

EXHIBITOR REGISTRATION - DESTINATION: DALLAS 2018

September 14: Show set up September 15 - 17: Show rooms open

THEME: Peace, Love & Stitch

ALL INFORMATION PROVIDED MUST BE TYPED SO WE CAN MAKE SURE EVERYTHING IS ACCURATELY PRINTED. The FIRST 2 pages form the contract and need to be printed and faxed or mailed to us along with your check for \$450, to The Management Team. Or you may now pay by credit card. If you choose this option, please provide your credit card information here:

CC#: _____ EXP. DATE: ____ SECURITY CODE: ____ ZIP CODE: _____

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

CONTACT PERSON: _____ TITLE: _____

ROOM REQUIREMENTS: (We will do our best to address your request but there are far fewer doubles than kings, and previous exhibitors and those with specific needs are given consideration.)

_____ We will need only one room

_____ If possible, we would like a _____ king suite or a _____ double suite.

_____ We will require two adjoining suites (if requested, **BOTH MUST BE USED AS EXHIBIT ROOMS & EACH FRONT DOOR MUST BE OPEN DURING SHOW HOURS**).

_____ We will need separate sleeping suites (#_____) that will not be part of our exhibit space. These will be at the Hawthorn House at the rate of \$99 per night plus tax. Breakfast coupons come with each exhibit space.

ROOM RESERVATION REQUIREMENT: The hotel requires a room guarantee at the time of registration. We will assign your room(s) with the credit card information provided below. You will pay your bill for your exhibit room upon departure and will receive your honors points if eligible. Also, **YOU PAY FOR MONDAY NIGHT EVEN IF YOU LEAVE MONDAY EVENING. THE HOTEL CANNOT CLEAN AND RENT OUR EXHIBIT ROOMS THAT NIGHT AS PER OUR SHOW HOURS AND STAFFING CONSIDERATIONS.**

NOTE: The registration form will not be considered valid unless the following required information is provided:

CC Type: _____ CC#: _____ Exp. Date: _____ Security Code _____

Date of arrival _____ Date of departure _____

NOTE: Arrival date is important in organizing the freight storage so that your shipment can be delivered expeditiously.

_____ **TABLES: TABLE CHARGES WILL BE BILLED DIRECTLY TO YOU BY THE HOTEL ON YOUR ROOM**

ACCOUNT. Tables must be preordered, and no additional tables will be available on site. You will be billed for the number of tables you ordered and it will be your responsibility to inform The Management Team if you have not received your tables by mid-afternoon on Friday.

_____ Unskirted (w/white cloth) x \$36.00 _____ Skirted x \$46.00

_____ **SHOW BOOK: Our company will participate in the show book coupon/ad program.**

NOTE: The ad size is 3x2 and there is no cost as this is covered in the registration fee. **DEADLINE DATE IS JUNE 1ST.** Give us the wording for the ad copy so we can get the show book put together and printed. If you reserve space and we receive nothing, we will place a generic ad or your coupon space will be blank. We will not call anyone for information.

_____ **MARKET BUYER GIFTS: We will contribute product for this buyer promotion.**

NOTE: This is a great buyer perk that the buyers look forward to, and it's fun! We need product from you to make it happen. Please consider participating by sending your donations ASAP so we can make the gift boxes early. Send donations to The Management Team, 4334 Skillman St., Dallas, Texas, 75206. Thanks in advance!

_____ **NEW DESIGNS FOR DALLAS PROMOTION: We will participate in this promotion.** This is a very popular promotion and does attract buyers. Those participating will be featured in literature and the show book.

_____ **BUS TO BUGATTI'S: We need _____ reservations at \$45 each.** This includes the wine and cheese reception from 5:30 p.m. to 6:30 p.m. at the hotel, and transportation to and from the restaurant.

_____ **BANQUET: We need _____ reservations at \$38 each.** The banquet has become a highlight of the market and banquet is not the right term...there is no formality and no speaker. It is a fun evening with good food and friends.

(These reservations once made are firm and cannot be canceled or refunded.)

