

ORIGINAL
Sewing & Quilt
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EXHIBITOR KIT

Cleveland, OH

I-X Center - 2024

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

Move-In:

Wednesday, April 17 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 6pm.

Exhibit Hall:	Thursday, April 18	10am – 5:30pm
	Friday, April 19	10am – 5:30pm
	Saturday, April 20	10am – 5pm

Original Sewing & Quilt Expo • 909 Canterbury Rd, Suite F • Westlake, OH 44145
Phone: 440-899-4730 • sewingexpo.com/Exhibit • hshaw@hoffmanmedia.com

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

Academy Expo

16 Marion Rd. Cincinnati, OH 45215

Phone: 513-772-1898

Fax: 513-322-4473

Email: critchie@academyexpo.com

Furnishing Discounts: April 4 is the final day for discounts on orders from Academy Expo.

Electric: Order directly through the electrical services provider by **April 4** at: ordering.edlen.com/login

Internet: Smart City Networks offers on-site wireless services. Complimentary wireless internet is available in the lobby and meeting rooms. To purchase wireless internet for the Exhibit Hall, use the self service portal onsite from your device. **See pages 6 and 7 for pricing and details.**

If you are shipping to the EXPO:

Advance Freight Warehouse shipments must be received by **April 9**. Use the shipping address on the 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.

Please Note: Shipments are NOT accepted at the Center unless pre-scheduled with Academy.

Moving Into the Expo

Wednesday, April 17, 2024

8:00am – 5:00pm

All services end at 5pm. 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.

Email names for your badges to Heather by April 5 at hshaw@hoffmanmedia.com

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.

LOAD IN and OUT:

All Vendors will move in and out through Door 4 on the southeast corner of the I-X Center. Use the loading zone outside the building OR purchase a Drive-In Pass.

For Drive-In Pass details and I-X Center Order Form:
sewingexpo.com/Exhibit/Cleveland-OH

Your Vehicle ID (received at Vendor check-in desk in lobby) must be displayed in the vehicle window while parked in the loading zones. Please move your vehicle after unloading so others may have an opportunity.

Remember to bring a rolling cart if needed (2-wheel carts and 4-wheel carts are permitted). If you require a loading dock, you may be asked to move your truck if you are not actively loading/unloading. Large vehicle parking is available.

Parking: The I-X Center charges \$10/day for parking on event days. Purchase an Event Parking Permit that will allow in and out privileges and provide admittance to designated exhibitor parking areas.

For Parking Permit details and I-X Center Order Form:
sewingexpo.com/Exhibit/Cleveland-OH

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 8%

All vendors are required to file and submit sales tax electronically using the Ohio Business Gateway at: tax.ohio.gov/business

Vendors with a base of operations outside Cuyahoga County, Ohio, must complete an Ohio ST1 tax form before they sell goods or services at the I-X Center. Register and get more information at: tax.ohio.gov/business

Links are also at sewingexpo.com/Exhibit/Cleveland-OH

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

Cleveland, OH

April 4, 2024

- Last day for discounted rate on furnishings from decorator.

April 4, 2024

- Electric orders due to Edlen

April 5, 2024

- Name Badge info to Heather:
hshaw@hoffmanmedia.com

April 9, 2024

- Last day for advance shipments to decorator

Questions?

hshaw@hoffmanmedia.com
440-899-4730

Last Minute Questions?

Expo cell phone:
440-263-6869

I-X Center

6200 Riverside Dr. | Cleveland, OH 44135
ixcenter.com | 216-676-6000

Travel Information

Air Travel – Airport is 2 miles from the I-X Center.

Ground Travel – The I-X Center charges \$10/day for parking on event days. Purchase an Event Parking Permit that will allow in and out privileges and provide admittance to designated exhibitor parking areas. **For Parking Permit details and I-X Center Order Form:** sewingexpo.com/Exhibit/Cleveland-OH

Hotel Information

To make a reservation:

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

Hampton Inn North Olmsted Cleveland Airport

24601 Country Club Blvd. | North Olmsted, OH 44070
Room Rate: \$119 King or King with Sleeper Sofa
Special Rate Expires 4-1-24
Reservations: 440-617-6306
4 miles from I-X Center

Hilton Garden Inn Cleveland Airport

4900 Emerald Court S.W. | Cleveland, OH 44135
Room Rate: \$179 King or Two Queens
Special Rate Expires 4-1-24
Reservations: 216-898-1898
4 miles from I-X Center

Hampton Inn & Suites Middleburg Heights Cleveland Airport

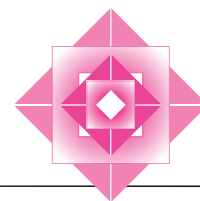
7074 Engle Rd. | Middleburg Heights, OH 44130
Room Rate: \$154
Special Rate Expires 3-16-24
Reservations: 440-234-0206
4 miles from I-X Center

Fairfield Inn & Suites Cleveland Tiedeman Road

5110 Tiedeman Rd. | Brooklyn, OH 44144
Room Rate: \$151 Single | \$155 Double
Special Rate Expires 3-20-24
Reservations: 216-259-7650
7 miles from I-X Center

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!



ON-SITE WIRELESS SERVICES

I-X CENTER LOCAL EXHIBITOR

NEED WIRELESS CONNECTIVITY?

