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EXHIBITOR KIT

LAKELAND, FL

RP Funding Center - 2021

Exhibitor Kit & Decorator Forms available at:

sewingexpo.com/Exhibit

Move-In:

Wednesday, March 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 6:00pm.

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

QUESTIONS?

888-699-6309

info@sewingexpo.com

Your Booth Package Includes:

- 8' high black draped back walls and 3' high black siderail drape
- 7" x 44" exhibitor ID sign
- exhibitor credentials
- Exhibit Hall is carpeted

Additional Furnishings and services are available from the official Expo decorator, whose forms are now available online at sewingexpo.com/Exhibit

Suncoast Convention Services

3112 E 4th Ave

Tampa, FL 33605

Phone: 813-628-8301

Email: info@suncoastcs.com

Website: www.suncoastcs.com

Discounts: March 8 is the final day for discounts on orders.

Electrical, Telephone and Internet:

Services are available through Original Sewing & Quilt Expo. If you did not already order on your Expo Application, contact Liz at liz.fredrick@hoffmanmedia.com or 440-899-4730 by **March 2**.

If you are shipping to the EXPO:

Advance Freight Warehouse shipments can be received **March 1–15**. 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 RP Funding Center, shipments must arrive **March 16 or later** or they will be refused. Use the shipping address on the shipping information/material handling sheet.

Moving Into the Expo

Wednesday March 17, 2021

8:00am – 5:00pm

All services end at 5:00pm, but you may continue to work in your booth until approximately 6:00pm.

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 (not including airline bookings), 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 Exhibitor Check-In Desk in the Registration area.

- Receive your Shopping Bag, 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 **March 2** for emailing names for Name Badges to Liz (liz.fredrick@hoffmanmedia.com), you may request them on Wednesday at Exhibitor Check-in on the clipboard provided.*

Exhibit Hall Hours

Thursday, Friday, Saturday • 10am – 5pm

Exhibitors may enter the Hall at 7:45am on Thursday and 8am on Friday and Saturday to refresh displays.

Unloading a Vehicle:

Loading is through the loading dock or elephant doors on the North side of the complex. Drive to the rear of the building and park in an available spot near the loading area. Or you may wait for an available spot nearest to the building (available on a first come basis).

Please move your vehicle after unloading so others may have an opportunity. Don't forget your rolling cart! Your Vehicle ID (received at check-in) must be displayed in the vehicle window while you are in the loading zones.

Booth Staffing:

Please be sure you have requested a name badge (see Exhibitor Credentials form) 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:

Sales tax for Lakeland is 7%. More info can also be found at: <http://dor.myflorida.com/dor/taxes/registration.html> or by calling a Florida Department of Revenue representative: Monday through Friday, 8 a.m. to 7 p.m., ET, at 850-488-6800.

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 ½ 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, March 20, 2021 • 5:01pm – 9:00pm

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

Lakeland, FL

March 1, 2021

- First day for advance shipments to decorator

March 2, 2021

- Name Badge info due to Liz
liz.fredrick@hoffmanmedia.com

March 2, 2021

- Electric, internet, and phone orders due to Original Sewing & Quilt Expo. If you did not already order on your Expo Space Application, contact Liz at liz.fredrick@hoffmanmedia.com or 440-899-4730.

March 8, 2021

- Last day for discounted rate on furnishings

March 15, 2021

- Last day for advance shipments to decorator

March 16, 2021 or later

- When shipments may arrive at RP Funding Center.

RP Funding Center

701 West Lime St • Lakeland, FL 33815
Phone: 863-834-8100 • Fax: 863-834-8101
rpfundingcenter.com

Health and Safety Protocols

Face coverings are required, except when eating and drinking.
A temperature check and 3-question health survey will be given each day to all staff, vendors and attendees. For details on all Covid-19 protocols, go to: sewingexpo.com/Events/Lakeland, FL/SafetyProtocols.aspx

Travel Information

Air Travel – For transportation to and from the Tampa International Airport, contact SuperShuttle (800-282-6817).

Ground Travel – For parking information and pricing at the RP Funding Center, go to rpfundingcenter.com/about-us/directions-parking

Hotel Information

Hyatt Place Lakeland Center

525 W. Orange St, Lakeland, FL 33815
Connected to the RP Funding Center via a covered walkway

Reservations: 800-993-4751
(*Must mention Original Sewing & Quilt Expo group rate to receive rate.*)
Room Rate: \$129
Room Block expires: 3-10-21

SpringHill Suites Lakeland

511 West Lime St | Lakeland, FL 33815
Walking distance to the RP Funding Center

Reservations: 863-413-1700
(*Must mention Original Sewing & Quilt Expo to receive rate.*)
Room Rate: \$129
Room Block expires: 3-10-21

visit sewingexpo.com for more details

Questions?

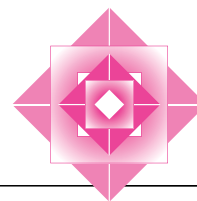
Toll Free: 888.699.6309
Email: liz.fredrick@hoffmanmedia.com

Last Minute Questions?

Expo cell phone – **440-263-6869**

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 will be held on the Expo Stage and via facebook live at 4:00pm each day, and a list of winners will be posted.

Attendees do not have to be present to win.



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!

