



EXHIBITOR KIT

www.womenslivingexpos.com

WELCOME!

Your Exhibitor Kit contains information to assist you in planning for your participation in the Expo. Please note that your invoice needs to be paid in full prior to set up and all order forms returned by the listed date. Should you have any questions please call the office at 203-259-3351. The Expo decorator is Event 1 and your contact is Corbin Potter. He can be reached at 918-245-8006. Your contact at Expo Square is Jennifer Haddix and her email is jhaddix@exposquare.com

Final Invoice

All balances indicated on your final invoice must be received by Donnell productions prior to **January 15, 2010**. If paying with a credit card please fax back your invoice with your credit card information to our office at 203-259-3354. For companies coming in after **January 15th** payment must be with a credit card. Checks will not be accepted.

Electric Service Order Form

To order electric service, return required forms to the WLExpos office with your payment. To receive the discounted price, orders must be placed on or before **January 30, 2010**.

Furnishing Form

To order additional tables, chairs, carpet etc. return the appropriate form to the Expo decorator, Event 1. To receive the pre-show discount orders must be placed on or before **January 29, 2010**.

Telephone Service

Complete the Telecomm Service order form and return to Skip Scott at Expo Square. All telephone orders must contain credit card information – checks are not accepted. For further questions contact Skip Scott at 918-744-1113 EXT. 2069.

Wireless Internet Service

Expo Square now has High Speed Wireless Internet access. All service is provided by Tulsa MetroNet. For help connecting, registering or general questions regarding service, contact Tulsa MetroNet at 918-806-9434.

Hotel Reservations

The Radisson is the Show's Host hotel. Call 918-627-5000 for reservations. To receive the Show Rate of \$67 for a double room with parking mention that you are an Exhibitor at the Tulsa Women's Living Expo.

Stage Confirmation

The stage schedules are posted on the website beginning January 15th. If you have requested stage time you will need to check the schedules for your time(s).

GENERAL INFORMATION-Page 1

EXPO LOCATION

The **24th annual Tulsa Women's Living Expo** will be held at Expo Square/Upper Level at the QuikTrip Center 4145 E 21st Street, Tulsa, OK 74114. www.exposquare.com

MOVE-IN

Move-in will be conducted from **9:00 am to 8:00 pm on Thursday, February 11th**. All exhibits must be moved in by 8:00pm unless prior arrangements have been made with Show Management. **Let us know at least two weeks in advance if you will need a fork-lift. It is available for a fee.** You may drive your vehicle on the show floor. Once your vehicle is unloaded, please remove it from the building and park outside in a designated parking space. Exhibitors need to provide their own rolling/moving equipment.

BOOTH PAYMENT

ALL FINAL BALANCES ARE DUE IN FULL BY JANUARY 15, 2010. Companies must have a zero balance to set up their booth. For companies that commit to the Show **after January 15th** payment must be made with a credit card – checks are not accepted.

LOCATION OF EXHIBIT

All measurements and exhibit space layouts shown on the floor plan are as accurate as possible. *Donnell Productions reserves the right to make modifications and change exhibit space assignments as may be necessary and to adjust the floor plan at anytime to meet the needs of the sponsors, exhibitors, exhibits, and traffic flow.*

HOTEL ACCOMMODATIONS

The **Radisson**, 10918 E 41st Street Tulsa, OK, 74146 has been designated as our Host Hotel. The special rate of \$67 for a double room with parking will be offered to our exhibitors. To make reservations please call **918-627-5000 or 800-333-3333**. Be sure to mention you are an exhibitor in the Tulsa Women's Living Expo to secure these rates.

SHOW DECORATOR

Event 1 is the Show Decorator and your contact is Corbin Potter. He can be reached at **(918) 245-8006**, by Fax at **(918)-245-8007** or by email at corbin@event1inc.net . If you need to order additional equipment or services please complete the appropriate Decorator form. Order on or before **January 29th** to receive the advance order discount.

