

Exhibitor Manual



International Home Furnishings Market October 1-7, 2007



Merchandise Mart
Properties, Inc.

Exhibitor Services Manual

- SMS** Suites at Market Square
- PS** Plaza Suites
- MS-G** Market Square–Ground Level

General Show Information

SMS **PS** **Exhibit Dates & Hours**
October 1-6 8 a.m.–7 p.m.
October 7 8 a.m.–5 p.m.

SMS **Shipping and Materials Handling Office**
Phone 336/821-1535 or 336/821-1541 Fax 336/821-1534 Brad Bullock: 336/821-1533
PS Phone 336/821-1535 or 336/821-1541 Fax 336/821-1645 Rick Johnson: 336/821-1644

SMS **PS** **Free Dock Access Dates (pre-market)**
Beginning July 16, and continuing until the freight cut off date of September 29 at 12 noon, there will be no dock charges for inbound product. For all other product movement (incoming/outgoing) there will be a minimum \$50 charge for the first 2 hours plus \$20 for each additional hour. There will be a \$250 fee for late removal and delivery after posted deadlines. In order to keep your cost down, we encourage you to take advantage of the early move-in and to consolidate any shipments subject to charges.
A \$250 charge will be assessed for late product deliveries.

SMS **PS** **Free Dock Access Dates (post-market)**
If you intend to remove any existing product in your booth before the show, you must do so prior to September 14. **Failure to do so will result in a \$250 late removal charge.** There will be no charge for post-market product removal during designated move-out from October 8 through October 19.

SMS **PS** **Freight Delivery Direct to the Suites**
Monday-Friday, July 16-September 21 8 a.m.–3 p.m.
(Product will be in your space ready for booth set up when you arrive.)

MS-G **Freight Delivery to Historic Market Square-Ground Level**
Due to your location in Market Square-Ground Level, your product should be delivered to the Lindsay Street Dock at Market Square. We encourage you to ship early. If you have questions, please feel free to call the dock at 336/821-1535. The address is: Your Company Name, Your space #, Market Square Ground – Lindsay Dock, 305 W. High Street, High Point, NC 27260.

SMS **PS** **Freight Delivery to the Truck Staging Lot**
Monday, September 24–Friday, September 21 8 a.m.–3 p.m.
Saturday, September 29 8 a.m.–12 p.m.

See page 8 for directions to the staging lot.

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Booth Set-up

Monday, September 17–Saturday, September 29
Sunday, September 30

8 a.m.–5 p.m.
8 a.m.–2 p.m.

Please plan ahead! Arrive on time with adequate support staff to meet requested timelines. All set up must be completed by 2:00 p.m. Sunday, September 30. Everyone must vacate the building by 3 p.m. Your cooperation will allow housekeeping to properly clean your booth and maintenance time to prepare the Suites for arrival of your buyers Monday morning for the opening of the Fall Market. Thank you for your cooperation.

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Booth Dismantling and Product Removal

Monday, October 8–Friday, October 19

8 a.m.–4 p.m.

Dock Charges

For all other product movement (incoming/outgoing) there will be a minimum \$50 charge for the first 2 hours, plus \$20 for each additional hour.

There will be a \$250 fee for late removal and delivery after posted deadlines.

Please read the following pages for specific information regarding freight delivery, booth set-up, sample sales, dismantling and move-out procedures.

Exhibitor Services Information

SMS PS Rules & Regulations for Exhibitors

Exhibitors are advised to carefully read the Terms and Conditions in the following section. In addition, special attention should be given to the [Rules and Regulations](#):

- Exhibitor badges are required at all times.
- At least one representative of the exhibiting company must be in the booth during show hours.
- Public address or microphone systems may not be used in a booth smaller than 400 square feet arranged in a square. Exhibitors using TV monitors or demonstrating mechanical or electrical equipment should ensure that noise levels do not cause an annoyance to their neighbors. Show Management reserves the right to determine acceptable levels of noise.
- Adhere to all Fire Department, Exhibit Construction rules.
- No fabric can be hung overhead below lights and sprinklers.
- **Any exhibitor breaking down their booth prior to 8 a.m. Monday, October 8 will be fined \$1,000. Please make arrangements accordingly to avoid these fines.**

SMS PS Typical 10' X 10' Booth (exception Historic Market Square-Ground Level)

Suite dimensions vary with booth location. A typical suite is approximately 10' x 10' wide with 10' high back and side walls except end caps and perimeter spaces. A typical 10' x 10' space includes gray carpet; 120 volt, 960-watt duplex electrical outlet; two 75-watt halogen floodlights per track (each track can hold a maximum of four 75-watt floodlights). Each space, regardless of size, gets a sign, one chair and one wastebasket. Tables are not included with your suite. If you would like to rent floodlights, tables, extra chairs, etc., please refer to the Equipment and Services Order Form.

