

ORIGINAL
Sewing & Quilt
E ♦ X ♦ P ♦ OSM

EXHIBITOR KIT

ATLANTA, GA (DULUTH)

Gas South Convention Center - 2025

Exhibitor Kit & Decorator Forms available at:
sewingexpo.com/Exhibit

Move-In:

Wednesday, March 5

8:00am – 5:00pm

Services available 9am-4pm. All vehicles must be unloaded by 5pm.

You may continue to work in your booth until 6pm.

Exhibit Hall: Thursday, March 6

10am – 5:30pm

Friday, March 7

10am – 5:30pm

Saturday, March 8

10am – 5pm

Your Booth Package Includes:

- 8' high black draped back walls and 3' high divider drape
- 7" x 44" exhibitor ID sign
- Exhibitor credentials
- Expo Guide listing

Additional Furnishings and services are available from the official Expo decorator, whose forms are now available online at sewingexpo.com/Exhibit

Cherry Convention Services, Inc.

3866 Oakcliff Industrial Court | Atlanta, GA 30340

Phone: 770-242-5955

Email: catherine@cherryconvention.com

Furnishing Discounts: February 24 is the final day for discounts on orders from Cherry.

Electric: Services are available through the Gas South Convention Center by completing the form linked at sewingexpo.com/Exhibit by **February 24**.

Internet: A free public WiFi network is available. To purchase a dedicated hardline connection or a private network, order through the Gas South Convention Center at the form linked at sewingexpo.com/Exhibit by **February 24**.

If you are shipping to the EXPO:

Advance Freight Warehouse shipments must be received **February 3-24** to avoid a 50% surcharge.

March 3 is the last day for off-target shipments with a surcharge to arrive at the warehouse. Use the shipping address on the shipping information/material handling sheet and your packages will be delivered directly to your booth. Please read all shipping information carefully to avoid additional charges or missing items.

If you ship directly to the Gas South Convention Center, shipments must arrive on **beginning March 4** or they will be refused. Use the shipping address on the shipping information/material handling sheet.

Moving Into the Expo

Wednesday, March 5, 2025

8:00am – 5:00pm

Services available 9am-4pm. All vehicles must be unloaded by 5pm, but you may continue to work in your booth until approximately 6pm.

Please make all travel arrangements with these times – and move-out times – in mind. Due to increased security and insurance measures, there will be no late-night exceptions to these check-in times. If you have a specific situation or problem regarding the schedule, call us as soon as possible.

Questions on set-up day? Call 440-263-6869

Don't forget to Check-In:

Upon arrival, check in with Expo staff at Exhibitor Check-In at the Registration Desk.

- Receive your Shopping Bag, Expo Guide, Vehicle ID sign and Name Badge.
- New name badges will be issued for each event, and must be worn in the hall at all times on Thursday – Saturday.

Submit names for your badges via the online form by February 13.

sewingexpo.com/exhibit/name-badge-request

If you miss the deadline, please request them on Wednesday at Exhibitor Check-in.

Exhibit Hall Hours

Thursday, Friday • 10am – 5:30pm

Saturday • 10am – 5pm

Exhibitors may enter the Hall at 7:45am on Thursday and 8am on Friday and Saturday to refresh displays and visit.

Unloading a Vehicle: Vehicles should drive to the rear of the building. Enter off of Satellite Boulevard - see page 7 for map. You will need to print the Load/Unload Pass on page 6 to display in your vehicle to gain access to the rear of the building. Vendors may use the ramp or loading dock. All move-in/move-out is through the loading area. No loading through the main or glass doors. You are requested to remove your vehicle immediately after unloading. Don't forget to bring a rolling cart.

Parking: Park in the Garage (Deck #1) for \$5 per day - see map on page 7. Large vehicles and vehicles with trailers may park in Lot C (against the tree line).

Booth Staffing: Please be sure you have requested a name badge via email for everyone you plan to have working in your booth (VIPs, regular staff, spouses, etc.). Your booth must be staffed at all times, and you may want to take special note of the 11:30am – 1:00pm class break, when increased attendee traffic in the Exhibit Hall may boost your need for help.

Tax Information:

The sales tax rate is 6%

A tax form from the state can be found:

- On page 8 of this document
- Linked at sewingexpo.com/Exhibit
- Online: dor.georgia.gov/fs-32-miscellaneous-events

The form must be mailed back with taxes collected within 3 days of event.

