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EXHIBITOR KIT

FREDERICKSBURG, VA

Fredericksburg Expo & Conference Center - 2023

Exhibitor Kit & Decorator Forms available at:

sewingexpo.com/Exhibit

Move-In:

Wednesday, September 27 8:00am – 5:00pm

All services end at 5pm. All vehicles must be unloaded by 5pm.

You may continue to work in your booth until 6:30pm.

Exhibit Hall: Thursday, September 28 10am – 5:30pm
 Friday, September 29 10am – 5:30pm
 Saturday, September 30 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
- Complete Expo Guide listing

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

Fredericksburg Expo & Conference Center
2371 Carl D. Silver Pkwy
Fredericksburg, VA 22401
Phone: 540-548-5555
Fax: 540-548-5577

Discounts on Furnishings, Electric, Labor, Wired Internet, etc:

September 22 is the final day for discounts.

Internet:

Wireless internet is free at the Center. A hard wired ethernet line is \$150.

Boxed Lunch:

Order lunch for Thursday, Friday and Saturday from the Center. Deadline is September 20.

If you are shipping to the EXPO:

Merchandise must arrive between September 21 and 28. Use the address information found in the decorator forms and your packages will be delivered to your booth. Please read all shipping information carefully to avoid additional charges and/or missing items.

Moving Into the Expo

September 27, 2023

8:00am – 5:00pm

All services end at 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. *If you miss the deadline of **September 11** for emailing names for Name Badges to Liz (liz.fredrick@hoffmanmedia.com), you may request them on Wednesday at Exhibitor Check-in on the clipboard provided.*

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 may unload on the south or north sides of the building. Docks are available on the north end. You are requested to remove your vehicle immediately after unloading. Don't forget to bring a rolling cart. Your Vehicle ID card (received at check-in) must be displayed in window.

Tax Information:

The sales tax rate is 5.3%

For out of state vendors: If you participate in three or fewer events per year in Virginia, use VA Form ST-50 as a Certificate of Registration and Remittal Form for collected retail sales tax.

An ST-50 form is available at:

- sewingexpo.com/Exhibit/FredericksburgVA
- Exhibitor Check-in Desk
- Virginia Department of Taxation website

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.

Moving Out: Saturday, September 30, 2023 • 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.

Booth Space Requirements:

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

- Objects should be placed within the confines of the booth space, not in the 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 . . . these are all good ways to hang display items from the 8' pipe.
- 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.

Deadlines

Fredericksburg, VA

September 11, 2023

- Name Badge info to Liz:
liz.fredrick@hoffmanmedia.com

September 20, 2023

- Last day to submit boxed lunch order to Center.

September 21 - 28, 2023

- When shipments may arrive at Center

September 22, 2023

- Last day for discounted rate on furnishings.

September 22, 2023

- Last day for advance discount on electrical, telephone, and wired internet orders.

Questions?

liz.fredrick@hoffmanmedia.com
440-655-0174

Last Minute Questions?

Expo cell phone:
440-263-6869

Fredericksburg Expo Center

2371 Carl D. Silver Pkwy, Fredericksburg, VA 22401
fredericksburgexpo.com • 540.548.5555

Travel Information

Air Travel – Richmond International Airport is 66 miles from Fredericksburg and may be an option over Reagan National Airport (52 miles from Fredericksburg) and Dulles International airport (58 miles from Fredericksburg).

Ground Travel – The Fredericksburg Expo & Conference Center is conveniently located just off I-95, halfway between Washington D.C. and Richmond. Parking is free at the Fredericksburg Expo Center.

Hotel Information

Hilton Garden Inn Fredericksburg

1060 Hospitality Lane | Fredericksburg, VA 22401

Room Rate: \$169 King / \$189 Two Queens | Expires 8-25-23

Call 540-548-8822 and ask for Original Sewing & Quilt Expo room block (Must cancel by 9-22-23)

Homewood Suites by Hilton Fredericksburg

1040 Hospitality Lane | Fredericksburg, VA 22401

Room Rate: \$229 King Studio Suite | Expires 9-4-23

Call 540-786-9700 and ask for Original Sewing & Quilt Expo room block

Hampton Inn & Suites Fredericksburg

1080 Hospitality Lane | Fredericksburg, VA 22401

Room Rate: \$189 King or Two Queens | Expires 9-4-23

Call 540-786-5530 and ask for Original Sewing & Quilt Expo room block (Group Code: QUILT)

Hyatt Place Fredericksburg

1241 Emancipation Hwy. | Fredericksburg, VA 22401

Room Rate: \$120 | Expires 8-10-23

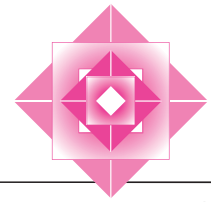
Call 540-654-3333 and ask for Original Sewing & Quilt Expo room block (Group Code: G-SEW2)

For more details and reservation links:

sewingexpo.com/Events/Fredericksburg,VA/LocationHotels

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!

