

ORIGINAL
Sewing & Quilt
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EXHIBITOR KIT

RALEIGH, NC

Raleigh Convention Center - 2021

Exhibitor Kit & Decorator Forms available at:

sewingexpo.com/Exhibit

Move-In:

Wednesday, August 4

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 5 10am – 5:30pm

Friday, August 6 10am – 5:30pm

Saturday, August 7 10am – 5pm

QUESTIONS?

888-699-6309

info@sewingexpo.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 program listing

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

Southern Exhibition Services

2101 Tobacco Road

Durham, NC 27704

Phone: 800-882-7469

Fax: 919-683-3107

Email: orders@ses.cool

Discounts: July 15 is the final day for discounts on orders through SES.

Electrical, Telephone and Wired Internet:

Services are available from Raleigh Convention Center. The Advance Payment deadline is **July 26**.

Wireless Internet:

Building has free WiFi throughout.

If you are shipping to the EXPO:

Advance Freight Warehouse shipments can be received **July 13 – July 27**. 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 Raleigh Convention Center, shipments must arrive **August 4 or later** or they will be refused. Use the shipping address on the shipping information/material handling sheet.

Moving Into the Expo

Wednesday August 4, 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 **July 19** 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: 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.

Unloading a Vehicle:

Vehicles unload underground beneath McDowell Street. Finding the loading area can be tricky because the entrance is one full block away from the building at the corner of Dawson Street and Lenoir Street at the Red Hat Amphitheater. 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*) must be displayed in window.

Cars should park in area garages. Large vehicles, trucks and trailers can park in Lot G. No cars are allowed to park in Lot G and may be towed. See pages 6-8 for complete details and maps.

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 for Raleigh is **7.25%**. You must obtain a sales tax account number. See pages 9 & 10 for details

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, August 7, 2021 • 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

Raleigh, NC

July 13, 2021

- First day for advance shipments to decorator

July 15, 2021

- Last day for discounted rate on furnishings

July 19, 2021

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

July 26, 2021

- Electric, wired internet, and phone orders due to Raleigh Convention Center

July 27, 2021

- Last day for advance shipments to decorator

August 4, 2021 or later

- When shipments may arrive at Raleigh Convention Center.

Questions?

888.699.6309

liz.fredrick@hoffmanmedia.com

Last Minute Questions?

Expo cell phone:

440-263-6869

Raleigh Convention Center

500 South Salisbury Street | Raleigh, NC 27601

919-996-8500 | raleighconvention.com

Health and Safety Protocols

Safety protocols will comply with state and building regulations at the time of event. On May 14, 2021 Governor Roy Cooper released Executive Order 215. Effective immediately, all requirements related to mask wearing, social distancing, and wellness screenings have been lifted and are no longer mandatory for events in the facility. . For details go to: sewingexpo.com/Events/Raleigh, NC/FAQ

Travel Information

Air Travel – Raleigh-Durham International Airport is just 20 minutes away from downtown Raleigh. Visit www.rdu.com for ground transportation information.

Ground Travel – Public Parking garages on Lenoir Street between Salisbury and McDowell Street; one on McDowell Street between Cabarrus and Davie Street; One on Salisbury Street between Cabarrus and Davie Street. Cost varies. Large vehicles, trucks and trailers can park in Lot G. See pages 6-8 for complete details and maps.

Hotel Information

Raleigh Marriott City Center

500 Fayetteville Street • Raleigh, NC 27601

Room Rate: \$179 single/double

Room Rate Expires: July 15, 2021

Reservations: Call 919-833-1120 and ask for Original Sewing & Quilt Expo room block
Connected to Raleigh Convention Center

Holiday Inn Express

3741 Thistledown Drive • Raleigh, NC 27606

Room Rate: \$109 standard single king or standard double queen

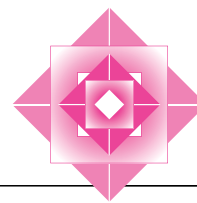
Room Rate Expires: July 20, 2021

Reservations: Call 919-854-0001 and ask for Original Sewing & Quilt Expo room block
5 miles from Raleigh Convention Center

visit sewingexpo.com for more details

Participate in the daily

Super Prize Drawing



ORIGINAL
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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.