Booth Space Requirements:

Exhibitors should plan their displays with the following guidelines in mind:

- Objects should be placed within confines of the booth space, not in aisles or adjacent booths.
- Exhibitor may display 8' high $\frac{1}{2}$ the distance to the front of the booth at any time. 8' high displays or walls that extend from the back drape to the aisle must be pre-approved by Show Management. If you have a corner booth, the aisle "wall" is yours to do with as you please up to the 8' height.

- If you plan to run perimeter pipe at the 8' height beyond limits as stated above, you must cover the pipe with fabric or some other display material. Please, *"no naked pipe."*
- Pinning or taping directly to drape or walls is expressly forbidden. You may use fishing line, chain, "s"-hooks, hangers, hula-hoops, etc.
- All tables must be draped on three sides to the floor. The Fire Marshall requires flame-retardant materials for table drape, which you may order along with other furnishings from the official Expo Decorator. In any case, if you have questions about your booth design/décor, please do not hesitate to call us.

Moving Out: Saturday 5:01pm –10:00pm

Move-out begins after 5:00pm. No exceptions!

This means your booth should be open, fully decorated and ready to do business until 5:00pm. Expo staff will be on the floor to assure all booths are open until the end of the show as published in all consumer promotion.

Loading a Vehicle

You will be able to drive up to loading area with your vehicle once your booth is packed and ready to go. Your Vehicle ID card will be required when parked in the loading area.

If You Need Outbound Shipping: the official Expo Decorator will be on-site to facilitate your outbound shipping needs. If you have questions about these services, please call them directly.

Deadlines

Atlanta, GA

February 3, 2025

- First day for advance shipments to decorator

February 13, 2025

- Submit names for your badges via the online form:
sewingexpo.com/exhibit/name-badge-request

February 24, 2025

- Last day for discounted rate on furnishings from decorator.

February 26, 2025

- Last day for advance shipments to decorator

February 24, 2025

- Electric and internet orders due to Center.

March 4, 2025

- When shipments may arrive at Center

Questions?

hshaw@hoffmanmedia.com
440-899-4730

Last Minute Questions?

Expo cell phone:
440-263-6869

Gas South Convention Center

6400 Sugarloaf Parkway | Duluth, GA 30097
gassouthdistrict.com | 800-224-6422

Travel Information

Air Travel – Airport is 40 minutes from Gas South Convention Center.

Ground Travel – See pages 3 and 6-7 for details

Hotel Information

To make a reservation:

- **Via the reservation links found on our website:**
sewingexpo.com/Events/Atlanta-GA/Location-Hotels
- **Or call the hotel at the number listed below and ask for Original Sewing & Quilt Expo group rate**

Hilton Garden Inn Atlanta NE / Gwinnett Sugarloaf

2040 Sugarloaf Circle | Duluth, GA 30097
Room Rate: \$139 Double Queen or \$144 King
Special Rate Expires 2-21-25
Reservations: 877-STAY-HGI

Holiday Inn Atlanta - Gas South Arena Area

6310 Sugarloaf Parkway | Duluth, GA 30097
Room Rate: \$139
Special Rate Expires 2-2-25
Reservations: 800-972-2404 or 888-465-4329

Homewood Suites Lawrenceville Duluth

1775 North Brown Road | Lawrenceville, GA 30043
Room Rate: \$129
Special Rate Expires 2-2-25
Reservations: 770-277-1243

Hampton Inn Lawrenceville Duluth

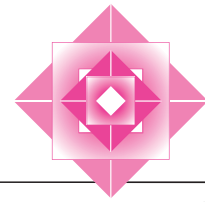
6010 Sugarloaf Parkway | Lawrenceville, GA 30043
Room Rate: \$119
Special Rate Expires 2-2-25
Reservations: 678-407-0018

The Westin Atlanta Gwinnett

6450 Sugarloaf Parkway | Duluth, GA 30097
Room Rate: \$219
Special Rate Expires 2-10-25
Reservations: 770-709-6322

Participate in the daily

Super Prize Drawing



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Another way to gain exposure at the Expo!

Your prizes will be displayed with your booth name and number near the entrance to the Expo. This is great visibility for your products!

Every attendee has a chance to win these fabulous prize packages worth hundreds of dollars! Sewing machines are the super grand prize for each day. The drawing is held at 5:15 Thursday and Friday, and 4:30 on Saturday. Watch for those late afternoon crowds.