SMS PS If you would like to customize your space in any way that involves construction, painting or flooring, you may contract with an installer to do such work for you, consistent with the rules regarding Exhibitor Appointed Contractors. **All Booths must be returned to original condition upon termination of lease. Please see Method of Payment Form. Note: all 1st floor painting must be contracted through MMPI. Call Paul Sperano at 336/821-1540 for a quote.**

SMS PS Please note, the hard walls can typically hold items of a lightweight nature, such as pictures, wreaths or other decorative items, with the use of small nails or picture hooks. However, if you intend to mount or affix materials of a load bearing nature, please contact Paul Sperano at 336/821-1540 or the Exhibitor Services desk to ascertain the best method of installation.

Nothing can be attached to or hung from the headers or columns. No product may touch the aisle carpet. Suite walls, columns and carpet that have been soiled, marked, taped, Velcroed, stapled, painted or papered by the exhibitor must be repaired or replaced. Repair charges for excessive damage will be assessed based on a time and materials basis and then invoiced to your company.

SMS PS MS-G Suites at Market Square-Ground and Mezzanine Floors, Historic Market Square-Ground Level, Plaza Suites Exhibitors:

As you know, no other tradeshow will be held in the Suites at Market Square Ground and Mezzanine floors, Market Square-Ground Level and Plaza Suites. This enables you to extensively customize your display, without having to dismantle after each market. This is a tremendous competitive advantage over other exhibit buildings. We, therefore, highly encourage you to

take this opportunity to make your best possible, unique presentation. **All booth spaces must be returned to original condition upon termination of lease. See Method of Payment Form.**

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Ordering Services

See the Order Forms tab for a listing of services and rental items available. For questions regarding services, call 336/821-1540 or 821-1544.

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Booth Cleaning

All Suites will be vacuumed starting at 4:00 p.m. Sunday prior to the show at no charge. For additional cleaning services during market, complete the Equipment and Services Order Form.

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Lighting (Exception Historic Market Square-Ground Level)

A typical 10' x 10' suite includes two 75-watt halogen floodlights per track. A 10' x 10' suite can hold a maximum of eight flood lights (four per track). Additional lighting must be ordered through the Equipment and Services Order Form.

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Electrical Services (Exception Historic Market Square-Ground Level)

All electrical services will be installed by MMPI. See the Equipment and Services Order Form for availability. **Electrical equipment must conform to City of High Point code requirements. Nothing can be attached to or hung from lighting tracks.**

- No zip cords, taps or extension cords over 6 feet.
- All wiring or flexible cords shall be 3-wire, "hard usage approved", 14-gauge, grounded, unless cord is a component part of an assembly approved under the High Point Electrical Code.
- Spring clamp light fixtures are not permitted.
- Christmas tree lights are permitted, but must be unplugged nightly.
- All fixtures must be UL listed, City of High Point approved, though this does not ensure passage of High Point Electrical Code.
- Only MMPI fixtures are allowed on light tracks.
- The maximum wattage per 10' x 10' is 960. (Exception: Market Square Ground)
- **MMPI does not adjust lights inside display booths.**

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Exhibitor Appointed Contractors

It is the exhibitor's responsibility to see that their staff/agents abide by the "Rules and Regulations of Exhibition". Exhibitor Appointed Contractors ("EAC's") must return the "Exhibitor Appointed Contractor" form. Any customizations that involve altering the standard suite walls must be reviewed with Show Management.

Contractor Guidelines

Exhibitors who wish to employ EACs should make known to them the guidelines to be followed as required by Show Management, plus the following qualifications to those guidelines:

- The EAC shall be given the right to provide services requested of them by an exhibitor in setup and dismantling on the show floor and shall have the right to utilize qualified employees registered in advance by Show Management.
- The EAC shall adhere to the rules and regulations in this manual.
- The EAC shall possess a valid public liability and property damage insurance policy for at least \$1,000,000. The Certificate of Insurance must name Merchandise Mart Properties, Inc. as an additional insured.