Over \$5,000 in prizes 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!



Directions to Raleigh Convention Center Loading Dock

Raleigh Convention Center
500 South Salisbury Street
Raleigh, NC 27601

From I-40:

Take exit 298B South Saunders Street toward Downtown Raleigh. Turn right onto South Saunders Street. Stay in the right hand lane. South Saunders splits and the right lanes become McDowell Street. Turn left onto Lenoir Street. Loading Dock entrance will be on the right before Dawson Street.

From Fayetteville/ I-95 North:

Take exit 81 to merge onto I-40 West toward Raleigh. Take exit 298B South Saunders Street toward Downtown Raleigh. Turn right onto South Saunders Street. Stay in the right hand lane. South Saunders splits and the right lanes become McDowell Street. Turn left onto Lenoir Street. Loading Dock entrance will be on the right before Dawson Street.

From Sanford/Southern Pines/US 1 North:

From US 1 North take exit 1A to merge onto I-40 East. Off I-40 East, take exit 298B South Saunders Street toward Downtown Raleigh. Turn right onto South Saunders Street. Stay in the right hand lane. South Saunders splits and the right lanes become McDowell Street. Turn left onto Lenoir Street. Loading Dock entrance will be on the right before Dawson Street.

From Goldsboro/Kinston/US 70 West:

Take US 70 West toward Clayton. Take ramp onto I-40 West toward Raleigh. Take exit 298B South Saunders Street toward Downtown Raleigh. Turn right onto South Saunders Street. Stay in the right hand lane. South Saunders splits and the right lanes become McDowell Street. Turn left onto Lenoir Street. Loading Dock entrance will be on the right before Dawson Street.

From Capital Blvd./ US 1/ North Raleigh:

Take US 1 South into Raleigh. US 1 becomes Capital Blvd. coming into town. Stay on Capital Blvd., crossing over I-440 beltline. Capital Blvd. becomes Dawson Street as you approach downtown. Go 9 blocks south on Dawson Street. Turn left onto Lenoir. Loading Dock entrance is immediately on the left.

From Northeast Raleigh/ New Bern Ave./ US-64:

US-64 West becomes New Bern Avenue. Cross over I-440. New Bern Avenue becomes Edenton Street. Go 1 mile on Edenton Street and turn left onto Salisbury Street at the State Capitol. Raleigh Convention Center is 7 blocks south on the right. Immediately past Raleigh Convention Center, turn right onto Lenoir Street. Cross over McDowell Street, loading dock entrance will be on the right just before Dawson Street.