Several prizes and sewing machines will be awarded at every Expo! Attendees don't miss this event – it's the climax of their day!



WHAT TO DO AS AN EXHIBITOR:

Bring up to three prize items (one for each day), which represents the style of your booth, along to the Expo. Just drop them off at Exhibitor check-in any time on set-up day, or with the Prize Patrol coming by your booth between 3:00 - 4:00 on set-up day. We can accept prizes any time at the Registration Desk in the lobby. Don't miss this unique opportunity, since a little goodwill goes a long way with customers. The prize table is the busiest kiosk at the entrance, and customers will look for your booth. It really works!



PASS NUMBER

1

**ORIGINAL SEWING & QUILT SHOW
BACK OF HOUSE PASS**



**LOAD / UNLOAD PASS
ONLY**

NO BOH PARKING

DATES: 03/02/25 – 03/08/25

CELL PHONE # _____

****PLEASE KEEP ON DASH OF VEHICLE AT ALL TIMES****

PLEASE PARK IN **DECK 1** FRONT OF HOUSE AFTER
LOADING/UNLOADING

GAS  SOUTH CONVENTION CENTER

GAS SOUTH DISTRICT

Convention Center loading docks

Theater loading docks

Gate guard (call Security if not present)

CONVENTION CENTER

ARENA

DECK #3

GREEN SPACE

THEATER

FUTURE WESTIN

ARENA DRIVE

LOT C

DECK #1

DECK #2

LOT A

KROGER

SATELLITE BOULEVARD
Entrance

SUGARLOAF PARKWAY

FOR ALL VENDORS/EXHIBITORS:
Please follow the arrows to the Loading Docks to unload. Unloading through the front of the building is not allowed.

Once unloaded, park in the front (unless otherwise authorized). Thank you for your cooperation.

Security Phone: (770) 813-7540

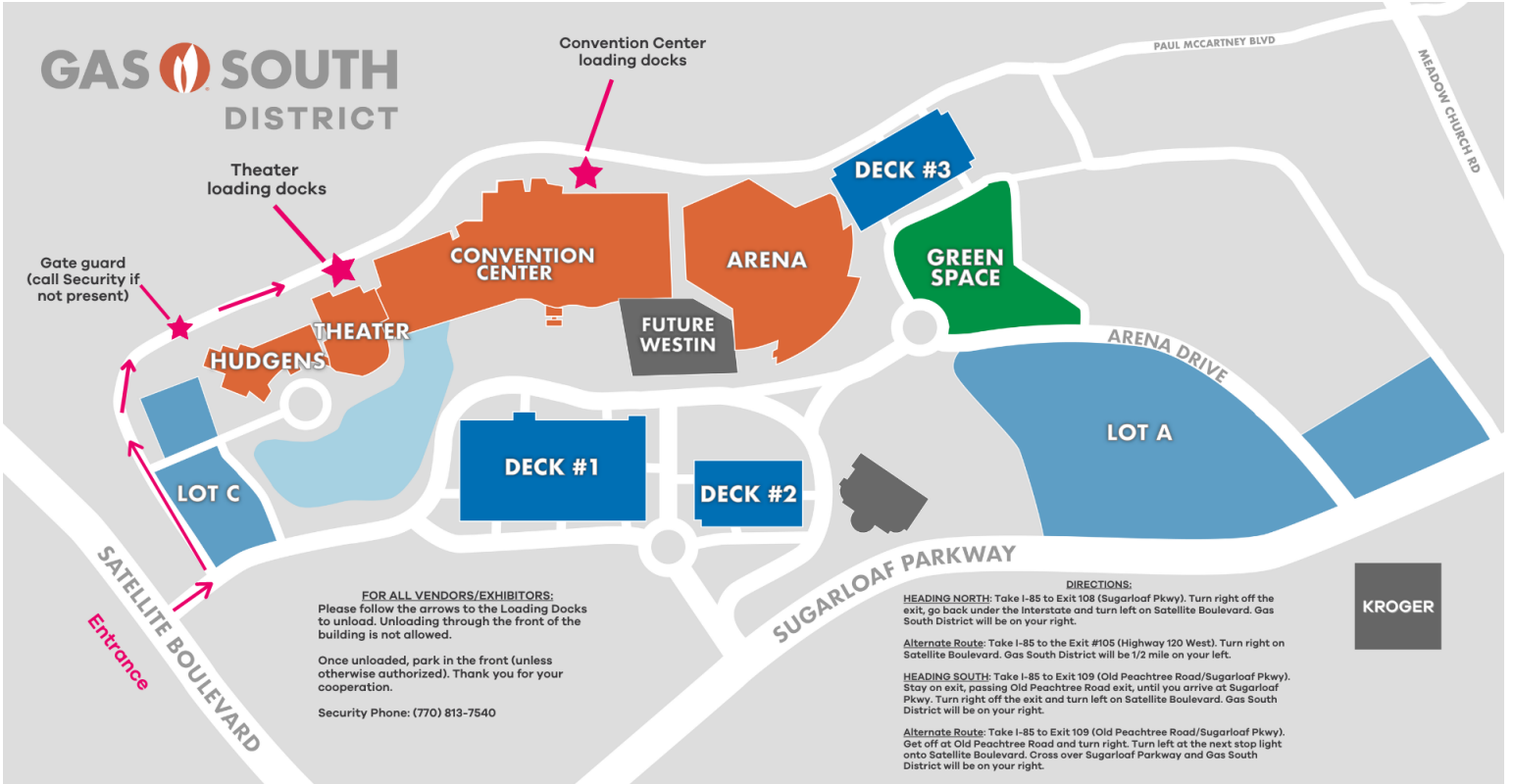
DIRECTIONS:

