

# Handmade In America Expo

[www.HandmadeinAmericaExpo.com](http://www.HandmadeinAmericaExpo.com)

## 2014 NEW EXHIBITOR APPLICATION

Autumn Show - 2014

November 22<sup>nd</sup> & 23<sup>rd</sup>

Sat: 10am-5pm & Sun: 9am-4pm

at the

Doubletree Hilton

Grand Ballroom

50 Ferncroft Rd, Danvers MA

### Requirements

- Work must be done in America.
- At least 70% of materials and/or components used to produce your product must be American.
- Preference will be given to products of original design demonstrating craftsmanship, skill and quality.

### Factors That Would Disqualify Your Application

- Products made from commercial kits
- Imported and repackaged items
- Product or components less than 70% not of American material

Gifford Events evaluates exhibitor applications based on the eligibility criteria outlined above and determines acceptance into the show. Gifford Events reserves the right to limit certain product categories to ensure sufficient product diversity.

Gifford Events reserves the right to reject any application at their discretion.

Gifford Events reserves the right to request proof of purchase for materials used to produce your product to ensure 70% or more of its parts are from America.

We understand that you may also sell other imported goods. This show only allows the products that are made of 70% (+) of American materials. For exceptions such as chocolate, please contact us. There is a limited amount of space for food products and/or small business owners. Preference will be given to fine artists and fine craftspeople.

### COMPANY INFORMATION

Please complete the following information.

Company Name: \_\_\_\_\_ Year Started: \_\_\_\_\_

Contact: \_\_\_\_\_ Best Selling Product \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Zip \_\_\_\_\_

Email: \_\_\_\_\_ Twitter: \_\_\_\_\_

Web Site: \_\_\_\_\_ Facebook: \_\_\_\_\_

Business Category: (example: Metal Work) \_\_\_\_\_

Please describe all the product(s) you intend to exhibit at the show: \_\_\_\_\_

We require all potential products to be listed on the lines above, and reserve the right to deny products that are proposed after the initial application has been accepted.

## COMPANY EXPERIENCE

1. How do you currently sell your products? *(Please check all that apply.)*

Retail                       Direct Mail                       Web Site     Catalog     Sales Reps  
 Wholesale Distributer     Wholesale Trade Show     Other: \_\_\_\_\_

2. Please list your top three accounts, if any. *(To be used as references if necessary.)*

Company	City	State	Phone
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. If you have exhibited at other shows, list three:

Event	City	State	Year
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

4. What aspects of a show have helped promote your business best?

\_\_\_\_\_  
\_\_\_\_\_

5. If you participated in past shows, what could they have done better to promote your business?

\_\_\_\_\_  
\_\_\_\_\_

6. What marketing means have proven to work for your business?

\_\_\_\_\_  
\_\_\_\_\_

7. Buyers who wish to purchase merchandise will be allowed to “Cash & Carry” products on both days. Would you like to participate?

Yes                       No

8. How many employees will you have at your booth? \_\_\_\_\_

9. Have you or your employee(s) served in the US Military? If so, thank you!

Branch:

Army                       Marines                       Air Force                       Navy                       Reserves                       National Guard

a. Rank: \_\_\_\_\_ Year(s) \_\_\_\_\_

b. Rank: \_\_\_\_\_ Year(s) \_\_\_\_\_

## PRODUCT INFORMATION

Please provide your 25 word (for Package 2) or 50 word (for Package 3) descriptive paragraph of your product lines for publication in the expo directory.

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Word count: \_\_\_\_\_ *Gifford Events reserves the right to edit description as deemed necessary.*

## PACKAGE CHOICES

- PACKAGE 1** **\$ 395**
- 10' wide x 8' deep booth
  - Company name, contact, phone, website, and address listed in the show directory.
  - Assigned booth location
- PACKAGE 2** **\$ 750**
- 10' wide x 12' deep booth
  - 25-word product description with Logo in the Program
  - Web link for 1 full year
- PACKAGE 3** **\$ 1,100**
- 10' wide x 16' deep booth
  - Center of the room, corner booth
  - 50-word product description with Logo and Photo in the Show Directory
  - Professional photograph of your booth
  - Perpetual rights to 3 Custom ads created by Gifford Events, posted on the expo Facebook page.
  - Web link for 1 full year

### SHOW DIRECTORY ADS *(optional)*

- Quarter Page, \$200
- Half Page, \$350
- Full Page, \$450
- Website Link for 1 year (add to pkg. 1) \$75.00

Add Electrical to any pkg by calling the Hotel. The DoubleTree charges about \$45.00 per booth.

