



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 11:00am-8:00pm

Saturday, February 23rd 10:00am-6:00pm

Admission Prices: One day pass \$8 Weekend Pass \$10

WHATS INCLUDED IN YOUR BOOTH

- Black Back Drop Drape
- 25 Free tickets + Promo Code for discounted tickets
- Four Exhibitor Badges (additional may be purchased)
- Listing in the show newspaper section

ADDITIONAL SERVICES AVAILABLE:

POWER & EXPO SERVICES

Modern Expo is the official show decorator. If you would like to purchase power, tables, chairs, carpeting or other exhibit services please order directly from Modern Expo at 801-983-8160 or email at expo@modernexpo.com. For a complete list of products, please download the exhibitor kit found on our website saltlakewomenshow.com under Confirmed Exhibitors.

INTERNET & PHONE LINE

Internet access is purchased separately and can be purchased through the facility: Mountain America Expo Center (385) 468-2278.

MOVE-IN & MOVE-OUT INFORMATION

For your convenience, we have a color move in map to help you plan your scheduled move-in. Please see the map located at the back of this document

No Vehicles will be allowed inside the building without prior approval. If it is necessary for you to drive a vehicle into the building, please contact Fara Steihl at 801.204.6377

Thursday, February 21st

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

Friday, February 22nd

Move-in begins at 8:00am and continues until 10:00am. All exhibits must be show ready by 10:00am. Show opens at Noon.

MOVE-OUT

Move-out begins Saturday, February 23rd from 7:00pm – 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 information booth on Thursday in the south-east corner of the hall. This is when you will pick up your vendor badges for you and your staff. Vendor badges are to be used for only you and your staff working the event.

EXHIBITOR BADGES

Each 10×10 space will receive four exhibitor badges with one additional for each additional 10×10 spaces. Additional passes can be ordered for \$3.00 . Exhibitor badges will be available for pick up at check in. Check in will be in the back of Hall 4.

TICKETS

Each Exhibitor will receive 25 free tickets for preferred clients, family and friends. If you have a data base and would like to send a discount or free ticket electronically, please contact Fara at 801.204.6377 and we will assign you a promo code. We encourage all exhibitors to promote their involvement in the event.

SELLING

Selling is permitted and encouraged at the show. Please list your prices for any services offered at the show on your table. If you are offering a free service, please note that as well. 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 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 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 put product in or sell to customers.

- Signage must not be over 8ft. You will be asked to remove any signage higher than this.
- All tables must be skirted and floor coverings are recommended.
- No handmade signage allowed. Please have professional signage.
- **No Balloons allowed.**
- No food can be served from your booth. (no branded water bottles, popcorn, candy bars, cookies, etc. If you are selling a food item, sample sizes are two ounces or smaller.
- No aisle solicitation or handing flyers at the entrance doors.
- If you are using a microphone or speakers, please keep it low as not to disturb your neighbors.
- No pop-up tents.
- 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 and re regulations. All materials used in exhibits must be fire retardant. **No paper banners allowed, vinyl is accepted.** The Fire Marshall or authorized agent reserves the right to confiscate or demand removal of any exhibit materials not meeting regulations.

SECURITY

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 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 locked to the public after show hours with basic facility security. The responsibility for safeguarding your business exhibit is yours.

PARKING

Please park in the back of the exhibit hall (East side of the building). You must show your exhibitor badge on Friday and Saturday to security to park behind the expo center. Parking will be limited as there are other events happening at the Mountain America 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, you'll need to move to another parking area in front of the building. Do not tandem park, you will be towed. No exceptions.

GIVEAWAYS

If you would like to provide a giveaway during the show and would like to receive promotion, please email events@utahmediagroup with a description, photo and value of your giveaway.

NEVER BEEN A VENDOR?

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

- Make sure your signage is easy to read and has a concise message (What you are selling, your company name and website)
- Do not block the front of your space with your tables. Allow for attendees to come out of the aisles and into your space. This gives attendees 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 when they can't get your attention and want to buy from you. Consider putting your phone down.
- Offer a show special. Create urgency for attendees to purchase your product or service
- Collect customer information. If you take leads correctly you should be able to market to your prospects 3, 6 and 12 months after the event happens.
- Set goals for you and your staff to measure your success. Setting goals also keeps your staff focused on what is important during the show.



SHOW HOURS

FRIDAY, FEBRUARY 22 11AM – 8PM
SATURDAY, FEBRUARY 23 10AM – 6PM

MOVE-IN SCHEDULE

BEGINS Thursday, February 21
2PM – 7PM
CONTINUES Friday 8AM – 10AM
No move-in after 10am

BEGINS Thursday, February 21
4PM – 7PM
CONTINUES Friday 8AM – 10AM
No move-in after 10am

BEGINS Thursday, February 21
5PM – 7PM
CONTINUES Friday 8AM – 10AM
No move-in after 10am

**NO DRIVE-IN PERMITTED
WITHOUT PRIOR APPROVAL.**

Please call to schedule. 801.204.6377

**MOVE OUT BEGINS SATURDAY,
FEBRUARY 23RD 7:15PM – 11PM.**
*All exhibits must be completely removed from
the building by 11PM.*