HEADING NORTH: Take I-85 to Exit 108 (Sugarloaf Pkwy). Turn right off the exit, go back under the Interstate and turn left on Satellite Boulevard. Gas South District will be on your right.

Alternate Route: Take I-85 to the Exit #105 (Highway 120 West). Turn right on Satellite Boulevard. Gas South District will be 1/2 mile on your left.

HEADING SOUTH: Take I-85 to Exit 109 (Old Peachtree Road/Sugarloaf Pkwy). Stay on exit, passing Old Peachtree Road exit, until you arrive at Sugarloaf Pkwy. Turn right off the exit and turn left on Satellite Boulevard. Gas South District will be on your right.

Alternate Route: Take I-85 to Exit 109 (Old Peachtree Road/Sugarloaf Pkwy). Get off at Old Peachtree Road and turn right. Turn left at the next stop light onto Satellite Boulevard. Cross over Sugarloaf Parkway and Gas South District will be on your right.





Frank M. O'Connell
Revenue Commissioner

State of Georgia
Department of Revenue

Kerry Herndon
Compliance Division Director

MISCELLANEOUS SALES EVENT

INSTRUCTIONS:

- 1) Complete seller's information.
- 2) Complete event information.
- 3) Report the amount of taxable sales. If no taxable sales are made, a zero should be entered on this line.
- 4) Collect Georgia sales tax at the rate of the jurisdiction in which the event is held. Report the amount of taxable sales made and sales tax collected.
- 5) Pay to the GEORGIA DEPARTMENT OF REVENUE, by check or money order, the amount of sales tax collected. **DO NOT SEND CASH.**
- 6) If you are registered with the STATE OF GEORGIA for SALES AND USE TAX and will include these sales on your regular return, please provide your sales tax number: _____ .

| | | |
|---|--------------------------------|----------------------|
| 1. SELLER'S NAME | | |
| SELLER'S ADDRESS | | |
| SELLER'S TELEPHONE NUMBER | SELLER'S E-MAIL ADDRESS | |
| 2. NAME OF EVENT (IF APPLICABLE) | | DATE OF EVENT |

| | | | |
|------------------------------|--|---|--|
| JURISDICTION OF EVENT | | TAX RATE OF JURISDICTION (Sales tax rate charts are available on the Department's website, https://dor.georgia.gov .) | |
|------------------------------|--|---|--|

| | |
|-------------------------|-------------------------|
| 3. TAXABLE SALES | 4. TAX COLLECTED |
|-------------------------|-------------------------|

| | |
|---|---|
| 5. AT THE CLOSE OF THE EVENT, THIS FORM AND ALL TAXES COLLECTED MUST BE: | |
| <input type="checkbox"/> Returned to the Revenue Agent on duty. | <input type="checkbox"/> Mailed within 3 days to the address below. |

| | |
|---|-----------------------|
| Should you have any questions, please contact: Georgia Department of Revenue Select_Regional_Office | |
| _____ Authorized Agent for State Revenue Commissioner | |
| TELEPHONE NUMBER: | EMAIL ADDRESS: |
| DATE: | |