Signature: _____ Date: _____ Check#: _____

SHOW POLICIES AND INFORMATION:

EXHIBITOR ROOM RATES: All rooms available for exhibitors are suites. King or Double Suites, single or double occupancy, is \$143. Triple occupancy is \$153. Quad occupancy is \$163. Taxes apply to all rates. If the exhibitor requires a second room for exhibiting space, that will be at the same rate, and this **MUST** be used for exhibiting and both doors **MUST** be open during the show.

Additional rooms for sleeping space will be booked at the Hawthorn House and will be at the rate of \$99. Breakfast coupons will be included.

TABLE RENTAL: Tables will be available if ordered ahead. Once the order has been submitted to the hotel, you are obligated for the cost of the table even if you change your mind and do not need the table(s). **THE CHARGES FOR THE TABLE(S) WILL BE BILLED BY THE HOTEL. DO NOT INCLUDE THIS CHARGE WITH YOUR REGISTRATION FEE.**

UNSKIRTED (w/white cloth) - \$36 SKIRTED - \$46

FURNITURE REMOVAL: If you choose to have furniture removed from your exhibiting room, please call Kyiana in sales at the Wyndham Hotel, 972-246-1088. **Do not remove furniture from your suite on your own. The hotel will levy a penalty for an unauthorized removal.**

SHIPPING AND RECEIVING BOXES: The hotel will provide storage space beginning Monday, September 10, 2018. If boxes arrive prior to this date, an additional \$25 per day, per box storage fee will apply and will be billed by the hotel. **NOTE:** Be reasonable about the size of the containers you are shipping. If they are too large and/or have heavy wheels that will damage the floors and require additional handling, there may be additional charges. **NO PALLETS** will be accepted at the Hotel. Be mindful, this is a hotel, not a convention center. Mailing labels you can use on your shipment can be downloaded on the website. You need to print these labels on bright colored paper and put one of these on each box or carton as it has your room #, your arrival date and the # of boxes. This will make it easier for the hotel to have your shipments delivered in a timely manner. Also, we try to have your boxes in your room when you arrive, thus you will not see the delivery person, so please note the tipping information below.

EXHIBITOR BOX HANDLING CHARGES: Receiving and handling of incoming freight - \$3 per box. This charge will be posted to the individual suites as a box receiving fee. Fee to handle the outbound shipping is \$5 per box. **NOTE:** The fee per box is for receiving and handling on incoming freight to the hotel and **DOES NOT COVER A TIP FOR THE STAFF PERSON HAULING AND DELIVERING THE BOX OR BOXES TO YOUR SPACE.** There will be an envelope in your suite left with the name of the staff member making the delivery that you can use to tip the worker and leave at the front desk. This will be greatly appreciated.

CHECK IN AND CHECK OUT: Check-in time will be 3:00 p.m. on FRIDAY. If you want to start setup earlier, we would recommend you plan to arrive on THURSDAY, September 13. The rates we have quoted will be honored 3 days before and after the show. **NOTE:** On Monday you will pay the full day rate whether you spend the night or not due to the fact that the hotel cannot rent the rooms for that night and have to bring in extra staff to clean all the rooms at an off-schedule time.

AMENITIES: You will receive a full cooked-to-order breakfast each morning. There's the Welcome to the Market party Saturday night from 5:00 to 7:00, and the fabulous Banquet Sunday night at 7:00 (must have tickets). And do not forget there is the wine and cheese party followed by the Bus to Bugatti's Italian Restaurant Friday night. This was a market favorite last year and does require tickets to attend. As you should know by now, Destination: Dallas is a Party with a Purpose!!!

The hotel provides free wireless internet; 24-hour fitness center; indoor/outdoor pool with hot tub; complimentary parking; on-site laundry and dry cleaning; complimentary shuttle service within 5 miles; and on-site business center.

EXHIBITOR BADGES: Only the owners of exhibiting companies will receive black badges. All assistants will be given RED badges. Assistants and market helpers have not been vetted to make wholesale purchases at Destination Dallas and are not to make purchases outside of their vendor's room. Destination Dallas' purpose is to sell our wares in a wholesale trade venue. This is not a consumer show. Assistants and helpers at the market are expected to work inside their employer's rooms and may not enter any other exhibitor's room without permission. Please take care in who you hire to work with you at the show. You are responsible for their behavior and actions while they are on venue property.

NOTE: Sales are not to be made to attendees wearing red BUYER badges. Either the retail owner or Destination: Dallas has determined that this person is not a designated wholesale buyer.