- The EAC shall have a true and valid work order from an exhibitor in advance of the show move-in date and shall not solicit business on the show floor or during move-in or move-out dates.
- EACs shall cooperate fully with MMPI.
- EACs must check-in and pick up a day/work pass at the main entrance each day.

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Shipping and Material Handling

Materials handling involves receiving freight during move-in, delivering it to the booth, removing empty containers and returning them after the show and loading materials for outbound shipping. You may ship your materials from the show via any carrier. You are required only to contact your carrier, pack your materials and file a Bill-of-Lading with the freight desk (attach a copy of Bill-of-Lading to your packages). MMPI assumes no responsibility for shipments until they are collected from the exhibitor's booth.

MMPI assumes NO responsibility for improperly loaded shipments (POV's or Common Carriers).

MMPI is not responsible for loss or theft of materials after they have been delivered to your Suite or after they have been picked up for loading out of the dock. **MMPI IS NOT RESPONSIBLE FOR ANY DAMAGES TO PRODUCT THAT IS NOT CARTONED OR PROPERLY SHRINK-WRAPPED TO A SKID.**

You can minimize time and money spent on material handling by observing the following:

- Consolidate all freight—booth, merchandise, literature, etc.—into one shipment.
- Clearly label all packages with show name; company name and booth number. Remove all old labels.
- **Any crates larger than 5' x 8' x 5'8" high, or any crates weighing over 2,000 pounds will be assessed \$250 and will delay your booth set-up.**
- Create a detailed inventory sheet of every item you are shipping or bringing to the show. Be able to provide the number of units, item descriptions (i.e. cartons, cases, crates and/or individual items) for all shipments being delivered to the Show.
- All shipments should include piece count to ensure proper tracking, manifesting and delivery of freight.
- Insure merchandise against theft, damage and loss from the time it leaves your facility until it returns

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Staging Lot Map – see page 8

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UPS/FED EX/Other Package Services

Properly state if package is to be delivered to Suites at Market Square or Plaza Suites.

Small packages will be delivered to your space by Federal Express, UPS and courier personnel. Complete and correct shipping address with space number must be on all packages to assure delivery. MMPI assumes no responsibility for delivery of packages from these services. Make certain you properly state Suites at Market Square or Plaza Suites.

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International Shipping

If you need assistance with international freight and customs arrangements, call: R.E. Rogers, Inc. at 310/378-4888 www.rerogers.com or Williams International at 843/747-0097.

If you are an international exhibitor with product arriving through Customs, please note that we are not responsible for any customs clearance.

We are not the importer and cannot furnish Customs with any information or paperwork pertaining to your shipment. MMPI is not responsible for duties charged. As the product arrives,

your paperwork should reflect that you, the shipper, are also the importer and consignee responsible for all duties and clearance.

Historic Market Square–Ground Level Only

MS-G

Option 1:

Advance Shipments Direct to Historic Market Square Lindsay Street Dock

Strongly recommended-service available at no charge

Goods may be shipped to arrive weekdays from 8 a.m.–3 p.m. through Friday, September 21, 2007. **Notification must be made two working days in advance to schedule your direct delivery.** Collect or shipments not cartoned cannot be accepted. Freight will be in your booth when you arrive. The docks are closed Saturdays and Sundays. No shipments will be received.

Historic Market Square–Ground Level
(Your Exhibiting Name)
(Your Booth Number & Floor Number)
305 W. High Street
High Point, NC 27260

All product delivered directly to the Lindsay Street Dock via common carrier must arrive no later than Friday, September 21.

MS-G

Option 2:

Direct Shipments to the Show Site Staging Lot-Map on page 8

No charge

All vehicles must go directly to the staging lot Monday, September 24 for check-in. This is the only way to gain access to the docks at Historic Market Square. Shipments can arrive starting Monday, September 24 from 8 a.m.–3 p.m. On Saturday, September 29, shipments will be processed from 8 a.m.–12 noon. **No deliveries will be accepted that are not at the lot by Saturday at noon.** See map on page 8 for directions to the truck staging lot. Please give a copy of the map to your carrier.

A \$250 handling charge will be assessed for late product deliveries.

