

Show Management



Show Management

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Show Facility

Spokane Community College Lair

1810 N Greene Street
Spokane, WA

Show Dates & Times

Set-up / Move-in:

Friday, January 13, 2012- 5:00-8:00 pm

Saturday, January 14, 2012 - 6:30 am to 9:00 am

Vendors must arrange for dollies and carts. All exhibits are to be setup 15 minutes prior to the gates opening to the public.

Show Hours:

Saturday 9:30 am private VIP event, 11:00 am to 6:00 pm open to public

Sunday 12:00 a.m. to 5:00 pm open to public

(spa treatment exhibits may book appointments and stay later)

Move-out:

Sunday, January 15, 2012 - 5:00 pm to 8:00 pm

No removal or dismantling of exhibits or exhibit materials will be permitted before the end of the show.

Show Contractor

The official Show contractor is LCD Exposition Services.

They are responsible for the following: furniture rentals, draping, display set-up assistance.

For further information please contact:

LCD Exposition Services

22 E Augusta Ave
Spokane, WA 99207
Ph: (509) 325-9656

Booth Construction

A. Height

Inline booths may reach a maximum of 8' in height.

B. Signage

Signage is not provided, please bring a large professional sign or banner identifying your business. Absolutely NO handwritten or brown cardboard signs allowed. Signs may be ordered from the show for \$10 each.

C. Drape

All booths will be supplied with 8' high draping at the back and 3' high on the sides. No draping is allowed on the aisle side of the booths. Any variation or changes in the standard draping are at the exhibitor's expense. Nothing is to be pinned or stapled to drape-"s" hooks are available from the decorator.

D. Table

One skirted table is provided for premium booths, basic booths are responsible to rent or bring a covered table which must be cloth and reach the ground on 3 sides.

Tables should be ordered in advance, tables may be ordered the day of the show for \$58 each.

Event Promotion and Advertising

Health Beauty Spa Show will be well advertised for 6 weeks in print including Signals, The Inlander, Spokane CDA Living Magazine, and In HealthNW, The event will also feature outdoor, TV and radio promotion prior to the event. Total promotional budget is projected to be \$10,000+. The event will also have an aggressive PR campaign which normally results in Spokesman-Review and TV news coverage. This is also an invitation event and exhibitors will be provided with VIP passes to give customers and friends, free passes will be distributed via the media.

Exhibitor Badges

Exhibitor Badges will be pre-ordered with your original Application/Contract and are available at the Show Office during move-in. (4 included with each booth). Additional Badges can be purchased at a charge of \$3 ea.

Telephone Service

Telephone service is available for \$75. Exhibitors must make their own arrangements with Show Management a minimum of two weeks in advance for telephone service within their booth.

Electrical Service

Electrical Service is NOT included with basic booths booth, but can be ordered for an additional \$50. All premium booths include power.

Admission Prices

Adults/Seniors/Students \$5.00 per day, free with grab bag purchase passes at retail partner locations and through exhibitors Children FREE (under 12 years)

Parking

Parking is FREE for all attending the event

Water

Water is available in the washrooms. Please not on your application if you need close access to water for your treatments.

Health Beauty Spa Show Rules and Requirements

Space Applications

Show Management reserves the right to accept or reject applications at any time. PAYMENT OF EXHIBIT SPACE MUST BE PAID IN FULL BY December 1. **Early registration discounts must be paid in full by September 1 (balance after \$100 deposit may be post dated for December 1).**

Alterations To Building

Painting, nailing, drilling, or screwing to the floor, walls or any part of the building is not permitted.

Booth Sharing

Subletting of space by the exhibitor is prohibited. Sharing or other use of the space not specifically authorized by the Management is prohibited. Some exceptions do apply for non-profits and exhibitors that share a regular business location. Spa treatment exhibitors may share with a licensed massage therapist, esthetician or cosmetologist to apply their lotions, creams, oils or tonics to the face or body as part of the approved spa treatment. Please contact show management for details.

Samples, Souvenirs & Soliciting

Soliciting of business and/or distribution of samples and souvenirs will not be permitted in the aisles, the parking lots or in another exhibitor's booth, but must be confined to the exhibitor's own booth space. **Helium balloons** are allowed for an additional \$50 surcharge to cover the cost of removing escaped balloons, which may set off fire sprinklers.

Handling Of Exhibits, Materials And Equipment

Should your display require the use of heavy duty unloading equipment, you are requested to notify management at least two weeks in advance of show time so availability arrangements can be made. Costs of renting and operating such equipment are the responsibility of the exhibitor. Exhibitors are advised to supply their own trucks and dollies. Forklifts and tracked vehicles are not allowed inside the facility. Exhibitors may not drive on the grass or sidewalk to unload, all loading and unloading must occur on the horseshoe drive or loading dock.

