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# EXHIBITOR KIT

## IRVING, TX

*Irving Convention Center - 2023*

***Exhibitor Kit & Decorator Forms*** available at:  
**[sewingexpo.com/Exhibit](http://sewingexpo.com/Exhibit)**

**Move-In:**

Wednesday, August 16      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 6:00pm.*

**Exhibit Hall:** Thursday, August 17      10am – 5:30pm  
Friday, August 18      10am – 5:30pm  
Saturday, August 19      10am – 5:00pm

## 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 decorator, whose forms are now available online at [sewingexpo.com/Exhibit](http://sewingexpo.com/Exhibit)

Superior Expo Services

10548 US Highway 80

Forney, TX 75126

Phone: 972-271-7444 or 866-FUN-EXPO

Fax: 972-271-7888 Attn: Exhibitor Services

Email: [service@superior-expo.com](mailto:service@superior-expo.com)

**Furnishing Discounts:** August 3 is the final day for discounts on orders.

**Electric:** Services are available directly through Original Sewing & Quilt Expo via the form found online at [sewingexpo.com/Exhibit/Dallas,TX](http://sewingexpo.com/Exhibit/Dallas,TX)  
Order deadline is **August 4**

**Internet and Telephone:** Wireless internet is free at the Center. To purchase dedicated internet or phone, complete the form linked at [sewingexpo.com/Exhibit/Dallas,TX](http://sewingexpo.com/Exhibit/Dallas,TX) and submit to the Irving Convention Center by **August 8**.

### If you are shipping to the EXPO:

Advance Freight Warehouse shipments can be received **July 10 – August 9**. 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.

**Please Note:** If you ship directly to the Irving Convention Center, shipments must arrive **August 14 or later** or they will be refused. Use the shipping address on the shipping information/material handling sheet.

## Moving Into the Expo

**August 16, 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 the Check-In Desk in the Registration area.

- Receive your Expo Guide, Vehicle ID sign and Name Badge.
- Complete any outstanding paperwork, present your sales tax ID and complete your accommodations information.
- 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 August 1 for emailing names for Name Badges to Liz ([liz.fredrick@hoffmanmedia.com](mailto: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:

Bring your vehicle to the security gate behind the convention center. Access the loading area via Exhibition Way or Hidden Ridge Rd (See page 6 for map). All move-in/move-out is through the loading area. No loading out the main or glass doors. 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*) should be displayed in your window during load-in/out.

### 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 **8.25%**. All vendors will need a Texas Tax ID number. It can be obtained online at: [comptroller.texas.gov/taxes/permit](http://comptroller.texas.gov/taxes/permit)  
This process will take 2-3 weeks.

Printable application:  
[comptroller.texas.gov/forms/ap-201.pdf](http://comptroller.texas.gov/forms/ap-201.pdf)

Texas Sales and Use Tax Returns should be filed online at: [window.state.tx.us/webfile](http://window.state.tx.us/webfile)

### 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.

## Moving Out: Saturday, August 19, 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.

# Deadlines

## Dallas, TX

### July 10, 2023

- First day for advance shipments to decorator

### August 1, 2023

- Name Badge info due to [liz.fredrick@hoffmanmedia.com](mailto:liz.fredrick@hoffmanmedia.com)

### August 3, 2023

- Last day for discounted rate on furnishings

### August 4, 2023

- Electric order due. Order directly through OSQE at [sewingexpo.com/Exhibit/Dallas, TX](http://sewingexpo.com/Exhibit/Dallas,TX)

### August 8, 2023

- Last day for discounted rate on dedicated internet and telephone

### August 9, 2023

- Last day for advance shipments to decorator

### August 14, 2023 or later

- When shipments may arrive at Irving Convention Center.

## Questions?

888.699.6309

[liz.fredrick@hoffmanmedia.com](mailto:liz.fredrick@hoffmanmedia.com)

## Last Minute Questions?

*Expo cell phone:*

**440-263-6869**

## Irving Convention Center

500 W Las Colinas Blvd | Irving, TX 75039  
[irvingconventioncenter.com](http://irvingconventioncenter.com) | 972-252-7476

## Travel Information

**Air Travel** – Both the Dallas/Fort Worth International Airport and Dallas Love Field are less than 10 miles from the Irving Convention Center.

**Ground Travel** – An 800-space parking structure is attached to the facility and additional parking is available within walking distance. Parking fees vary. Contact Mark, Jenn or Liz if you have an oversized vehicle or long trailer.

## Hotel Information

### Texican Court Hotel

501 West Las Colinas Blvd | Irving, TX 75039 | 469-577-4599  
Special Expo Room Rate: \$149 | Rate Expires: 7-19-23  
Across the street from the Irving Convention Center

### Holiday Inn Irving – Las Colinas

110 W John Carpenter Freeway | Irving, TX 75039 | 972-650-1600  
Special Expo Room Rate: \$109.99 | Rate Expires: 7-28-23  
One mile from Irving Convention Center

### Element by Westin

606 W John Carpenter Freeway | Irving, TX 75039 | 469-472-9830  
Special Expo Room Rate: \$119 single; \$149 two queen  
Rate Expires: 7-22-23  
One mile from Irving Convention Center

### Holiday Inn Express Hotel & Suites – Irving Convention Center/Las Colinas

333 W John Carpenter Freeway | Irving, TX 75039 | 972-910-0302  
Special Expo Room Rate: \$129 | Rate Expires: 7-14-23  
Less than a half a mile from Irving Convention Center

### The Westin Irving Convention Center at Las Colinas

400 W Las Colinas Blvd | Irving, TX 75039 | 972-505-2900  
Special Expo Room Rate: \$189 | Rate Expires: 7-11-23  
Direct access to the Irving Convention Center

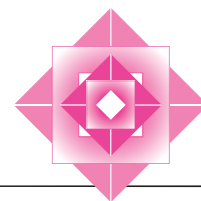
**SOLD OUT**

For more details and reservation links:  
[sewingexpo.com/Events/Dallas,TX/LocationHotels](http://sewingexpo.com/Events/Dallas,TX/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!



Access by Hidden Ridge or Exhibition Way.

