for rent for \$15 per cover and for sale for \$55 per cover (or current price). Another source for covers is www.linetablecloth.com.

- ❖ **THE MALL AT ROBINSON SHOWS** - Huff's prefers that you provide your own table(s) and dark blue or black table covers (see above specifications); however, if you do not have the appropriate tables and covers, the mall will provide you with them if ordered on your Huff's application no later than 8 days in advance (based on availability). (8 ft. tables & black covers)

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 in order to allow proper time to open booth. Generally hours are Mon-Sat from 10am to 9pm and Sunday from 11am to 6pm. 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, table covers, display props and chairs (director chairs or card table folding chairs are recommended - no lawn chairs or folding canvas chairs permitted).
- Maximum display height is 6' tall. Please be aware that there are space limitations for displays that are considered "big & blocking". (some Westfield Malls in Ohio have limited spaces for displays over 5 ½ ft tall)
- All lighting fixtures should be uniform, if used. All cords must be out of sight and safely covered (see electric section).
- Free-standing structures must be finished on all sides and have rubber tips or mats under display.
- If using metal grids, please cover as much as possible using a nice arrangement of product or using fabric (solid or sheer) draping.

- Rolling racks are not permissible.
- 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 trash removal, please use trash dumpsters instead. When using twist 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.
- All signs, flyers, banners must be of professional quality. Large vinyl banners are not permitted, if in question, please ask show manager.
- Handmade signs and "Sale" signs are not permitted at any show.
- "Today's Special Discount" signage is available through the show manager. (Refer to our Customer "No Hassle" Discount Program.)
- Snacking in your booth should be discreet. Meals must be eaten away from your booth. Beverage cups must be kept hidden from view.
- Please pick-up T & L dots and name labels, if used, off the floor before the start of the first day of the show.
- 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.
- It is suggested that you drape your tables at night with sheets or covers of some type. These covers must be removed prior to the mall opening each day.
- Displays will be reviewed the morning of the first day of the show for compliance to guidelines and monitored throughout the show. Any necessary adjustments requested by manager should be made as soon as possible.

8. ELECTRIC: A limit of 350 watts per booth will be available at no additional charge unless more is necessary and indicated on application. All exhibitors using electricity must have a circuit breaker box (surge protector) directly plugged into the mall electric outlet. 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. Electric is provided at no additional charge (except for Akron H & F show).

SECURING CORDS: Please be prepared to secure electrical cords with tape OR cord covers. Electrical cords should be put neatly in inconspicuous places. Only vinyl tape (NO DUCT TAPE) may be used to tape down cords. Mats must be fireproof, clean and flexible – we recommend you have several lengths (3',6',8'). Vinyl tape may be available from and for sale by show manager.

9. VEHICLE, TRAILER AND RV PARKING: All exhibitor vehicles must park in the mall employee designated areas which are generally marked by a yellow painted line. If there is no clear designation, park at least 25 spaces from the entrance to the mall leaving the closer spaces for customers. All trailers and RVs must park in designated area only. If in questions, please ask your show manager. We work very hard to secure overnight parking for our exhibitors. This is a tremendous benefit, and mall management can revoke it at any time. There is absolutely no dumping of anything permitted in mall parking lots or near the mall grounds. Mall security watches all parking issues very closely.

10. ADVERTISING: Each show may have one or all of the following: Invitational postcards sent using Huff's Direct Mail program (postcards also available to exhibitors if requested at least 15 days prior to show), display ad, event listing, and press releases in area publications. With each mall's approval in-mall signage, table tents, banners and perimeter signs are provided.

11. SHOW MANAGER: An on-site show manager is present throughout all shows. If you have any questions or concerns at the show, please contact the show manager. Their cell phone numbers are provided on our website. 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 duration of the show. Show managers have the right to request adjustments be made by the exhibitors if necessary to meet the standards set by and expected by either Huff's Promotions or the mall management.

As our show managers have been in the art and craft show industry for many years, they 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 adjustments.

12. COLLECTION OF SALES TAX: Each exhibitor is responsible for their own sales and use tax vendor number, collection, 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. 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. ADDITIONAL INFORMATION:

- Huff's Promotions, LLC, has the right to refuse space to or remove any exhibitor who does not comply with, accept or cooperate with these guidelines or the visual standards expected even if they have already been accepted into shows, as these guidelines and expectations can change at anytime and be specific to each mall.
- Huff's Promotions management and/or mall management representative 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 by the mall or Huff's Promotions or if a product is in direct competition with another in-line store or cart/kiosk, even if already accepted into a show.
- Huff's Promotions and/or the mall management have the right to discard any product and booth display items if booth is abandoned.
- Exhibitors are representing Huff's Promotions and the mall while participating in shows and are expected to conduct themselves in a professional, polite and courteous manner with customers, mall and show representatives, at all times. Mall security and/or show manager has the right to ask exhibitors to leave the premises if exhibitor or anyone representing your booth does not conduct themselves within these guidelines.
- On-site security is provided; however, Huff's Promotions or any mall we participate in will not be held responsible for any lost or stolen items.
- Picture taking of any kind is not permitted during mall hours unless you receive prior approval from both the mall management office and Huff's Promotions representative.
- In case of an emergency after hours, call the Huff's Office at (330) 493-4130 and leave a message or contact the show manager directly. Show managers' cell phone numbers are listed in this booklet. Do not contact the mall directly.

A copy of the above Rules and Regulations has been provided to each exhibitor prior to participation in their first show with Huff's Promotions, and it is each exhibitor's responsibility to review them closely. If you do not agree with or plan to abide by these rules, please contact us immediately to cancel the show(s) you are scheduled for. If we do not hear from you, we assume that you do agree with and will abide by them fully.

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