Smart City Networks offers on-site wireless services for both attendees and exhibitors. Our **Complimentary Internet** is offered free of charge and is available in all public spaces and meeting rooms. Our **Exhibitor Internet** is available facility-wide on a 5 GHz wireless network, at speeds of 3 Mbps up/down per device. Depending on where you are in the facility, you may see both SSIDs (network names), but only Exhibitor Internet is supported in all areas.

EXHIBITOR INTERNET

Exhibitor Internet is available throughout the facility. Each purchase is device specific.

1 day for \$49.95
3 days for \$149.85
5 days for \$249.75

HOW TO CONNECT TO EXHIBITOR INTERNET

1. Open Wi-Fi settings on your device and select "Exhibitor Internet".
2. First time users will be asked to create an account and select a purchase option.
3. Follow the on-screen instructions to get connected.

COMPLIMENTARY INTERNET

Complimentary Internet is a free service and is available for use in all public spaces and meeting rooms.

HOW TO CONNECT TO COMPLIMENTARY INTERNET

1. Open Wi-Fi settings on your device and select "Free Internet".
2. First time users will be asked to create an account and verify their email address to get connected.

For questions regarding on-site wireless services, please call Smart City Networks at 216-265-7104. To order any other services we provide, please visit us online at: orders.smartcitynetworks.com.



FAQ

Frequently Asked Questions

DOES SMART CITY NETWORKS PROVIDE COMPLIMENTARY WI-FI?

Yes! Smart City Networks provides complimentary Wi-Fi in most designated public areas of the facility, such as the concourse lobbies and food courts. Check with your specific venue for locations. This service is made available to approximately 30 million guests, visitors, and attendees at our convention centers throughout the country. There is no requirement to purchase a Smart City Networks service in order to take advantage of the complimentary Wi-Fi.

WHY DOESN'T SMART CITY NETWORKS PROVIDE COMPLIMENTARY WI-FI IN THE EXHIBIT HALLS?

Exhibit halls are not public areas since this space is typically licensed to a company, government agency, or trade association for a private event. The space license agreement governs the availability of a range of services for the event and the license may or may not call for complimentary Wi-Fi services.

WILL MY PERSONAL HOTSPOT (MI-FI) WORK IN YOUR BUILDING?

Yes – however, the capability of your personal mobile hotspot is limited by your cellular carrier by the spectrum and Internet bandwidth capacity they have made available. Cellular carrier signals penetrate into a facility either from a nearby cellular tower or via an in-building Distributed Antenna System (DAS). It is important to remember that your personal mobile hotspot is obtaining a wireless signal from a shared cellular network, so service may be disrupted or become unreliable due to user density and demand on the carrier's network. In all cases, you have the option to take advantage of the complimentary Wi-Fi throughout the public areas, or if you choose, you can purchase an upgraded package based on your service requirements.

WHAT MUST BE IDENTIFIED ON MY FLOORPLANS?

Floor plans should include the surrounding booth numbers for orientation, measurements and easy identification of all required end location(s). Be sure to distinguish your main distribution line (MDL) and additional patch cables. Please reference Smart City's Communications Floorplan Worksheet.

TIP: Most of our venue's data jacks originate from a floor pocket. Be sure to submit a completed floorplan prior to the first day show move-in to avoid any additional labor charges.



Order online at:
orders.smartcitynetworks.com
or call 888.446.6911

DO YOU OFFER INCENTIVE RATES?

Yes! Orders received along with payment by the incentive deadline date will receive our early incentive pricing.

WHY ARE ROUTERS NOT ALLOWED ON A SHARED NETWORK?

Many times, Smart City has found that routers on a shared network are installed incorrectly, which can cause problems for other users of the network. Additionally, an accurate count of the number of devices on the network is required to determine the appropriate network size and bandwidth available to the network. For more information and to request the build-out of a special system to meet your needs, contact our team today for a quote.

CAN I PROVIDE MY OWN SWITCH AND/OR CABLING?

Yes, you can provide your own switch and patch cables for in booth cabling. Unless otherwise mandated by the venue.

Please Note: Connectivity can be guaranteed only to the point where Smart City Networks' services originate in the booth. Smart City Networks cannot guarantee service on customer/exhibitor-provided cable(s) and/or equipment. Any request for trouble diagnosis or problem resolution found not to be the fault of Smart City Networks (such as faulty equipment or damaged cable) may be billed to the exhibitor at the prevailing labor rate.

HOW MUCH BANDWIDTH DO I NEED?

To identify how much bandwidth you should require, please reach out to a technical representative in your organization, review your program specifications listed with any demonstrations or downloads you plan to run.

WHAT DOES SD, HD, AND UHD STAND FOR?

SD, HD, and UHD are the abbreviated names of three video streaming formats. The basic difference between each of the formats is the number of pixels comprising the video image. The greater the pixel count the sharper and more detailed your video will be.

FORMAT	RESOLUTION	BANDWIDTH REQUIRED
Standard Definition (SD)	720x480	3.0-5.0 Mbps
High Definition (HD)	1280x720 & 1920x1080	5.0-8.0 Mbps
Ultra High Definition (UHD)	3840x2160	25 Mbps