

# Louisville Women's Living Expo EXHIBITOR KIT



Our Online Exhibitor's Kit:

[http://www.womenslivingexpo.com/Louisville2015/exhibitors\\_kit.php](http://www.womenslivingexpo.com/Louisville2015/exhibitors_kit.php)

*Welcome* to the Louisville Women's Living Expo. Your Exhibitor Kit contains information you will need when planning for the Expo. We appreciate your participation and look forward to working with you.

#### **CONTACT INFORMATION**

Show Management: PH 203-259-3351 FAX 203-259-3354

Excel Decorators: Barb Arbuckle PH 502-962-1119 FAX 502-962-1077

Kentucky Exposition Center (KEC): Jason Karsner PH 502-367-5133 FAX 502-367-5159

#### **EXPO LOCATION**

The KEC is located at 937 Phillips Lane, Louisville, Kentucky 40209. All move-in doors are located on the east side of the building.

#### **EXPO HOTEL**

The Hilton Garden Inn has been designated as our Expo Hotel. The discounted Exhibitor rate is \$116.00 for a Double Queen or King room. The hotel offers a 24-hour business center, fitness center, indoor pool and 24-hour airport & KEC shuttle service. Rooms are limited so make your reservation early. To secure these rates call 502-364-2424 and ask for the Women's Living Expo room block or online use the SRP code "WLE" .

#### **APPLICATION & CONTRACT/TERMS OF APPLICATION**

Executed copies of these forms must be returned to our office for you to exhibit at the Expo. Return by mail, or email to [bdonnell@womenslivingexpo.com](mailto:bdonnell@womenslivingexpo.com) or fax to 203-259-3354.

#### **FINAL BALANCES ARE DUE BY MAY 6, 2015**

All balances indicated on your final invoice must be received by Donnell productions prior to May 6, 2015. For companies that commit to the Expo after May 5, 2015 payment must be with a credit card. Checks will not be accepted. All companies must have a zero balance to set up their booth.

#### **CANCELLATION POLICY**

All Cancellations must be in writing. Cancellations received by six months prior to the show date will have their payment refunded in full less a \$100 cancellation fee. Cancellations received between three and six months prior to the show date will be refunded any sum paid over the 50% deposit. Cancellations received less than three months prior to the show will receive no refund and the Exhibitor is responsible for full payment.

#### **FAILURE TO SET UP**

Failure to set up within specified move-in times will result in forfeiture of exhibit space and all monies paid to date. Exhibit space can be reassigned at Show Managements discretion.

#### **ELECTRIC SERVICE/INTERNET**

These services are provided by the KEC. The Service Order Form is located under Event Center Services. To qualify for discount pricing, orders with payment must be received on or before the listed deadline date.

#### **EXHIBITOR PARKING**

Exhibitors can purchase a 50% discount KEC Parking Pass for the duration of the Expo for \$12. Order Forms are linked on our Website's Exhibitors KIT

## GENERAL INFORMATION

### MOVE-IN

All exhibits must be moved in by 7:00pm unless prior arrangements have been made with Show Management. You may drive your vehicle on the show floor to unload your merchandise. Once your vehicle is unloaded it will need to be moved off the show floor. Exhibitors need to provide their own rolling/moving equipment to transport their merchandise.

**EXHIBITOR HOURS** - building is available to exhibitors in these hours.

<b>Friday – MOVE-IN</b>	<b>June 5</b>	<b>9:00am</b>	to	<b>7:00pm</b>
<b>Saturday</b>	<b>June 6</b>	<b>8:00 am</b>	to	<b>6:15 pm</b>
<b>Sunday</b>	<b>June 7</b>	<b>10:00 am</b>	to	<b>5:00 pm</b>
<b>Sunday – MOVE-OUT</b>	<b>June 7</b>	<b>5:00 pm</b>	to	<b>8:00 pm</b>

**EXPO HOURS** – exhibitors are required to staff their booth during all public hours.

<b>Saturday</b>	<b>June 6</b>	<b>10:00 am</b>	to	<b>6:00 pm</b>
<b>Sunday</b>	<b>June 7</b>	<b>11:00 am</b>	to	<b>5:00 pm</b>

### MOVE-OUT

The Expo closes Sunday at 5:00 pm and as soon as all attendees have left the building, we will begin move-out. Please do not attempt move out before the close of the Expo as this will result in a **\$100 fine**. All items must be removed from the building by 8:00pm.

### FURNISHING & DECORATOR SERVICE FORMS

Excel Decorators is the show decorator. Their forms for furnishings and shipping are located under Decorator Services on the Exhibitor Kit web page. To qualify for discount pricing orders and payment must be received before the deadline date listed on the order forms.

### ELECTRIC SERVICE

Electric service is not included in your booth. The fee for a standard electrical outlet is \$125 if ordered by May 5<sup>th</sup> and must be ordered directly from the KEC. Order Forms are linked in the Website's Exhibitors KIT.

### WIRELESS INTERNET SERVICE

Wifi is available to Exhibitors for \$79.99 per day or \$139 for a three day pass paid directly to the KEC IT provider, Smart City. Instructions for WiFi purchase will be provided at our Exhibitor Registration Desk.

### INSURANCE AND LIABILITY

It is expressly understood and agreed by the Exhibitor that no claim of any kind against Show Management for loss, damage, theft or destruction of goods or exhibit; nor any injury that may occur to himself or his employees while at the show; The exhibitor shall be solely responsible to his own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of leased space or exhibit. Exhibitor is also held responsible for agents and employees performing on show Stages. Exhibitor does indemnify and hold harmless Show Management against any and all claims as may be asserted against it.