Questions regarding freight to be delivered to and/or shipped from Historic Market Square should be directed to the Materials Handling Department at the following numbers:

Lynn Campbell 336/821-1535, 336/821-1541 or 336/821-1596 fax

Label all crates with:

Historic Market Square–Ground Level
(Your Exhibiting Name)
(Your Booth Number & Floor Number)

Suites at Market Square Only

SMS **Option 1:**
Advance Shipments Direct to The Suites at Market Square-Elm Street Dock
Strongly recommended-service available at no charge
Goods may be shipped to arrive weekdays from 8 a.m.–3 p.m. starting Monday, July 16 through Friday, September 21, 2007. [Notification must be made two working days in advance to schedule your direct delivery.](#) Collect or shipments not cartoned cannot be accepted. Freight will be in your booth when you arrive. The docks are closed Saturdays and Sundays. No shipments will be received.

The Suites at Market Square
(Your Exhibiting Name)
(Your Booth Number & Floor Number)
124 South Elm Street
High Point, NC 27260

[All product delivered directly to the Elm Street dock via common carrier must arrive no later than Friday, September 21.](#)

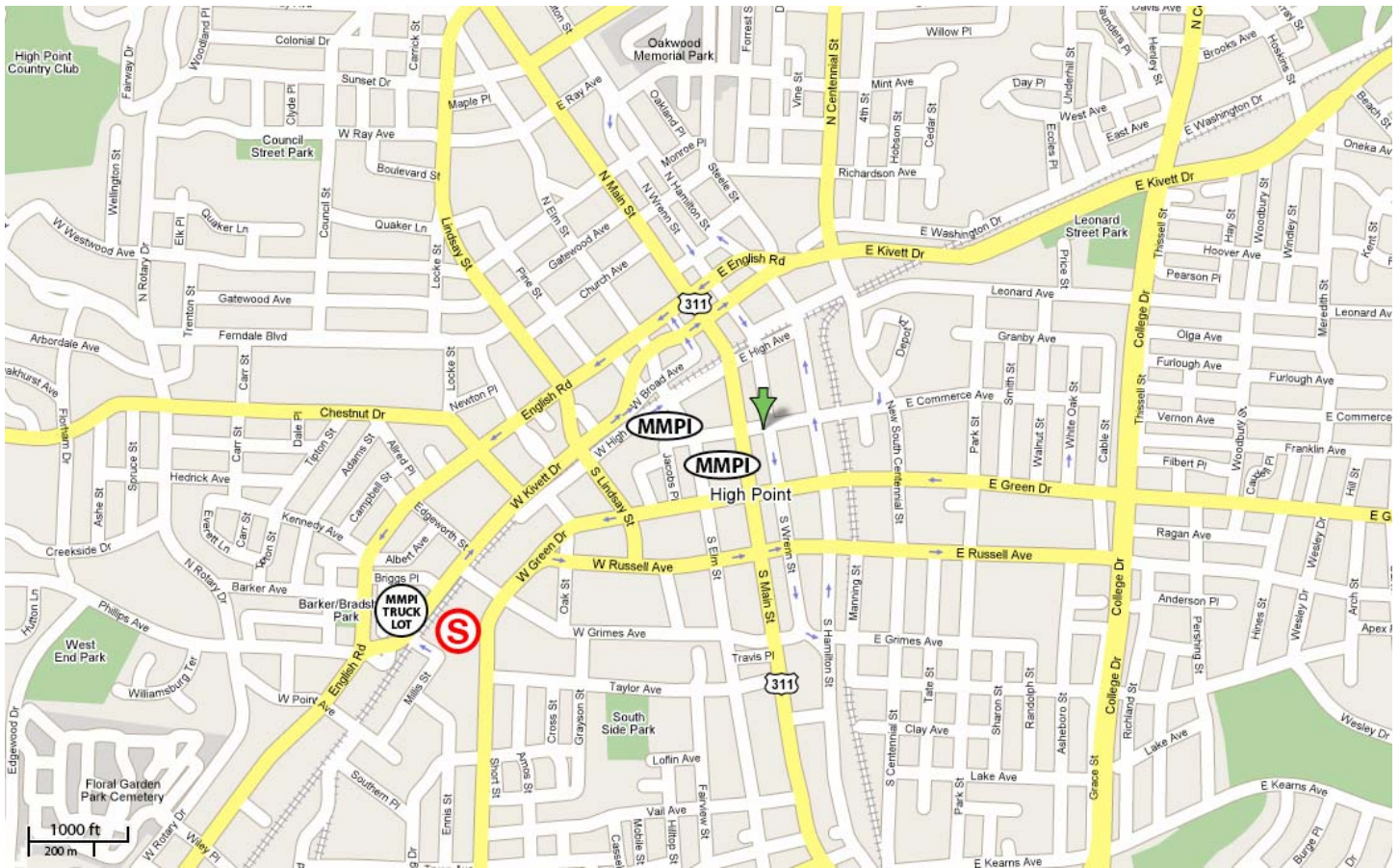
SMS **Option 2:**
Direct Shipments to the Show Site Staging Lot-Map on page 8
No charge
All vehicles must go directly to the Suites staging lot Monday, September 24 for check-in. This is the only way to gain access to the docks at the Suites at Market Square. Shipments can arrive starting Monday, September 24 from 8 a.m.–3 p.m. On Saturday, September 29 shipments will be processed from 8 a.m.–12 noon. **No deliveries will be accepted that are not at the lot by Saturday at noon.** See map on page 8 for directions to the truck staging lot. Please give a copy of the map to your carrier.
[A \\$250 handling charge will be assessed for late product deliveries](#)

