



December 1, 2, & 3, 2011

TD Convention Center

One Exposition Drive, Greenville, SC 29607

Phone: 864-255-5846 Fax: 864-255-8615

www.holidayfairgreenville.com

PROSPECTUS

General Information

Rules & Regulations

Items of Contract

1. MANAGEMENT

The exhibition is owned by the City of Greenville, SC and produced and managed by SMG, a facilities management corporation. The name "Holiday Fair" is a registered Service Mark (State of South Carolina).

2. CHARACTER OF HOLIDAY FAIR

HOLIDAY FAIRSM is a combined exhibition with traditional and non-traditional crafters, as well as commercial and retail vendors.

Crafters are located in the area designated "Crafter's Village." **Commercial vendors** are located in the area designated "Gift Bazaar." Vendors with a mix of crafts and commercial products will also be placed in the "Gift Bazaar" side of the hall. Both areas are located in one Hall of the TD Convention Center. Show Management reserves the right to locate an exhibitor in the area they feel most appropriate for the products being exhibited. Management also reserves the right to amend the floor plan if, in the judgment of Management, it is in the best interest of the HOLIDAY FAIR.

3. DATES & HOURS OF THE FAIR

Thursday, December 1, 2011	10 a.m. - 8 p.m.
Friday, December 2, 2011	10 a.m. - 8 p.m.
Saturday, December 3, 2011	10 a.m. - 6 p.m.

Exhibitors are required to be in their booths **at least 30 minutes** prior to the scheduled opening each day. Exhibitors are allowed entrance to the building to work in their booths as early as **one hour** prior to the opening of the Show each day. Upon entering the building, exhibitors must display their exhibitor badges.

4. ADMISSIONS

Adults:	\$6
Senior Citizens 60+	\$4
Children under 12	FREE

5. BOOTH TYPES & RENTAL FEES

All booths are 10' x 10' approximately, and support columns are located within some booths. Please consult the floor plan, and be aware of this factor when selecting your booth! A **Combo Booth** is defined as two 10 x 10 inside booths, in which one **inside booth has a support column within it.**

BOOTH TYPE	Crafter's Village (Crafts)	Gift Bazaar (Commercial)
Inside with Column	\$275	\$300
Inside Booth	\$325	\$350
Corner Booth	\$400	\$425
Combo with Column	\$425	\$450

BE SURE TO FILL OUT YOUR APPLICATION in its entirety! Incomplete applications, and applications submitted without the required deposit, will not be processed! The same rules apply regarding applications submitted through our website.

6. BOOTH SPACE, PAYMENTS & CONTRACTS

Booth spaces for the 2011 show are chosen by exhibitors on seniority basis. Space will be assigned by Management in the following order:

(1) Previous exhibitors from the 2010 HOLIDAY FAIR who have returned their applications and a 50% deposit by June 1, 2011. Exhibitors will have the choice to keep the same booth they occupied during the 2010 show.

Exhibitors may opt to change their booth space instead reserving the same booth they occupied during the 2010 show, but they must still send in their application and deposit by the deadline of June 1, 2011 in order to do this.

(2) All other eligible applicants (whether they be exhibitors from past shows (prior to 2010) or whether they are a new exhibitor, will be classified as a new prospect, and will be assigned booths on a space remaining basis after June 15, 2011, in the order their applications are received.

All exhibitors are required to submit a 50% deposit with the completed two page application. The remaining 50% of the rental fee is due two weeks after the date on the contract. **The full booth fee is required with the application if you are applying after November 1, 2011.** Contracts will be mailed to exhibitors once booth space has been assigned. Exhibitors must sign and return one copy of the contract.

7. CANCELLATIONS

Payments on booth space **are not refundable** should exhibitor, for any reason, cancel, reduce their space to be occupied, or fail to occupy the assigned booth during the period of exhibition. Cancellations prior to December 1, 2011, must be submitted in writing.

8. EXHIBITOR BADGES & PARKING PASSES

Management will provide a maximum of four (4) identification badges per contracted exhibitor for booth personnel. Should an exhibitor have a legitimate need for additional badges, a request may be made.

If in the opinion of Management a request for additional badges is justified, a limited number of additional badges may be issued. Exhibitor badges must be worn at all times during set-up, show hours and move-out, in order to gain access to the exhibit hall floor.

Two complimentary parking passes, good for the duration of the Fair, will be issued for each 10' x 10' space rented. Additional three-day parking passes will be available at the discounted price of \$12.