HANGING SIGNS AND GRAPHICS

Signs may be hung from the 8'high pipe in your booth and hooks shall be provided. Approval for the use of hanging signs and graphics **from the ceiling** over your exhibit should be received from Show Management at least 30 days prior to move-in. It is your responsibility to retrieve your banners or signs when they are dismantled.

GENERAL INFORMATION– PAGE 2

EXHIBITOR BADGES

Each company will be allocated 5 badges and 5 complimentary tickets per 10'x10' booth, 3 badges and 3 complimentary tickets per 5'x10' booth, 8 badges and 6 complimentary tickets for a 10'x20' showcase and 12 badges and 10 complimentary tickets for a 20'x20' showcase. Your complimentary tickets will be mailed to you with your final invoice. Your badges are to be picked up at Exhibitor Registration when you check in at move-in beginning Thursday at 9:00am. Additional badges can be purchased for \$10 each.

GUEST/MODEL BADGES

Should your company be conducting a presentation or fashion show using guest presenter(s) or models please fax a list of their names to 203-259-3354. Prior to their presentation they will be able to pick up a Guest or Model badge at Exhibitor Registration. If we do not have their names they will need to purchase a ticket to gain entry,

MOVE-OUT

The Show 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 11:00pm.

PARKING

Parking is free at Expo Square with space for more than 9000 vehicles. It is in your best interest to use the further lots, leaving closer parking for the attendees. Expo Square maintains an RV Park on 15th Street. An attendant will collect the parking/utility fees.

EXHIBITOR HOURS

Thursday (Move-In)	February 11	9:00am	to	8:00 pm
Friday	February 12	8:00am to		6:15 pm
Saturday	February 13	9:00 am to		6:15 pm
Sunday	February 14	10:00 am	to	5:00 pm
Sunday (Move-Out)	February 14	:00 pm	to	11:00 pm

SHOW HOURS

Friday	February 12	10:00pm	to	6:15 pm
Saturday	February 13	10:00 am	to	6:15 pm
Sunday	February 14	11:00 am	to	5:00 pm

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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. Show Management does provide an overnight lock-up area in the exhibit hall. This service is complimentary.

SALES TAX

Since the Fairgrounds were annexed into the city limits on January 1, 2009 - the new sales tax rate is the full 8.517% due to the addition of the city's added 3%. 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. At the end of the Expo you will need to turn in the completed forms and collected sales taxes to Exhibitor Registration.

STANDARD BOOTH CONTENTS

Each 10'x10' and 5'x10' exhibit space will be equipped with 8'high backdrapes, 3'high sidedrapes, (1) 8' skirted table, (2) chairs, a 7''H X 44'W black & white ID sign and wastebasket.

ISLAND/PERIMETER SHOWCASES

Island Showcases will **not** be equipped with drapes or tables and chairs. Connecting Showcases will be divided by backdrapes but will not be equipped with any furnishings. **It is your responsibility to bring all booth contents including tables, chairs, signage and wastebasket.**

FOOD SAMPLING

Exhibitors sampling any food products must follow the attached Sanitation Guidelines. Drink samples must be no more than 2oz and wine samples 1 oz. Drink samples must not compete with Coca Cola products. The sale of food and beverages for consumption at the Show is not permitted unless you have received permission from show management. **If you are selling food, a state and city temporary license will need to be purchased on site from the Tulsa health department after inspection. The fee is \$30 and is to be paid with a company check, money order or cash.** Please read the enclosed Health Department Letter.

BOOTH COLORS

The 8' high back drapes will be red and black with 3' high red side drapes. The 8' skirted tables will be alternated in red and black with white tops.

FREIGHT

Expo Square will not receive freight prior to move-in. Arrangements should be made with Midwest Decorating to provide drayage. To ship freight to arrive on move-in day, the shipping address is Expo Square 4125 E 21 Street, Tulsa, OK 74114. Please mark the Tulsa Women's Living Expo on the shipping label.