Vendor Licensing Requirements

Exhibitors must have a Washington State Business license and UBI # to sell anything cash & carry at the show. Out of state businesses may apply for a temporary license. Exhibitors must have a Washington State Business license and UBI # to sell anything cash & carry at the show. Out of state businesses may apply for a temporary license, Here is the website to apply http://dor.wa.gov/content/doingbusiness/BusinessTypes/Doingbus_tempreg.aspx . If you plan to sell at the show, you must put your UBI # on the application. If you plan to sell at the show, you must put your UBI # on the application.

Insurance

Show Management, Creative Edge Marketing, and The Spokane Community College will not be responsible for injury to persons, loss or damage of products, exhibits, equipment or decorations by fire, accident, theft or any other cause while in the show building or its grounds. Management suggests that all exhibitors carry appropriate insurance coverage for their display, stock and contingency liabilities. All exhibitors applying a lotion, oil, tonic or cream to attendees must be a licensed massage therapist for the body or cosmetologist/esthetician for the face per state law.

Security

Exhibitors are responsible for security in their booth for the full duration of the show. During move-in and move-out, please have a staff member in your booth at all times. Show Management cannot assume any responsibility for losses incurred from pilfering or any other causes. Show management recommends that all merchandise of value be removed at the conclusion of each day.

Prizes & Draws

Exhibitors offering draws in-booth are required to provide their own entry forms, draw boxes and signage for their prize draws. Signage with contest rules must be displayed.

Fire Safety

No exhibitor shall use any highly flammable decorations or covering for display fixtures and all fabrics or other material used for decoration or covering of tables and/or risers shall be flameproof. Please do not block aisles; all aisles must remain clean due to fire codes.

Food Sampling

Food Sampling is allowed with the proper permits obtained from the Health District.

Permits are not required for sampling non-perishable food products that are commercially wrapped and unopened.

Sample Spa Treatment Program Information

Exhibitors with booths have the option of offering free 5-15 minute sample spa treatments for attendees with treatment coupons purchased from the show. Treatment tickets are purchased from show management for \$5 each or 3 for \$15 with free admission. By participating in the program, the exhibitor is entitled to an additional \$100 off this year's booth and at least \$2 for each treatment ticket collected will be credited towards next year's event. This is a way for the exhibitor to "work off" some of the booth fee and lower the risk of participation for the exhibitor. This program also adds value for the attendee. Instead of paying money to get in the show then paying again for treatments, the attendee can purchase admission with treatments for as little as \$15. This program will also bring interested parties to see you and you will spend time with prospects who have selected your product or service, this gives you 5-15 minutes of quality time with each serious prospect. The idea is to give the prospect just a taste of your product or service just enough to leave them wanting more which will result in sales or booked appointments as each participant is only allowed one sample treatment from you during the event. Of course you may offer longer full service treatments and collect money at your booth as long as you provide such a service at your business on a regular basis and you have extra staff in addition to the sample staff to perform these treatments. Call for approval.

RULES:

- 1) Sample treatment must sample a product or service sold by the exhibitor's business. Example: A nutritional product company may not offer a sample massage treatment, but a skin care company and a massage therapist may team up to massage the company's lotion on the consumer.
- 2) Exhibitor may not give sample treatments to participants without a coupon purchased from show management.
- 3) Exhibitor may not accept money for sample treatments at their booth, but may for full service treatments with management approval.
- 4) Only one sample treatment per attendee for each exhibitor offering a sample, you may not give a sample treatment to an attendee more than once.
- 5) Super Diva's will have a pass to show you, you will be given 1 ticket credit for each Diva pass sold, so make sure you mark off your name on the punch card pass to avoid giving more treatments that you are credited.
- 6) Exhibitors must collect the redeemed tickets to turn into management for credit towards 2009.
- 7) Exhibitor must be a licensed cosmetologist or esthetician to apply lotions, tonics, creams, or oils to face or body or massage therapist to apply to the body only. No licensing is required for make up or cosmetics including foundation. If you are not licensed, you may share a space with a licensed person to apply your product, or have the customer apply the product, but the first method is preferred.
- 8) Liability Insurance is required to practice or apply product on the public at the event.
- 9) Exhibitors may keep an appointment schedule sheet at the event and book sample treatments on a first come basis or take walk ups **not both. Choose one method and use it for the entire event.**
- 10) Exhibitors will notify show management when their treatments are booked for the day.
- 11) At least 2 people must be working the booth at all times, one to focus on the treatment and the other to visit with consumers and book appointments. Additional staff is required if full service treatments are also offered in a sample booth.
- 12) Water is available in the restrooms and booths must be staffed enough to allow for refilling water as needed.