Exhibitor Badges and Parking Passes will be in your Exhibitor Packet. **You will receive your Exhibitor Packet when you move-in, they are not mailed.**

9. MOVE-IN / MOVE OUT SCHEDULE

Exhibitors may move in during the following schedule:

- Tuesday, November 29, 2011: 9:00 a.m. - 6:00 p.m.
- Wednesday, November 30, 2011: 9:00 a.m. - 9:00 p.m.

All booths must be set up by 9:00 p.m. on Wednesday, November 30, 2011. In the event an exhibitor has not begun set-up by 6:00 p.m. Wednesday, November 30, 2011, management reserves the right to reclaim booth area without recourse or refund to exhibitor, unless exhibitor has notified Management in writing, or by telephone.

Exhibitors must move out during the following schedule:

- Saturday, December 3, 2011: 6:00 p.m. to 11:00 p.m.
- Sunday, December 4, 2011: 9:00 a.m. to 2:00 p.m.

Management will not hold or be responsible for any items left in the exhibit hall after 2:00 p.m., Sunday, December 4, 2011.

Any exhibitor requiring labor for install or dismantle must contact the show decorator. Exhibitors can obtain information from our decorator by request to show management, and their services and rates will be posted on the website when they become available.

10. JURY PROCESS FOR CRAFTERS

Exhibitors who apply for the crafter side of the hall (Holiday Village), will be strictly juried. All products on this side of the hall must be hand produced products only. **No commercial products will be allowed in the crafted area.** In order to provide a true crafted area, HOLIDAY FAIR will have a local craft center provide knowledgeable people to jury this side of the hall.

Photographs are required with your application as well as a detailed description of your products and a contact phone number where you can be reached with any questions about your crafts we might have. Please be aware that your booth space location will be contingent on this jury process and no refunds will be given if relocation of your space is necessary.

11. JEWELRY VENDORS

Due to the high number of jewelry vendors that HOLIDAY FAIR draws, show management must limit the amount of vendors in this category. This number will be based on applications received by the June 1, 2011 deadline for our previous exhibitors.

12. TREE DECORATING ACTIVITY

Holiday Fair will supply six trees and signage for the first six exhibitors who sign up for a free tree. Exhibitors can decorate their tree with their own products. These trees will be placed in our center aisle for viewing, where the public can see your products on them prior to arriving at your booth.

13. STORAGE TRAILER PARKING

Exhibitors who request to park storage trailers in Hall 2 must apply for a Storage Trailer Parking Permit in advance of the show. This form can be found on our website in the "Forms" area. This is done on a first-come, first-served basis. Please note that you may not leave a car, truck or any other vehicle attached to your storage trailer, and the trailer must remain in Hall 2 for the entire show.

Due to Fire Marshall regulations, your storage trailer must remain unlocked at all times, and no combustible materials be placed inside of the trailer. Per HOLIDAY FAIR regulations, you must tape your copy of the Storage Trailer Parking Permit to your trailer, in an area that can be easily seen.

14. HANDICAPPED PARKING (In The Dock Area)

A limited number of parking spaces will be available for **handicapped individuals who are in a wheelchair, a scooter, or use oxygen. You may apply for one of these parking spaces using the form found in our 'FORMS' section of the website.** This is done on a first-come, first-served basis until the spaces have been filled. You must apply in advance of the show. **You must provide a copy of your State issued handicapped parking permit for our records with the application.**

15. COMPLIMENTARY PARKING FOR EXHIBITORS

Exhibitor parking is provided with your complimentary parking passes **in the Watson-Aviation Road parking lot only.** This is the parking lot with the fence around it that parallels the airport next to Hall 2. This is the only parking lot that exhibitors will be allowed to park for free with their parking passes. If an exhibitor wishes to use any other parking lot they may do so at their own expense.

16. FOOD EXHIBITOR REQUIREMENTS

All food and beverage sales and sampling requests must be made in writing. A **Food & Beverage Application Form** is on the website in the "Forms" area, and is required to be submitted by any exhibitor selling food or beverage items, or sampling products. All food items must be packaged, wrapped and sold for off-site consumption! Food products should be produced in an inspected facility.

