

HMQS

HOME MACHINE QUILTING SHOW

May 6-8, 2010
Vendor Move-In on May 5th
South Towne Exposition Center, Halls 4 & 5
9575 So. State Street
Sandy, UT 84070
www.hmqs.org

About Your Booth

Basic Booth & Amenities: Your 10 x 10' booth comes with a white 8' high back drape and white 8' high side drapes. The booths are uncarpeted. On corner booths the side rails can be removed. Each vendor will also receive one 7" x 44" sign with the company name, booth number and city and state. If you purchased a furniture package for an additional \$50, you will receive an 8' skirted table, 2 chairs and a wastebasket.

Additional booth items including carpeting, tables, chairs and electricity can be rented from the Show Decorator. However, Utah is a "Right to Work" state and as such vendors are not prohibited from providing their own carpeting and any booth furnishings. Please refer to the Show Decorator Exhibitor Manual (available on the show web site after February 15, 2010) for ordering information and pricing. Note: The discount deadline for the Show Decorator is April 23, 2010.

"Best Booth" Award:

HMQS boasts the most friendly, professional and talented vendors of any quilt show in the nation! We would like to recognize and encourage this type of interaction and display as we work together to create the best possible event for our attendees. Thus, we are pleased to offer the second annual "Best Booth" Award at HMQS 2010!

The winning vendor will be presented with a ribbon during the awards ceremony to display in their booth. The winner will also receive a \$80 gift certificate to Ruby River Steakhouse (in the Jordan Commons complex just north of the South Towne Expo Center). Ruby River was named Salt Lake City's best steakhouse by the weekly entertainment newspaper, City Weekly, for five years running! In addition, the winner will receive a \$100 off of their 2011 booth registration and the Patchwork Promenade promotion (\$250 value) free for HMQS 2011!

Criteria:

- Booth set-up must comply with all vendor terms and conditions.
- Overall design and appearance (use of color, professional display, etc.)
- Friendliness and professionalism of staff within the booth.

All booths will be considered. Plan to attend the Awards Ceremony to find out who wins!

General Vendor Information

Show Hours:

Thursday, May 6 10:00 AM to 5:00 PM

Friday, May 7 10:00 AM to 8:00 PM

Saturday, May 8 10:00 AM to 5:00 PM

HMQS is located in Halls 4 & 5. Vendors may enter the show floor two hours before the show opens each day.

Move-in and Move-out: All vendors are required to check in at the Vendor Registration desk in front of Halls 4 & 5 to receive your vendor packet containing show badges before moving into your booth.

ALL booths MUST be in place by 9:00 AM on Thursday, May 6th and MUST not be removed until the show closes on Saturday, May 8th at 5:00 PM. Any vendor who has not begun booth set-up 60 minutes before the show opens on Thursday morning will lose the right to their booth, with no refund. Any vendor who moves out early or does not staff their booth during show hours will not be invited to participate in future years.

Move-In: Wednesday, May 5 7:00 AM to 8:00 PM

Thursday, May 6 7:00 AM to 9:00 AM

Move Out: Saturday, May 8 5:00 PM to 9:00 PM

Hospitality Volunteers Available: We will offer "hospitality volunteers" (on a limited need-basis) to offer refreshment breaks for vendors who may only have one or two staff members on-site. If you will need a volunteer to help you during the show while you take a break or grab a quick bite to eat, please contact HMQS 2010 Volunteer Coordinator, Roberta Boyce at roberta@hmqs.org or at (801) 836-5557.

Show Floor Business License: Show management will obtain a business license from Sandy City to enable vendors to sell merchandise during the show. Vendors do not need to do anything in this regard.

Temporary Sales Tax Number: All vendors will be required to obtain a temporary sales tax number from the Utah State Tax Commission. Forms with the temporary numbers will be issued to your booth one hour before the show opens on Thursday, May 6th. All taxes due must be reported and remitted to the state tax commission within 10 days after the close of the event. Utah state sales tax is currently 6.85% but is subject to change before the show dates. Show management will inform you of any increase in that percentage before the show.

Vendor Packets/Badges: Vendor packets and badges will be available at the Vendor Registration desk located in the front registration area (at the entrance to Halls 4 & 5) during all move-in hours. Each vendor will receive 4 name badges per booth.

"Discount" & "Wholesale/Sale" Signs at Show Prohibited: Vendors are not allowed to have "discount" or "wholesale" signs in their booths, except during the "Friday Night Shopping Frenzy" from 5-8 p.m. Friday of the show.

