

ORIGINAL
Sewing & Quilt
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EXHIBITOR KIT

LAKELAND, FL

RP Funding Center - 2024

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

Move-In:

Wednesday, March 13

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, March 14 10am – 5:30pm
Friday, March 15 10am – 5:30pm
Saturday, March 16 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 back wall & 3' high side wall - Black drape
- 7" x 44" exhibitor ID sign
- Exhibitor credentials
- Exhibit Arena has concourse floors - NOT carpeted
- Exhibit Hall is carpeted
- 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

Exhibit Services

Phone: 813-355-6788

Website: exhibitservices.net

Furnishing Discounts: March 1 is the final day for discounts on orders from Exhibit Services.

Electrical, Telephone and Internet:

Electric, phone and wired internet services are available through Original Sewing & Quilt Expo. If you did not already order services on your Expo Application, contact Heather at hshaw@hoffmanmedia.com by **March 1**. (Note: there is free public WiFi in the building.)

If you are shipping to the EXPO:

Advance Freight Warehouse shipments can be received **February 12 - March 8**. 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.

If you ship directly to the RP Funding Center, shipments must arrive **March 13** or they will be refused. Use the shipping address on the shipping information/material handling sheet.

Moving Into the Expo

Wednesday, March 13, 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 February 23 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.

Unloading a Vehicle:

Exhibit Arena Booths: Loading is through the rear roll up door of the Arena on the west end of the complex. Park in any parking spot near the loading door for easy access or wait for an available spot nearest the building (available on a first come basis).

Exhibit Hall Booths: 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).

All: 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 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 7%

If you are not registered with Florida's Dept of Revenue, register at: floridarevenue.com/taxes/eservices/Pages/registration.aspx

After the Expo, remit sales tax via Form DR-15 at: floridarevenue.com/Forms_library/current/dr15.pdf

For instructions on Form DR-15, go to: floridarevenue.com/Forms_library/current/dr15n.pdf

For questions, contact a Florida DOR representative: 850-488-6800 M-F, 8 a.m. to 7 p.m. ET

Above links are also at sewingexpo.com/Exhibit

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 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, 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

Lakeland, FL

February 12, 2024

- First day for advance shipments to decorator

February 23, 2024

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

March 1, 2024

- Last day for discounted rate on furnishings from decorator.

March 1, 2024

- Electric, internet, phone orders due to Original Sewing & Quilt Expo. If you did not already order on Expo Space Application, contact Heather at hshaw@hoffmanmedia.com

March 8, 2024

- Last day for advance shipments to decorator

March 13, 2024

- When shipments may arrive at Center

Questions?

hshaw@hoffmanmedia.com
440-899-4730

Last Minute Questions?

Expo cell phone:
440-263-6869

RP Funding Center

701 West Lime St. | Lakeland, FL 33815
rpfundingcenter.com | 863-834-8100

Travel Information

Air Travel – Tampa Airport is 40 miles from the Center.
Orlando Airport is 55 miles from the Center.

Ground Travel – For parking information and pricing at the Center, go to rpfundingcenter.com/plan-your-visit/directions-parking

Hotel Information

To make a reservation:

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

Hyatt Place Lakeland Center

525 West Orange Street | Lakeland, FL 33815

Room Rate: \$209

Special Rate Expires 2-11-24

Reservations: 877-231-2387

Connected to the RP Funding Center via a covered walkway

SpringHill Suites Lakeland

511 West Lime St | Lakeland, FL 33815

Room Rate: \$229 (King or Two Queen Suite; both with trundle bed)

Special Rate Expires 2-11-24

Reservations: 863-413-1700

Walking distance to the RP Funding Center

Hampton Inn & Suites Lakeland - South Polk Parkway

3630 Lakeside Village Blvd | Lakeland, FL 33803

Room Rate: \$199

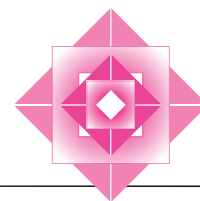
Special Rate Expires 3-1-24

Reservations: 863-603-7600

3.5 miles to RP Funding 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!