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### EXHIBITOR BADGES/COMPLIMENTARY TICKETS

Badges and Complimentary Tickets are allocated as follows; 10'x10' booth and 10'x20' Showcase will receive 5 badges and 10 Complimentary Tickets. 10'x20' booth and 20'x20' Showcase (& larger) will receive 10 badges and 20 Complimentary Tickets. Display Tables will receive 3 badges and 5 Complimentary Tickets. Your Complimentary Tickets will be mailed to you and are for you to distribute as you wish. Your Exhibitor Badges are for your booth personnel and are to be picked up at Exhibitor Registration when you check in at move-in. We will assist you in rotating badges to your staff throughout the weekend. Additional badges can be purchased for \$5 at Exhibitor Registration.

### GUEST/MODEL BADGES

If you are planning to use guest presenters or models please *furnish us with a list of their names in advance*. Their badges are to be picked up at Exhibitor Registration.

### SECURITY

Security is provided for your protection however, we are not responsible for theft. We suggest that you take precautions and not leave valuable items in your booth overnight. Door guards and perimeter guards are on duty during the hours that the doors are open, with overnight guards throughout the duration of the event. As a safety precaution your exhibit space should not be left unattended during Expo Hours.

### HANGING SIGNS AND GRAPHICS FROM THE CEILING

Approval for the use of hanging signs and graphics from the ceiling over your exhibit must be received from Show Management prior to move-in. It is your responsibility to retrieve your banners after the Expo.

### SALES TAX

The Kentucky sales tax rate is the full 6%. If you have your own sales tax permit please list your permit number next to your company name on our list at Exhibitor Registration. For companies without sales tax permits we will provide a packet for you with the necessary forms.

### STANDARD BOOTH CONTENTS

Furnishings include 8' high back drapes, 3' high side drapes, (1) 6' skirted table, (2) chairs and a 7"H X 44"W black & white ID sign. See our website's Exhibitor Kit page for diagrams on Booth content height restrictions.

### BOOTH COLORS

Blue & black 8' high backdrape, black 3' side drape and & black 6' skirted tables with white plastic tops.

### SHOWCASES DO NOT INCLUDE FURNISHINGS

**Connected showcases** include an 8' high back drape and 3' high side drape, ID sign but do not include furnishings. **Island showcases** include an ID sign but do not include drapes or furnishings.

### SHIPPING TO KEC

Material Handling and Freight Service is provided by the KEC for a fee. Charges will apply for shipments delivered on Move-in day, or up to two weeks in advance of Expo. Shipping Instructions and Labels are provided on our Website Exhibitors Kit.

## EXPO REGULATIONS AND REQUIREMENTS

1. Exhibit booths must be staffed and fully operational during published show hours.
2. Exhibitors must wear badges to gain entry and on the floor during Show hours.
3. Exhibits that include sound equipment or audio/visual equipment must be arranged so the noise level and lights resulting from the display does not disrupt the activities of neighboring exhibitors. Show management reserves the right to lower all sound equipment.
4. Exhibit space must be large enough to contain a reasonable audience if demonstrations are planned. The aisles cannot be blocked.
5. Only services and products approved on your "Application for Exhibit Space" may be displayed or sold in your booth.
6. Promotional materials may not be distributed outside your exhibit space.
7. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
8. The sale ,sampling or distribution of food for consumption on the premises must be approved by Show Management and licenses or permits required by the Health Department obtained by the Exhibitor.
9. Stage shows or seminars using products or services of a non-exhibiting company must have written approval from Show Management.
10. All exposed parts of displays must be finished so they do not present an unsightly appearance when viewed from adjoining booths or aisles. Side walls taller than the 3' side drape of exhibit booths may not come out past 5' from back drape.
11. Signs in booths will not be permitted to extend above their 8' backdrape. Signs in island showcases will not be permitted to extend more than 16' above the floor.
12. Exhibitors may not share booth space without the written approval of Show Management.
13. Exhibit space should be kept in good order with storage boxes placed under tables or in designated storage areas.
14. Helium balloons can only be used when they are permanently affixed to the physical booth display. Helium tanks must be stored in an approved stand.
15. Fire regulations prohibit the use of sterno or an open flame including candles.
16. Any booth cooking with an appliance or food warming device must be equipped with at least one 20BC fire extinguisher- No LP gas, bottled gas or bottled gas tanks are permitted in the building.
17. Electrical wiring and displays must conform to the National Electrical Code safety rules.
18. Any display vehicles must have less than ¼ tank of gas, at least one battery cable disconnected from each set of batteries, and the gas tank sealed or locked. A set of keys need to be given to Show Management.
19. Dismantling of your booth prior to the close of the show will result in a \$100 fine.
20. **It is expressly understood and agreed by the Exhibitor that no claim of any kind against Show Management for loss, damage, theft or destruction of goods or exhibit; nor any injury that may occur to himself or his employees while at the show; The exhibitor shall be solely responsible to his own agents and employees and to all third persons , including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising out of or relating to the custody, possession, operation, maintenance or control of leased space or exhibit. Exhibitor is also held responsible for agents and employees performing on show Stages. Exhibitor does indemnify and hold harmless Show management against any and all claims as may be asserted against it.**