Please read the Dept. of Health & Environmental Control information sheet provided on the website for additional regulations. Exhibitors with questions regarding DHEC regulations are directed to contact: **Pam Hall, Department of Health & Environmental Control, PO Box 2507, Greenville, SC 29602, Phone (864) 282-4146, FAX (864) 282-4371**

17. ANIMAL FEED

Any vendor selling animal feed (including dog or cat treats) must present a copy of their Feed Certificate of Registration, provided by the state Department of Agriculture. Information and registration forms can be found online **at <http://agriculture.sc.gov>.**

18. FIRE REGULATIONS

No flammable liquid, substance or material shall be brought on the premises. No personnel shall use or allow to be used any open flame, burning candle or candles. All cloth used for decorative purposes, including table coverings, floor coverings and any other display material, shall be fire-retardant and approved by the Fire Marshal's office.

Table drapes or other cloth materials are not permitted to touch the floor. Exhibitors shall not allow anything to be brought onto the premises or permit any act that will increase the fire hazard or endanger persons or property. All displays will be inspected by the Fire Marshal prior to opening.

No smoke-laden vapors (e.g. burning incense) are permitted. Items being sold, such as potpourri, which may produce odors that extend beyond the exhibitor's booth area must be brought into the building pre-packaged. Open containers, etc. of such items are not permitted.

Questions regarding fire regulations should be directed to: **Fire Marshal, City of Greenville, 22 West Broad Street, Greenville, SC 29601, Phone (864) 467-4458, Fax (864) 467-4488.**

19. ELECTRICAL/TELEPHONE SERVICE

Electrical and telephone service is available for an additional charge. These forms will be available online at our website or call us to mail or fax you the forms you need.

20. HOTELS & RV PARKS

The hotel and RV park pages in the forms section lists the locations, rates, contact information and directions to the areas RV parks and nearby hotels. (Note the special rates for Holiday Fair exhibitors).

21. BOOTH FURNITURE & ACCESSORIES

Each exhibitor booth includes an 8-foot-high back drape, and two 3-foot-high draped side rails, at no additional expense. **Exhibitors may use their own tables, chairs and carpeting. If an exhibitor prefers to rent these items, they may rent them from the show decorator.** Tables, chairs and carpeting are **not provided** with your booth rental. Please note that you are renting booth space only. You are not required to have carpeting in your booth. Show management also provides a booth id sign, stating the exhibit name and booth number, to be hung on the back drape pipe. The sign is provided for all exhibitors who contract and pay for space 30 days prior to show opening. No additional signs or decorations may be hung from any of the show drape or support pipes.

22. EXHIBITOR PROPERTY INSURANCE

Management carries no insurance on exhibitor's property and will not be liable for loss or damage to exhibitor property.

23. TD CONVENTION CENTER REGULATIONS

- a. No helium-filled balloons permitted on the premises.
- b. No adhesive backed stickers may be used or distributed.
- c. The TD Convention Center is a smoke-free environment. Absolutely no smoking is allowed anywhere in the building.
- d. No food or beverage may be brought into the building for on-site consumption.
- e. The continuous playing of music by exhibitors is prohibited.
- f. Any promotional signage must be confined to the rented booth space.
- g. No soliciting in the aisles is permitted. Exhibitors must remain within their booth space.
- h. No exotic animals will be allowed in your booth. Only cats and dogs will be allowed inside the TD Convention Center. Certain restrictions will apply.
- i. Booths should be kept under 6 feet in height.
- j. No tent tops are permitted. You may use the tent frame only.
- k. Your booth must be manned during the entire show.

The exhibitor will be responsible for all damage to the floor, walls, or other parts of the TD Convention Center caused by the exhibitor, its employees, agents or representatives and by all contractors, erectors, delivery persons, suppliers and persons furnishing services, deliveries, work or materials in behalf of the exhibitor. Exhibitors shall promptly reimburse the TD Convention Center all cost arising out of such damage.

24. SECURITY

Management will employ reputable and competent guards for the course of the Fair, but assumes no responsibility for loss or damage by any cause. Exhibitors are reminded this is an open booth show and the primary responsibility for the safeguarding of merchandise is the exhibitors.

25. MANAGEMENT CONTROL

Management reserves the right to prohibit entrance to the TD Convention Center and its premises and to remove from the TD Convention Center and its premises any person or object which Management deems is not in the best interest of visitors to the HOLIDAY FAIR. Management further reserves the right to prohibit any activity or an exhibitor which, in the opinion of Management, interferes with the right of the visitors or other exhibitors. Failure of an exhibitor to comply with the rules and regulations of HOLIDAY FAIR may result in the removal of the exhibitor's booth from the premises during the fair. In the interpretation of the rules and regulations governing HOLIDAY FAIR, Management shall be the sole arbitrator.