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# EXHIBITOR KIT

## Irving, TX

Irving Convention Center - 2025

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

**Move-In:**

Wednesday, July 30

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, July 31

10am – 5:30pm

Friday, August 1

10am – 5:30pm

Saturday, August 2

10am – 5pm

Original Sewing & Quilt Expo • 909 Canterbury Rd, Suite F • Westlake, OH 44145  
Phone: 440-901-8235 • [sewingexpo.com/Exhibit](http://sewingexpo.com/Exhibit) • [hshaw@hoffmanmedia.com](mailto:hshaw@hoffmanmedia.com)

### Your Booth Package Includes:

- 8' high black draped back walls
- 3' high divider drape (unless you upsized to 8' side walls for a fee)
- 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](http://sewingexpo.com/Exhibit)

#### Superior Expo Services

706 Rand Rd. | Kaufman, TX 75142

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

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

**Furnishing Discounts:** July 15 is the final day for order discounts from Superior Expo Services.

**Electric:** Services are available directly through Original Sewing & Quilt Expo via the form found online at:

[sewingexpo.com/Exhibit/Dallas-Irving-Addons](http://sewingexpo.com/Exhibit/Dallas-Irving-Addons)

Order deadline is **July 14**.

**Telephone and Internet:** 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 **July 14**.

### If you are shipping to the EXPO:

Advance Freight Warehouse shipments can be received **June 23 - July 23**. Use the shipping address on the material handling sheet. Read all shipping information carefully.

If you ship directly to the Irving Convention Center, shipments must arrive **July 29 or later** or they will be refused. Use the shipping address on the material handling sheet.

### Moving Into the Expo

**Wednesday, July 30, 2025**

**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.

**Submit names for your badges via the online form by July 14.**

[sewingexpo.com/exhibit/name-badge-request](http://sewingexpo.com/exhibit/name-badge-request)

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.

## 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. Your Vehicle ID card (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.

**Parking:** An 800-space parking garage is attached to the facility, and additional parking is available within walking distance. General parking is \$15 per day. We recommend car pooling if possible. Area hotels may have free or discounted parking. If you'd like to purchase a 3-day parking pass in the attached garage for \$45, go to [sewingexpo.com/Exhibit/Dallas-Irving-Addons](http://sewingexpo.com/Exhibit/Dallas-Irving-Addons) to sign up. Pick up your pass on move-in day. Contact Mark or Heather if you have a box truck or an extended trailer that requires special parking.

**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.

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

The forms are linked on our website at:  
[sewingexpo.com/Exhibit/Dallas-TX](http://sewingexpo.com/Exhibit/Dallas-TX)

## 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

## Irving, TX

### June 23, 2025

- Advance shipments may begin to arrive to decorator

### July 14, 2025

- Electric and parking pass orders are due. Order directly through OSQE at [sewingexpo.com/Exhibit/Dallas-Irving-Addons](http://sewingexpo.com/Exhibit/Dallas-Irving-Addons)
- Submit names for your badges via the online form: [sewingexpo.com/exhibit/name-badge-request](http://sewingexpo.com/exhibit/name-badge-request)
- Last day order dedicated internet and telephone

### July 15, 2025

- Last day for discounted rate on furnishings from decorator

### July 23, 2025

- Last day for advance shipments to decorator

### July 29 or later

- When shipments may arrive at Irving Convention Center.

## Questions?

[hshaw@hoffmanmedia.com](mailto:hshaw@hoffmanmedia.com)

## Last Minute Questions?

Mark: 440-263-6869  
Heather: 440-901-8235  
*call or text*

## 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. General parking is \$15 per day. We recommend car pooling if possible. Area hotels may have free or discounted parking. If you'd like to purchase a 3-day parking pass in the attached garage for \$45, go to [sewingexpo.com/Exhibit/Dallas-Irving-Addons](http://sewingexpo.com/Exhibit/Dallas-Irving-Addons) to sign up. Contact Mark or Heather if you have an oversized vehicle or long trailer.

## Hotel Information

### To make a reservation:

- Via the reservation links found on our website:  
[sewingexpo.com/Events/Dallas,TX/LocationHotels](http://sewingexpo.com/Events/Dallas,TX/LocationHotels)
- Or call the hotel at the number listed below and ask for Original Sewing & Quilt Expo group rate

### Texican Court Hotel

501 West Las Colinas Blvd | Irving, TX 75039 | 469-577-4599  
Special Expo Room Rate: \$159 | Rate Expires: 6-26-25  
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: \$124 | Rate Expires: 7-15-27  
One mile from Irving Convention Center

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

333 W John Carpenter Freeway | Irving, TX 75039 | 972-910-0302  
Special Expo Room Rate: \$144 | Rate Expires: 7-15-25  
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: \$159 | Rate Expires: 7-1-25  
Direct access to the Irving Convention Center

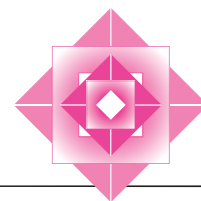
### Atrium Hotel & Suites DFW

4600 W Airport Fwy | Irving, TX 75062 | 972-513-0800  
Special Expo Room Rate: \$119 King; \$129 Double Queen;  
\$139 Double King | Rate Expires: 7-7-25  
15 min. drive to the Irving Convention 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!



Access by Hidden Ridge or Exhibition Way.