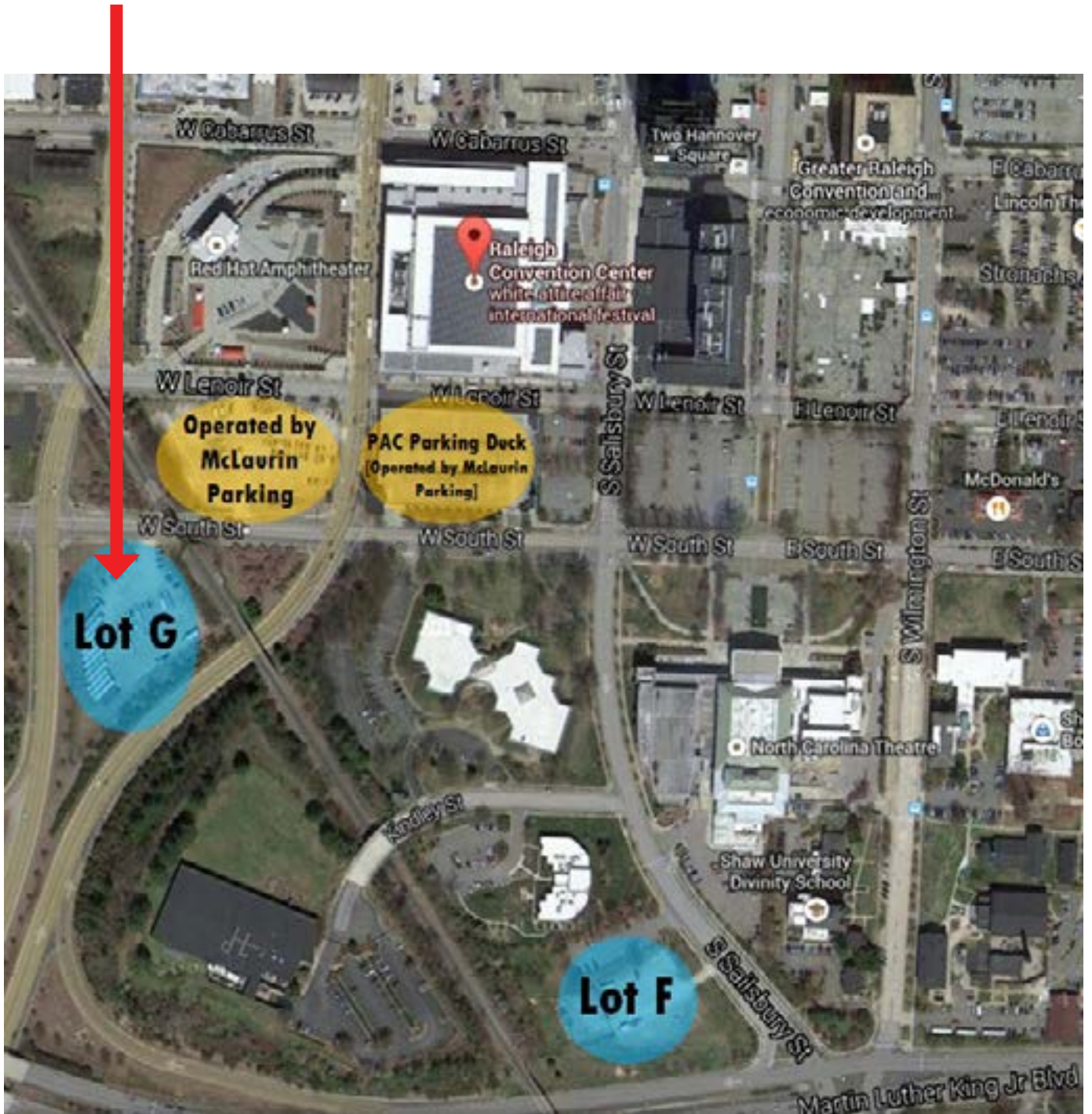
From Glenwood Avenue:

Take Glenwood Avenue east (US 70E) toward downtown. At end of Glenwood, turn left onto W. Morgan Street. Turn right onto S. Salisbury Street. Raleigh Convention Center will be ahead on the right. Immediately past Raleigh Convention Center, turn right onto Lenoir Street. Cross over McDowell Street, loading dock entrance will be on the right just before Dawson Street.

From Wilson/Rocky Mount:

Take the US-64 West/I-440 E exit toward Benson/Durham/I-40. Merge onto I-440S/US-64W. Take exit 298B South Saunders Street toward Downtown Raleigh. Turn right onto South Saunders Street. Stay in the right hand lane. South Saunders splits and the right lanes become McDowell Street. Turn left onto Lenoir Street. Loading Dock entrance will be on the right before Dawson Street.

LOT G: Parking for large vehicles, trucks and trailers.





