



## **EXHIBITOR KIT**

Utah Media Group would like to thank you for being a part of the Salt Lake Women's Show. Please take a few minutes to read through the exhibitor manual as it contains important information about exhibiting in our upcoming event.

### **Show Dates and Times:**

Friday, February 22nd, Noon to 8pm, and Saturday February 23rd, 10am to 6pm Admission

Prices: One-day pass is \$8 & Weekend pass is \$10

### **WHAT IS INCLUDED WITH YOUR BOOTH?**

- 8 ft. high black back drop drape + 3 ft. high side drape
- 25 Free show admission tickets & a personal Promo Code for discounted tickets.
- Four Exhibitor Badges (additional badges may be purchased at \$3.00 each) – You will receive these when you check in to set up.
- Your company listing in the show magazine (Booth space must have been purchased and paid in full before February 11th, 2019).

### **ADDITIONAL SERVICES AVAILABLE:**

#### **POWER & EXPO SERVICES – Tables and chairs are not included with your booth.**

Modern Expo is the official show decorator. If you would like to purchase the following: power, tables, chairs, carpeting or other exhibit services, please order directly from Modern Expo by calling them at 801-983-8160 or e mail [expo@modernexpo.com](mailto:expo@modernexpo.com). For a complete list of products, please download the exhibitor kit found on our website [saltlakewomensshow.com](http://saltlakewomensshow.com) under Confirmed Exhibitors.

### **INTERNET & PHONE LINE**

Please call Mountain America Expo Center at (385) 468-2278, to purchase internet access.

## **MOVE-IN**

For your convenience, we have provided a color-coded map in this kit, to assist you with the planning of your scheduled move-in.

Vehicles will NOT be allowed inside the building without prior approval. If it is absolutely necessary for you to drive a vehicle into the building, please contact Fara Stiehl at 801.204.6377

### **Thursday, February 21**

Move-in begins at Noon for the first section of the show and continues until 7:00PM (Please see the map).

### **Friday, February 22**

Move-in begins at 8:00AM and continues until 11:00AM. All exhibits must be show ready by 11:00AM. The show will open at Noon.

## **MOVE-OUT**

Move-out will be Saturday, February 23 from 6:00-11:00PM. All booths must be completely down and moved by 11:00PM.

**Please, don't take down early.** It looks unprofessional and your best customer might be there at the end of the show when it seems "slow."

## **EXHIBITOR CHECK-IN**

Please check in at the Show Office when you arrive to move in on Thursday. The Show Office is located at the back on the East wall. This is where you will pick up your vendor badges for you and your staff. Vendor badges are to be used for you and your staff working the event. Please do not share them outside of that.

## **EXHIBITOR BADGES**

Each 10x10 space will receive four exhibitor badges, Passes can be ordered for \$3.00 each if you require more. Exhibitor badges will be available for pick up at check-in on Thursday.

## **TICKETS**

Each Exhibitor will receive 25 free show admission tickets for preferred clients, family and friends. If you have a database and would like to send a discounted or free ticket electronically, please contact Fara at 801.204.6377 and we will provide you a promo code. We encourage all exhibitors to promote their involvement in the event. Any exhibitor that has 50 or more tickets purchased using their promo code saves \$50 off their booth price in the next show.

## SELLING

Selling is permitted and encouraged at the show. Remember, you are required to submit all of the products and services you will be selling and offering with your contract. If you did not provide all products or services on your contract, you may be asked to remove them due to convention center regulations, local and state laws, or other circumstances.

## SALES TAX REQUIREMENTS

Any event where products and services are sold are subject to state sales tax requirements. The Utah State Tax Commission will be at the event prior to the show on Friday with information and to collect the proper paperwork from each of you, which is included in this kit.

If you have other questions regarding taxes before the show, please contact them by phone: 801.297.6303, email: [specialevent@utah.gov](mailto:specialevent@utah.gov) or website: <https://tax.utah.gov/sales/specialevents>

## RULES & REGULATIONS

- Your staff and any items must remain within the boundaries of your booth. The aisles are not for you to place product in or approach and sell to customers. Please keep the aisles clear so that our guests have plenty of room to move safely.
  - Signage must not be over 8ft. You will be asked to remove any signage higher than this.
  - POP-UP TENTS ARE NOT PERMITTED
  - All tables must be skirted and floor coverings are required
  - Handmade signage is not allowed. Please have professionally produced signage.
  - Balloons of any kind will not be allowed to decorate your booth
  - Food and drink items CANNOT be served from your booth. This includes; branded water bottles, popcorn, candy bars, cookies, etc. If you are selling a food item, the sample sizes are two ounces or smaller. ALL FOOD SALES MUST GO THROUGH THE APPROVAL PROCESS PRIOR TO THE SHOW.
  - Aisle solicitation or handing flyers out at the entrance doors or in the parking lot, will not be permitted at any level.
  - If you are using a microphone or speakers, please keep it low, in order to provide a pleasurable experience for your neighbors as well.
  - Early move-out is not permitted.

## FIRE CODE

There should be no hazardous material of any kind brought onto the premises of the Mountain America Expo Center. Exhibits must meet safety rules and regulations. All materials used in exhibits must be fire retardant. **No paper banners allowed, vinyl is acceptable.** The Fire Marshall or authorized agent reserves the right to confiscate or demand removal of any exhibit materials not meeting regulations.

## **SECURITY**

All vendors must provide staffing for their booths during all show hours. Neither Utah Media Group, affiliated businesses, nor the facility are responsible for theft that may occur at the show. Take measures to ensure that your merchandise and equipment are protected. Cover and lock items on display after setup is complete. Lock up or take home expensive items overnight. The doors to the hall will be closed to the public after show hours with basic facility security provided. The responsibility for safeguarding your business exhibit is yours.

## **PARKING:**

There is limited parking behind the expo center on the east side of the building, you are welcome to park in the back if there is space available. You must show your exhibitor badge on Friday and Saturday to security in order to park behind the expo center.

Please note that parking at the loading dock is only permitted while you're loading and unloading. As soon as you finish unloading your vehicle, please move out of the dock area. Do not tandem park, you will be towed. No exceptions!

## **GIVEAWAYS**

If you would like to offer a giveaway during the show and would like us to promote it, please email [fstiehl@utahmediagroup.com](mailto:fstiehl@utahmediagroup.com) with a description, photo and value of your giveaway for approval.

## **NEVER BEEN A VENDOR BEFORE?**

Here are a few suggestions to make your experience a success:

- Make sure your signage is easy to read and has a clear message, including; what you are selling, your company name and website.
- Do not block the front of your space with your tables. Allow for guests to come out of the aisles and into your space. This offers them more time to spend with you and purchase your products.
- Skirt all tables and cover the floor of your booth. This will help you to stand out. You want your booth space to be as professional as possible.
- Be attentive! Nothing is more frustrating to your customers, than not being able to get your attention when they need information or want to buy from you. Consider putting your phone down and be present for them. Your success will soar!
- Offer a show special. Create urgency for attendees to purchase your product or service.
- Collect customer information. If you capture leads correctly, you should be able to market to your prospects for 3, 6 and 12 months after the event happens.
- Set goals to measure results at the show. How many leads are you looking to gather? How much product do you want to move?