



## Elves Gift Show General Information

*Welcome! We are pleased that you have chosen to be part of the Elves Gift Show experience in Sandy, UT. Our goal is to provide you not only with a great show with lots of customers and sales, but we would also like to make our event a most pleasant part of your Christmas season where you may catch the holiday spirit and pass it on.*

|                                       |                    |
|---------------------------------------|--------------------|
| Friday, December 10 <sup>th</sup> :   | 10:00 am – 8:00 pm |
| Saturday, December 11 <sup>th</sup> : | 10:00 am – 8:00 pm |
| Sunday, December 12 <sup>th</sup> :   | 10:00 am – 6:00 pm |

|             |                  |        |
|-------------|------------------|--------|
| Admissions: | Adults           | \$5.00 |
|             | Ages 3-12        | \$3.00 |
|             | Children under 3 | FREE   |

**Advertising:** We plan to conduct a high-volume advertising campaign that not only explains the Elves Gift Show as a unique experience with creative gifts for the entire family, but also entices them to witness an entire magical wonderland. We plan to spread our advertising through a combination of magazines, radio, coupons, direct mail, billboards, web ads and newspaper. Word of mouth is still one of the greatest advertising strategies, so tell everyone!

**Entertainment:** Guests will be delighted by our entertainment from local and state performers that will be adding to our holiday experience throughout each day of the festival. Children young and old will come to see Father Christmas and whisper to him their holiday wishes. The sounds of music and laughter will fill the streets as roaming jugglers, puppeteers and other talented performers wander the streets and stage. We will have free face painting, twisted balloons, and a free photo booth for attendees to have some extra fun with.

**Security:** Security will be provided during all hours of the show and overnight. However, it is impossible to completely protect all exhibits at all times. Exhibitors are encouraged not to leave their booth(s) unattended. Neither the Producer nor the South Towne Expo Center is responsible for loss, theft, or damage to an exhibitor's personnel or property. Please take cash boxes and small or valuable items with you overnight.

**Smoking:** Due to strict fire code regulations, no smoking will be allowed inside the building. Anyone caught smoking inside will be asked to leave immediately.

**Alcoholic Beverages:** Anyone consuming alcoholic beverages at the event will be asked to leave immediately.

**Fire Protection:** It is suggested that all booths have fire extinguishers, but is not required unless you have any heating device in your booth. If you do have any heating device in your booth, it is mandatory to have a fire extinguisher.

**Paperless:** in our efforts to minimize costs and paper waste, we send all correspondence, invoices, notices, information packets, etc. via email. Please be certain that you gave us an accurate email that you check frequently so that you can receive these. Thank you for assisting us in our attempts to Go Green.

**Magazine Ads:** We will be printing The Elves Gift Show Magazine to put in 10,000 gift bags to be handed out at the door to attendees. Ads are full-color. Multiple ads are allowed. The fees are as follows:

|              |       |               |       |
|--------------|-------|---------------|-------|
| 1/6 page ad: | \$50  | 1/4 page ad:  | \$75  |
| 1/2 page ad: | \$140 | Full page ad: | \$250 |

If you choose to take advantage of this extra advertising opportunity, you must have your ad design, with proper measurements, emailed to us at [danielle@elvesgiftshow.com](mailto:danielle@elvesgiftshow.com) no later than October 1<sup>st</sup>, 2010, along with the full balance. Due to printing deadlines, we cannot accept any late submissions.

## Financial Information

**Booth Fees:** All booth fees are due and payable in full on or before September 1, 2010. Exhibitors not paid in full after this date will forfeit deposits and booth reservations and their booths will be reassigned and resold, without notice, unless prior arrangements are made. Payments can be made by check or money made to: Elves Gift Show. All booths include 8' high back drape, 3' high side drapes, and a company ID sign.

|                            |       |
|----------------------------|-------|
| Spaces smaller than 10x10: | \$400 |
| 10'x10' inline:            | \$500 |
| 10'x10' corner:            | \$600 |

\* Food vendors receive \$100 off booth fee if required to apply through UFS \*

**Morning Bird Discount:** Applicants who register by May 1<sup>st</sup>, 2010, will receive \$50 off of their booth fees.