Photography at the Show: There is NO photography allowed of vendor booths, products or displays within the booths without express permission from the vendor. Show management will inform attendees of the same through e-mail notifications and on-site signage.

An official show photographer will be taking high-resolution pictures of all the quilt exhibits, which will be compiled into the HMQS 2010 Quilt Photo CD. Quilt Photo CD order forms are found in the Class Catalog, or online at www.hmqs.org. The CDs will be mailed out no later than August 10, 2010.

Carts, Dollies and Handtrucks: You must furnish your own equipment, unless the services of the official decorator are rented. Show management will also provide limited assistance during show move-in and move-out hours for those who have special need and make arrangements prior to the show.

Rigging: If rigging services are provided by anyone other than the Show Decorator it must be approved in advance. Writ-

ten proof of liability insurance must be submitted to event management prior to move-in.

Loading/Unloading & Parking: The South Towne Expo Center is located at 9575 So. State Street in Sandy, Utah. Vendors may park temporarily on the East side of the expo center. Loading and unloading can be completed on the loading dock in back of Halls 4 & 5. Vendors will be issued 30-minute passes for active unloading / loading on the dock to ensure that vehicles are not left on the dock for unnecessary amounts of time. Immediately after loading or unloading is completed, vendors must remove their vehicles and park in the parking lot on the West side of the expo center. **Please note there is no overnight parking at the expo center.**

Very limited trailer parking is available behind Halls 4 & 5. Contact Jennifer Pond at jennifer@hmqs.org or at (801) 205-4701 to make special arrangements.

Deadlines

Payments: Payment for all HMQS services (ads, booths, sponsorships and other promotions) is due in full no later than April 1, 2010. Vendors that reserve booth space after April 1st will be required to pay in full immediately by check or secure booth space with a credit card. Payments WILL NOT be accepted on site. All credit cards and checks must clear before entrance to the show will be granted.

Discount Deadline for the Show Decorator Orders: To receive a discount on electricity and other booth amenities, be sure to order before April 23, 2010. A Show Decorator Exhibitor Manual will be mailed to each vendor by February 15, 2010, and will be available online at www.hmqs.org after that date.

Quilt Competition Deadline: Enter quilts made using your products or services in the large quilt competition. Visit www.hmqs.org for the contest entry form. Cash prizes will be awarded. Entry forms must be submitted by April 1, 2010. Quilts must be received by April 17, 2010. The awards ceremony for the quilt competition is scheduled to take place Thursday, May 6th at 7:30 p.m. on the main stage.

Additional Marketing Opportunities

Patchwork Promenade: Increase traffic to your booth by participating in the Patchwork Promenade program at a cost of \$250. During this year's show, visitors will be invited to collect "stamps" from participating vendor booths in order to qualify for the grand prize drawings. Up to 12 booth locations will be designated as required stops. All participating vendors are required to stamp the promenade cards. Promenade participants will be identified in the vendor listing and on the floor plan in the show program.

Major Prize Donations: Want great visibility both before and at the show? Donate a grand prize! Each prize needs to be more than \$100.00 in value and must be a tangible item. No discounts on purchases or services will be accepted. Major prizes are given away at the end of the show to participants in the Patchwork Promenade program, and we ask that a company representative be present to help facilitate the prize drawing. Contributors will be featured in the show program.

To provide a major prize please complete the Prize Request Form (found on the show web site) and submit to show management by April 1, 2010. Prizes can be mailed to Ann Collet, HMQS Show Prizes, 869 E. 725 S., Centerville, UT 84014 by April 25, 2010 or can be delivered to the registration desk on-site during vendor move-in on Wed., May 6th. Note: Donating company is responsible to ship the prize to the winner should the winner not be present to redeem it at the show.

"Make & Take" Area: Put your products right into the hands of 4,000 attendees! Show them how easy and fun a project is to make with your patterns, tools or materials!! If your company is interested in sponsoring a "make & take" for attendees contact Show Director, Ann Collet, at (801) 298-3844 or via e-mail at ann@hmqs.org. The deadline to submit a project is December 1, 2009.

Free Demonstrations: Demo time is available to any current HMQS 2010 vendor, sponsor or instructor to demonstrate equipment, products or services on the main stage. Demo time is available in 20-minute increments. This service is FREE of charge. Microphone and audio are provided. Demonstrations will be listed in the show program and on signage in the

main stage area. If you are interested in scheduling demo time please fill out and submit the demo form found on the show web site. Forms must be received by Feb. 15, 2010.