***NEW DESIGNS FOR DALLAS PROMOTION:** This is a very popular program with the buyers. The concept is to have 5 to 10 designs that are NEW, that have NOT been shown on the internet and will be seen for the first time at the Dallas show, and will give our buyers this benefit for attending the show. This gives our attendees an advantage of ordering or purchasing a sizable number of new inventory designs, ahead of non-attending retailers, and is a definite plus in marketing attendance at the show. We promote in the show book those designers participating in the promotion by listing them in the front of the book with their room number and they will receive a designated sticker to put by their door.

***SHOW BOOK COUPON/AD PROGRAM:** This program enhances the promotion of your company and makes the show more informative, a better financial function, and more fun. The cost of the ad/coupon is covered in the registration fee. The coupon size is the size of a business card. You can use the coupon/ad to offer financial incentive, promote new products, introduce a new design category or a new company, or relate any message of your choosing, with approval. NOTE: If you are interested in purchasing a larger ad in the show book, please contact Debbie Woodard (Painted Pony Designs) for information and pricing.

***MARKET BUYER GIFT PROMOTION:** We are asking you to generously contribute product from your inventory that will allow us to fulfill this highly anticipated activity. **THIS IS A GREAT PERK THAT THE BUYERS LOOK FORWARD TO AND THINK IT IS A LOT OF FUN!!!** We need product from you to make this happen. We will take everything and anything. Please send your donations ahead of time so we can make the boxes ahead of time. Remember this is your market, too, so participate, participate, participate!!! Please start sending your stuff NOW!!! **WE NEED IT YESTERDAY!!!** These take a lot of time to create. We thank you in advance for your contributions. **THANKS!!!**

We have secured rooms at other participating hotels for buyers. If you have a customer that said they could not get a room at the Wyndham Hotel, you can let them know they can call back to the Wyndham Hotel and if nothing has opened up there, they will be booked at overflow hotels just a short distance away. We will be running a shuttle between the hotels. Destination: Dallas has become the largest needlepoint market in the country. The Wyndham Hotel, the show hotel, cannot possibly accommodate all the attendees. But the fact that they cannot get a room in the show hotel is not an excuse to not attend. Encourage your buyers that as successful shop owners they need to attend the market to participate in the current education offered, see what is new and innovative, purchase items for their shops, and make friends and network with people in the industry. And on top of everything else, have a great time doing it. Thanks for helping spread the information. Thanks for helping spread the information.

NOTE: Room numbers will be posted beside your name on the exhibitor list on our website, www.destinationdallasmarket.com, by June 1st, 2018. This will give buyers checking the website a chance to know where you are in advance, and to better plan their market shopping agenda. We are including links to vendor websites on the Exhibitors List, so please make sure we have your current web address (or Facebook business page) so that we can promote you and your products most effectively. If you need to have your site/page information updated, please email your fresh information to Devon at devnich@comcast.net.

Please remember that the members of The Management Team are wholesale vendors like you (not a professional management company) and we need your help to promote the show to the buyers. Please put flyers in your shipments, create your own market invitation, or use your email or fax blast tools to do your part to generate interest in your customer base. Thanks! Thanks! Thanks!

We are so glad that you have chosen to be a part of Destination: Dallas 2018 market. We hope that the whole experience will be beneficial for you and your company.

NOTE: Get the two sheets with the information requested back to Karen ASAP, and remember that she books ALL the rooms for the exhibitors (including additional sleeping rooms). Just fill in your arrival date on the form. You will pay for your room with your credit card when you check out (remember you pay for Monday night even if you leave due to the timing of the show and tear down, and their inability to rent the rooms for Monday night) and you will receive your Honors points, if you are eligible and you tell the front desk. But I must have a **CURRENT** credit card (current as of October 1, 2018) in order to book your room, cover any charges, and have the hotel hold the room. This is a must on the form.

Return the first 2 pages by either mail or fax to
The Management Team, 4334 Skillman St., Dallas, Texas 75206,
or fax to 214-821-6333.

WE LOOK FORWARD TO SEEING YOU IN DALLAS, AND DON'T FORGET TO DECORATE, PROMOTE AND PLAY ON OUR 2018 THEME OF

“PEACE, LOVE & STITCH.”