**Cancellations & Refunds:** We have a firm cancellation policy. To protect exhibitors and show management, the following rules will apply as per your contract:

There will be a 25% service charge for cancellations prior to August 31, 2010. There will be NO refunds made for cancellations after this date. If all fees are not paid in full by September 1, 2010, the exhibitor's booth will automatically be resold without notification and there will be NO refund. **Booth fees and deposits cannot be applied towards future events.**

**Sales Tax:** All exhibitors must collect and pay sales tax on all items sold. A Temporary Sales Tax Packet with tax chart and form will be given out by a Tax Commission Representative the first morning of the event, December 10<sup>th</sup>. Exhibitors are

required to meet all state registry and licensing requirements, and agree to not hold Producer or the South Towne Expo Center liable for failure to meet these requirements.

**Returned Checks:** Checks returned from your bank for ANY reason will be charged a \$25.00 fee.

## Booth Construction

**General Regulations:** The Producer will provide 8' high back drapes, 3' high side drapes and an ID sign for each booth. Any tables, linens, chairs, shelving, decorations, electricity or other materials must be provided or rented by the exhibitor. A service kit from our decorator, ModernExpo, will be sent with prices for these rentals, if needed. All exhibitors are required to decorate in a holiday theme to add to our winter wonderland atmosphere. Some ideas include Christmas lights, garland, wreaths, artificial fruits and vegetables, hanging baskets, dried flowers, 'icicles', mistletoe, ornaments, etc.

**Lighting:** Although the overhead lights will be on during the show, providing adequate lighting for the booths, accent lighting certainly adds to the atmosphere and can draw attention to your merchandise. Christmas lights, mini spotlights or other lighting is encouraged. Make certain that you turn off your lights before you leave each night.

**Signs & Shop Names:** Although our booths do include an ID sign, we highly recommend bringing your own more attractive sign. This is an area where creativity can have a huge affect. You may use your business name, or come up with something catching and unique. Remember, a sign or shop name helps customers have an idea of what they are going to be looking at, and increases the likelihood of them exploring the booth further. The more creative the design, display and name, the more attracted customers will be!

## Move-In & Set-Up

**Thursday, December 9<sup>th</sup>: 8:00 am – 10:00 pm**

**Check in with a staff member at the loading docks or the front entrance as soon as you arrive!** Confirm your exact booth location and pick up your Exhibitor Badges.

**Drive up to unloading area, unload, and drive out.**

**Please, no children during set-up!** There are many booths needing to set-up and decorate during a short period of time. Please be considerate and helpful. Please remember, you are responsible for any damages caused by those helping in your booth.

**You must have your Exhibitor badge at all times to gain access to show areas! If you need any assistance, please go to the information booth located at the front of the halls.**

## During the Show

**Parking:** There is plenty of free parking at the South Towne Exposition Center. We ask that exhibitors do not park close to the building, as this takes spaces away from your customers. There is no RV parking allowed overnight.

**Entry into the Show:** Around October, we will send out a form (via email) for each exhibitor to fill out regarding Exhibitor Badges. These badges are to be circulated among those **working** in your booth. Each booth will receive (3) badges free of charge. The form will allow you to order additional Badges, if needed, at a rate of \$5 per additional badge. At check-in, you will be given your Exhibitor Badges which will allow those working at your booth entry into the show through the Exhibitor entrance. Your badge must be with you at all hours of the show and during set-up and take-down. **They will be issued only once, so please don't lose your badge!**

Children not participating in the entertainment are not to be in the booths or running loose through the Festival. Older children working in booths must be supervised.

The Exhibitor doors will be open at 8:00 am on all show mornings. All booths must be manned by 9:30 am all mornings of the event. Please stay in your booth until the show is completely clear of the public when it is closing time, and we will announce when it is appropriate to leave.

**Daily Check Out:** Please don't linger after we've announced it time for vendors to leave for the evening. This allows us to begin overnight security measures. **If you have any heating devices of any kind in your booth, be certain they are unplugged and that your lights are turned off when you leave!**

**Cleanliness:** If you see any garbage or paper scattered about, please take the time to pick it up and dispose of it. We will have hired help, but if everyone participating in the show does their part, it will make it a more clean and inviting atmosphere.

**Leaving Your Booth:** If you must leave your booth unattended momentarily, please talk with the booths next to you and ask them to briefly keep an eye on your merchandise. If you are gone for an extended amount of time, the exhibitor helping watch your area may miss out on sells themselves, and may feel taken advantage of. Help each other, but don't take it for granted.