## COMPLETE ORDER FORM

Exhibit Space: \$ \_\_\_\_\_

Other Features: \$ \_\_\_\_\_ (please indicate): \_\_\_\_\_

**TOTAL DUE:** \$ \_\_\_\_\_

**Please make checks payable to Gifford Events.**

- a 30% deposit is required with application to reserve your booth.(pkg's #2 and #3)
- a 50% deposit is required with application to reserve pkg #1.
- Booth location is not guaranteed until you receive an email confirmation from Gifford Events.
- See website for floor plan.

*-Balances are due in full by September 15, 2014.*

**Refunds for cancellation**

The Handmade in America Expo has a very limited amount of vendors in each category so we can best promote you. Because of this exclusivity, we have the following refund policy:

- 50% of deposit will be refunded until May 30<sup>th</sup>.
- No refunds after August 1<sup>st</sup>.

**Please send application and required booth fees to:**

*Gifford Events*  
 44 Woodcrest Drive  
 North Andover, MA 01845

**Questions:**

Laura Gifford (978)-761-0261  
 Email: [Laura@GiffordEvents.com](mailto:Laura@GiffordEvents.com)  
[www.HandmadeInAmericaExpo.com](http://www.HandmadeInAmericaExpo.com)

**PLEASE PROVIDE SIGNATURE IN ORDER TO COMPLETE**

I declare that the products presented at the show meet show requirements. I understand the eligibility requirements and rules and regulations presented before me. I can attest that I meet all requirements. I have kept a copy of this for my files.

**SIGNATURE:** \_\_\_\_\_  
**COMPANY:** \_\_\_\_\_  
**DATE:** \_\_\_\_\_

**Please note:** Applications are processed on a rolling basis until the show is sold out. A 30% deposit is due with application. 50% deposit for package 1.

**EXHIBIT SPACE**

Exhibits must comply with state and local fire regulations. Loud noise or music which extends beyond the booth space is not permitted. Exhibitors are expected to confine their display and activities only to the space purchased. Exhibit displays and booth furnishings will be limited to 8' in height or less; items exceeding 8' are subject to removal at the expense of the exhibitor. Non-exhibitors are prohibited from soliciting at the show. Show management retains the sole right to remove any exhibit for any reason, in part or whole without recourse. Reasons for removal may include participant safety, objectionable content, and items that may not meet show jury requirements.

**EXHIBIT STAFFING**

Gifford Events retains the right to deny access to any non-exhibiting solicitor. **Children under the age of 16 are not permitted.** Each exhibitor representative will be issued a badge and the badge must be

worn at all times. Badge holders should be prepared to show ID that links a direct business affiliation with the exhibiting company. Each exhibitor should make arrangements to have representatives in attendance during show hours. No exhibitor shall assign, sublet, or share the whole or any part of the booth space allotted. Show management reserves the sole right to limit the number of badges issued to each exhibitor.

### **PAYMENT/CANCELLATIONS**

Booth space is assigned when your application and 30% booth deposit is received. Cancellations must be submitted in writing. There will be no refunds issued after **August 1, 2014**.

### **INSTALLING/DISMANTLING OF EXHIBITS**

All exhibits must be installed by the end of posted load in hours. Any booth found vacant before the posted show opening may result in the loss of booth space and will be considered abandoned space. No refunds for abandoned space will be issued. Dismantling of exhibits will not begin until show closing is announced. Materials/equipment/trash remaining in the booth/facility after the load out has ended will be discarded or moved to storage. Any expenses incurred as a result of this action will be billed to the exhibitor at \$50 per hour.

### **LIABILITY AND INSURANCE**

Exhibiting Food companies are required to provide proof of insurance and permits to operate at our shows. All exhibitors are strongly encouraged to purchase insurance where they do not have the immediate funds to cover the potential or actual losses, damage or injury associated with the event or the cancellation of the event that may be caused by themselves or others. The exhibitor and designates agrees that Gifford Events and its contractors shall not be held liable for acts or omissions of any participant, exhibitors or suppliers to our shows. Safekeeping of the exhibitor's property is the sole responsibility of the exhibitor. Gifford Events, and its contractors will not be liable for failure to hold the exhibition as scheduled when it is cancelled or delayed due to "Force Majeure" defined as cancellation or delay due to natural and unavoidable catastrophes that interrupt the expected course of the event(s) and restrict the participants from fulfilling their obligations.

### **Final Say**

Show management has full and final authority to create, interpret, amend and enforce all rules and regulations with or without notice.