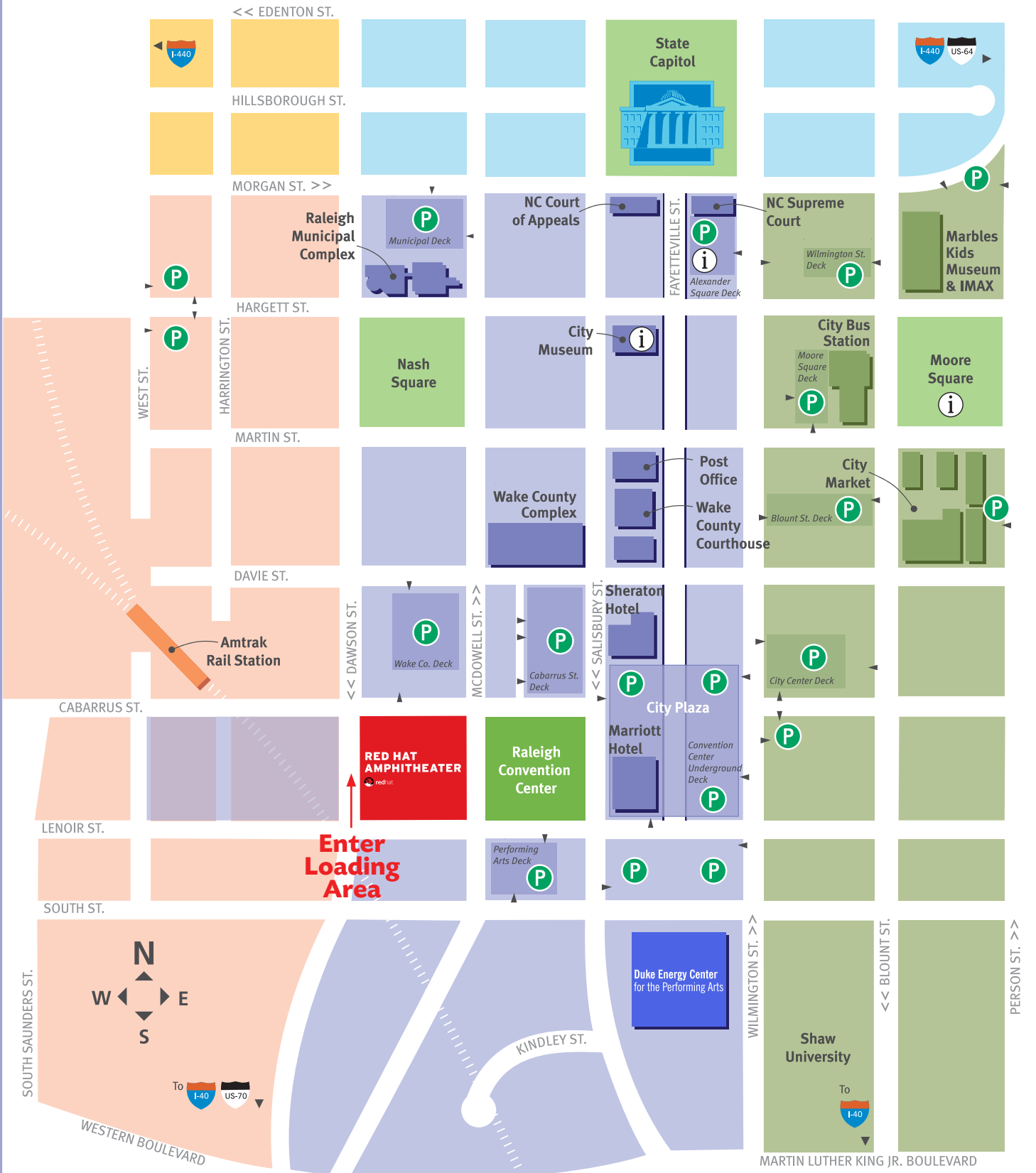
RALEIGH
CONVENTION CENTER
you shine here.

RED HAT AMPHITHEATER



LOCATION MAP

Duke Energy Center
for the Performing Arts



Raleigh, North Carolina Sales Tax 7.25%

- All vendors are required to register with the Department of Revenue, and collect and remit the applicable State and local sales tax.
- Your sales tax account number will be recorded at Vendor Check-in.
- Please make sure that your Certificate of Registration is prominently displayed in your booth.
- Visit the link below for complete information on registering and paying sales tax.

<https://www.ncdor.gov/taxes-forms/sales-and-use-tax/specialty-markets-or-other-events>

Do I need a Business Registration Number?

Yes, you must be registered online with North Carolina Department of Revenue before you collect sales tax at the Expo. You should have your Business Registration number available at your booth and at vendor check-in. Visit the link below to register:

<https://www.ncdor.gov/taxes-forms/business-registration/online-business-registration>

Who can I contact for assistance?

For additional assistance, contact the Electronic Services Help Line Monday through Friday between the hours of 8:00 am and 5:00 pm EST at 1-877-308-9103.

Already Registered?

Visit the link below to remit your sales tax right after the event.

<https://eservices.dor.nc.gov/sau/contact.jsp>

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