## **After the Show**

**Take-down:**            Sunday, December 12<sup>th</sup>    6:00 pm – 11:00 pm  
                                 Monday, December 13<sup>th</sup>    8:00 am – 12:00 pm noon

Exhibitors cannot begin dismantling their booths until the show has been closed and we have announced that the public has left. After you have gotten your booth and materials completely taken down, you will then be allowed to bring your car to the loading docks. If you bring your vehicle to the docks before your area is completely ready to be moved out, you will be asked to leave. Please be patient and understanding as we have many

booths needing to be removed this evening. At 11 pm, we will do one final call for clean-up, and then anything left in the building will be confiscated. Remember, each exhibitor is responsible for his/her own property and personnel.

**Garbage:** Please bring your own trash bags and ties, as garbage will not be allowed to be put in the building garbage cans. Take your trash with you to dispose of neatly outside of the building.

### **Save money by registering early for our 2011 event!**

**Early-bird Discount:** \$100 off booth fee – full payment must be included with contract. This discount will only be offered to those who register DURING our 2010 event – see the information booth staff for details. This offer expires at 6:00pm on Sunday, December 12<sup>th</sup>.

\* Remember that there is no priority registration – even if you participated in this year's event does not guarantee participation in next year's event. It is simply first come, first served \*

**Morning-bird Discount:** \$50 off booth fee for those who register by April 30<sup>th</sup>, 2011. Not eligible if already received the early bird discount.

### **Terms and Conditions Gift Show Rules and Regulations**

1. The 2010 Elves Gift Show will be presented December 10<sup>th</sup> and 11<sup>th</sup> from 10 am – 8 pm, and December 12<sup>th</sup> from 10 am – 6 pm. The event will be held in Sandy, UT at the beautiful South Towne Expo Center.
2. Booth locations will be assigned according to the date application is received with designated payment. In the event that all of the Exhibitor's choices are taken, the Producer will assign the best available space.
3. The Exhibitor agrees to occupy exhibit space assigned, and to be open and staffed prior to and during all regular show hours. In the event the Exhibitor shall not occupy said space, the Producer is expressly authorized to occupy or cause said space to be occupied in such manner as it may deem best for the interest of the event without any rebates or allowance whatsoever to Exhibitor and without in any way releasing the Exhibitor from any liability thereunder. The Exhibitor also agrees not to sublet or apportion to anyone else said space without approval. All merchandise sold or displayed, along with booth structure and design, is subject to the Producer's approval.
4. It is the sole obligation of the Producer to furnish above exhibit space plus general lighting, general cleaning and heating. All other services of any nature shall be ordered and paid for in advance by the Exhibitor. This includes additional electrical requirements (wiring and wattage usage).
5. Insurance, if desired by the Exhibitor, must be obtained by her/him at her/his own expense. The Producer assumes no risk; and by the acceptance of this agreement, the Exhibitor expressly releases the Producer of and from any and all liability for any damage, injury, or loss to any person or goods which may arise from the

- rental and occupation of said space by the Exhibitor, and agrees to hold and save the Producer harmless of any loss and/or damage, or personal injury by reason thereof.
6. The Producer will not be liable for refunds or any other liabilities whatsoever for the failure to fulfill this contract due to reasons of the enclosure in which the show is to be produced being, before or during the event destroyed by fire or other calamity, or by any act of God, public enemy, strikes, statutes, ordinances, or any legal authority, or any other cause beyond the Producer's control.
  7. All pertinent Fire codes, laws, ordinances and regulations pertaining to health, fire prevention and public safety shall be strictly obeyed.
  8. The Producer may rent and license space for any exhibit of interest to the general public or of educational value. All exhibits must be designed, contracted and operated in good taste and in accordance with the best interest of the exposition, which Producer in its sole discretion shall have the right to decide. All sales, publicity, and promotional activities conducted by the Exhibitor must be confined to her/his space. The Producer will prohibit the installation and operation of any exhibits not meeting its approval. And the Producer, in its sole discretion, may prohibit the conduct of any activity whatsoever which it deems harmful and not in the best interest of the exposition.
  9. Booth Cancellation Policy: There will be a 25% service charge for cancellations prior to August 31, 2010. For cancellations occurring after August 31, 2010, there will be NO refund of the deposits made. If all fees are not paid in full by September 1, 2010, the Exhibitor's booth will automatically be sold without notification and there will be NO refund.
  10. This contract (as well as application guidelines) constitutes the entire contract between the parties and no waivers, modifications, or amendments shall be valid unless written upon or attached hereto AND shall be approved in writing by the Producer of the Elves Gift Show.