Questions regarding freight to be delivered to and/or shipped from Suites at Market Square should be directed to the Materials Handling Department at the following numbers:

Brad Bullock 336/821-1533; 336/821-1534 fax
336/821-1596 fax
336/821-1535 or 336/821-1541

Label all crates with:

Suites at Market Square
(Your Exhibiting Name)
(Your Booth Number & Floor Number)



Directions to the Suites Staging Area

From Main Street (Hwy 311) heading **south**, turn right on Green Drive.

Go approximately ½ mile, turn right at the **MMPI Truck Lot** sign on to a gravel lot and follow the signs to the staging area.

From Main Street (Hwy 311) heading **north**, turn left on Green Drive.

Go approximately ½ mile, turn right at the **MMPI Truck Lot** sign on to a gravel lot and follow the signs to the staging area.

Plaza Suites Only



Option 1:

Advance Shipments Direct to Plaza Suites Green Street Dock

Strongly recommended-service available at no charge

Goods may be shipped to arrive weekdays from 8 a.m.-3 p.m. through Friday, September 21, 2007. Appointments must be made two working days in advance to schedule your direct delivery. You may contact Rick Johnson directly at 336/821-1644 or the Lindsay Dock at 336/821-1535 or 336/821-1541. Collect shipments or shipments not cartoned cannot be accepted. Freight will be in your booth when you arrive. The docks are closed Saturdays and Sundays. No shipments will be received.

Plaza Suites
(Your Exhibiting Name)
(Your Booth Number & Floor Number)
110 W. Green Street
High Point, NC 27260

All product delivered directly to the Green Street Dock via common carrier must arrive no later than Friday, September 21.



Option 2:

Direct Shipments to the Show Site Staging Lot-Map on page 8

No charge

All vehicles must go directly to Plaza Suites staging lot on Monday, September 24 for check-in. This is the only way to gain access to the docks at the Plaza Suites. Shipments can arrive starting Monday, September 24 from 8 a.m.-3 p.m. On Saturday, September 29, shipments will be processed from 8 a.m.-12 noon. **No deliveries will be accepted that are not at the lot by Saturday at noon.** See map on page 8 for directions to the truck staging lot. Please give a copy of the map to your carrier.

A \$250 handling charge will be assessed for late product deliveries.

Questions regarding freight to be delivered to and/or shipped from the Plaza Suites should be directed to the Materials Handling Department at the following numbers:

Rick Johnson 336/821-1644; 336/821-1645 fax
336/821-1535 or 336/821-1541
336/821-1596 fax

Label all crates with:

Plaza Suites
(Your Exhibiting Name)
(Your Booth Number & Floor Number)



Set-up Procedures

Exhibitor set-up begins at 8 a.m. Monday, September 17. Exhibitors are allowed to set-up their own displays. Use of power tools is strictly limited to assembly of exhibitor's product. Refer to the Market Suite Customization Form for any structural changes to the booth. All electrical work must be performed by MMPI labor. Temporary labor requests should be ordered in advance through Bradley Personnel, Inc., First Choice or Key Resources.

See attached Order Form for required information. **All set-up for exhibits must be completed by 2 p.m. on Sunday, September 30. All exhibitors must vacate the building by 3 p.m.** No construction, arranging or setting up of exhibits including deliveries or moving of product—will be permitted during official show hours. Only hand-carried display materials may be brought on to the exhibit floor Monday morning, October 1.