Flyer Promotion: For just \$150 we will include your flyer in all attendee tote bags at the show. You provide us with the flyers, and we will stuff them into the attendee tote bags. Flyers must be received to Ann Collet, c/o HMQS Tote Bag Flyers, 869 E. 725 S., Centerville, UT 84014 by April 1, 2010. E-mail jennifer@hmqqs.org today with interest!

Show Program Ad: Ads are due by April 10, 2010 to jennifer@hmqqs.org. Ad specifications and pricing can be found at www.hmqqs.org.

Coupon Ad for "Friday Night Shopping Frenzy": Ads are due by April 10, 2010 to jennifer@hmqqs.org. Part of the show program. We are offering advertising space on designated pages of our show program for discounts, coupons and special offers in the Vendor Mall after 5 p.m. Friday night only. Space must be reserved by no later than March 25, 2010.

Door Prize Donations: Get additional exposure for your company by donating a door prize. All door prizes must be worth at least \$5.00 in value. Prizes can be mailed to Ann Collet, HMQS Show Prizes, 869 E. 725 S., Centerville, UT 84014 by April 25, 2010 or can be delivered to the registration desk during the show.

South Towne Exposition Center Information and Regulations

For more information on South Towne Expo Center Rules and Regulations please refer to www.southtowneexpo.com.

Music Regulations: Because of copyright laws, music will not be allowed at HMQS without prior written authorization from show management. If music is played at the show and a written authorization is not on file, you will be asked to stop using the music. If you use any music during the course of this show that is in violation of copyright laws you will be responsible for all claims, actions, costs and expenses that pertain to the violation.

Overnight Parking: No vehicle is allowed to remain parked overnight at the South Towne Expo Center. Vehicles left overnight will be subject to tickets and towing, per Sandy City ordinances.

Freight Delivery: South Towne Expo Center WILL NOT receive any freight. If you cannot be at the South Towne Expo Center during move-in to receive your own freight, you may consign it to the Show Decorator and they will receive it for you at an additional charge. Please read and complete the form located in the Show Decorator Exhibitor Manual to request this service. Please note, if having items sent to the venue, that the South Towne Expo Center is actually located in the city of Sandy, a suburb of Salt Lake City. The zip code is 84070.

Telecommunication Services: Telecommunication services including telephones, fax machines, computer rental and DSL services are available through the South Towne Expo Center. For more information or to receive an order form for these services, please refer to the South Towne Expo Center web site.

Electrical, Air, Water, and Other Services: All electrical, air, water and other services must be ordered in advance through the Show Decorator. Note: The South Towne Expo Center and the Show Decorator will complete an electrical audit during the show to make sure everything is plugged in properly and charged to the correct vendor.

Food and Beverage: No food or beverage of any kind may be brought or delivered into the building or to the exterior grounds, parking lots, or loading docks. Vendors must purchase their food from the South Towne Expo Center's official caterer, Utah Food Services. Show management will also post signs asking attendees to refrain from bringing food or drink out of the concessions area into the Vendor Mall or Quilt Displays. Vendors may have food samples in their booths for attendees, if the sample is a maximum of 2 oz. in a 3 oz. or smaller container, and if the food items are limited to "bite-size" and if approval from Utah Food Services is given in advance. For a Sampling Form please contact jennifer@hmqqs.org. Note: Forms must be approved 4 weeks in advance of the show dates.

Smoking: The South Towne Expo Center is a non-smoking facility, in compliance with Utah's Clean Air Act. There is an ash tray behind Hall 3 – smoking is allowed there, outside, in the loading dock area behind Hall 3 or outside the front entrance to the building.

Security: Security is provided in the building 24 hours. The Vendor Mall and Quilt Display will be under 24-hour security. However, there is no guarantee for lost or stolen items from the show floor. Please keep tight control of your booth items during move-in, move-out and all show hours. It is the responsibility of each exhibiting organization to obtain insurance to cover exhibit material against damage and loss.

Balloons: Helium tanks brought for decorating booths must be secure. Balloons cannot be given as handouts to attendees. A fee will be charged to retrieve any balloons that get loose and must be retrieved from the ceiling.

Fire Safety: No open flames are allowed. All drapes, curtains, table coverings, skirts, carpet or any materials used in exhibits must be fireproof and conform to City Fire Department regulations.

Lost & Found: Lost & found is located in the South Towne security office, which is located next to Hall 1.