SHOW REGULATIONS AND REQUIREMENTS

1. Exhibit booths must be staffed and fully operational during published show hours. Exhibitors must wear badges to gain entry and on the floor during Show hours.
2. 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.
3. Exhibit space must be large enough to contain a reasonable audience if demonstrations are planned. The aisles cannot be blocked.
4. Only promotional materials or merchandise approved on your "Application for Exhibit Space" may be displayed or sold in your booth. Promotional materials may not be distributed outside your exhibit space.
5. Lighting should be directed to the inner confines of the booth space. Lighting should not project onto other exhibits or show aisles.
6. The sale or sampling of food other than in the Food Pavilion must have written approval from Show Management.
7. Stage shows or seminars using products or services of a non-exhibiting company must have written approval from Show Management.
8. 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 (see diagram).
9. Exhibitors may not share booth space without the written approval of Show Management.
10. Exhibit space should be kept in good order with storage boxes placed under tables or in designated storage areas.
11. 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.
12. Fire regulations prohibit the use of sterno or an open flame including candles. Any booth cooking with an appliance or food warming device must be equipped with at least one 20BC fire extinguisher. Booth decorations must be flame-retardant and electrical wiring and displays must conform to the National Electrical Code safety rules.
13. No LP gas, bottled gas or bottled gas tanks are permitted in the building.
14. 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.
15. 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.

Tusla 2010 Women's Living Expo

SANITATION AND FOOD SAFETY POLICIES

PERSONAL HYGIENE

How to Wash Your Hands

1. Use the hottest water your hands can comfortably stand- about 110 to 120 degrees.
2. Feed paper towels out of dispenser.
3. After moistening and soaping hands, wash fingers, hands, and forearms with heavy friction for 20 seconds or more. It is important to wash between fingers and under fingernails.
4. Rinse thoroughly under running water.
5. Dry hands using a single service towel.
6. Turn off water using the towel to protect hands.

When to Wash Your Hands

AFTER...

1. Using the restroom
2. Sneezing or using a tissue
3. Handling any raw foods
4. Touching areas of the body such as mouth, nose, hair or ears
5. Touching soiled materials, equipment or work surfaces
6. Handling garbage
7. Leaving and returning from food prep areas

FOOD TEMPERATURE CONTROL

Storage

You will need to provide a cooler to keep perishable items below 41° and frozen products frozen

Cooking

Fish & Meat	145°F-15 seconds
All poultry	165°F-15 seconds
All stuffed products	165°F-15 seconds
Pork Products	155°F-15 seconds
Chopped or ground products	155°F-1 minute
Meat Mixtures	145°F-3 minutes

Reheating

Solids	165°F-15 seconds within 2 hours
Liquids	212°F

Hot Hold

Hot Foods that are held hot	140°F
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Microwave Cooking

Cook 25% above recommended cooking temperatures, rotate and stir throughout cooking process. Allow to let stand for 2 minutes after cooking.

All booths that are cooking must have a thermometer in booth. Remember to clean and sanitize thermometer with alcohol wipes after every use.

CROSS CONTAMINATION

All foods will be stored as to prevent raw foods from contaminating ready to eat products. All raw products should be stored at the bottom of coolers to prevent dripping onto other products. All prep surfaces and utensils that come in contact with raw product will be cleaned and sanitized after processing is complete.

Note: A cleanup area will be available to clean and sanitize your utensils.

SERVING REQUIREMENTS

- All demo products will be handled in a manner which prohibits contamination from customers taking samples.
- Unwrapped food products need to be served in cups or with toothpicks.
- Food may be served on napkins and displayed in a manner which prevents customers from touching other samples.
- You will need to have antibacterial wipes on show floor to keep hands and utensils clean. We also encourage the use of disposable gloves. Remember to change at the same times you would wash your hands.