Save Money!

- Observe deadlines for ordering equipment and services to receive pre-order discounts.
- Obtain proper insurance for your merchandise, including transit to and from the show.

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Storage

No storage facilities are available within The Suites at Market Square or Plaza Suites. Packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the hall. When your containers are empty, obtain “EMPTY” labels from the Exhibitor Services Desk. **Do not place the “EMPTY” sticker on the boxes, crates, etc., until you are ready for it to be picked up.** Use labels to mark crates, boxes and containers with your company name and booth number. Leave containers in the aisle. Labeled containers will be returned to you at the end of the show. **Do not store anything in these containers.** They will not be available and are not in the care and custody of the Show or any vendor.

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Note: “EMPTY” labels are for empty containers only. Any excess product that will not fit in your booth should be sent to City Transfer and Storage where it will be stored during Market and returned to you after the show at your expense.

Exhibitor Services Desk

Suites at Market Square: Packaging labels and bills-of-lading are available for product removal at the 1st floor Exhibitor Services Desk. The Service Desk will remain open until 5 p.m. Tuesday, October 9.

***Coffee and doughnuts are available to exhibitors*

Plaza Suites: Packaging labels and bills-of-lading are available for product removal at the loading dock.

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Sample Sales/Product Removal

It is imperative we continue to provide a professional selling environment for exhibitors and buyers through the completion of our dates. Therefore, only hand-carriable samples, those not requiring the use of carts, dollies or flat trucks, will be allowed to be removed from buildings between the hours of 1 p.m. and 5 p.m. Sunday, October 7 ONLY.

Exhibitors selling samples to Buyers must comply with the following guidelines:

Any Buyer who is picking up beginning October 10 will need a Bill-of-Lading filled out by the Exhibitor so your product can be released to the Buyer. All product sold to Buyers must be removed by Friday, October 19.

Under no circumstances will any materials be allowed to exit through the main doors of the Suites at Market Square (corner of Elm and Commerce Streets). The High Point Police Department strictly prohibits stopping and loading of vehicles on Elm Street. This is an emergency vehicle route. It is imperative we cooperate with the City regarding all traffic control requirements. Please convey this to your staff and clients.

Suites at Market Square: Product will only be removed through the High Street Dock. It is located in the 1300 aisle of the 1st floor.

Plaza Suites: Product will only be removed through the Green Street exit located on the Club floor. **Samples requiring the use of any type of handling equipment must be removed beginning October 10 through Friday, October 19 from 8 a.m.–4 p.m. through appropriate loading docks.**

Please make certain you provide a sales receipt to Buyers indicating all samples sold.

Please make certain you advise all of your clients regarding these rules and regulations when they purchase product from you to minimize disruption to them and your fellow exhibitors.

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Move-Out Procedures

The Suites at Market Square and Plaza Suites will close for the Fall Market at 5 p.m. Sunday, October 7.

In order to accommodate the return of all exhibitors' empties, the building must be vacated by all parties no later than 5:30 p.m. Sunday.

It is a priority to expedite the return of empties to our exhibitors immediately after 5 p.m. Sunday. This requires open aisles as it takes several hours to complete the process.

No booth dismantling, packing or product removal will be allowed until 8 a.m. the following morning, Monday, October 8. There will be no exceptions!

Return of Empties

Sunday, October 7

5 p.m. – until all empties are returned

Empties will be returned to booth area throughout the evening into the early morning Monday.

All empties will be ready for exhibitors by 8 a.m. on Monday, October 8.

NOTE: All packing must be done inside your booth. The aisles must remain open for the movement of freight.

Booth dismantling and move-out for Suites exhibitor POV's only.

No common carriers! No Buyers!

Monday, October 8

8 a.m.–4 p.m.

Tuesday, October 9

8 a.m.–4 p.m.

Buyers, Common Carrier and Non-Exhibitor Freight Hauler Pickup Begins

Wednesday, October 10–Friday, October 12

8 a.m.–4 p.m.

Monday, October 15–Friday, October 19

8 a.m.–4 p.m.

NOTE: Commencing Monday, October 8 at 8 a.m., exhibitors may hand-carry small items (with exhibitor receipt) out of the building through designated exits. This refers to items that can be hand carried by one person in one trip, without the use of carts, dollies or flat trucks.

Should any Suites at Market Square 1st floor exhibitor fail to remove their property by 4 p.m. Friday, October 19, the exhibitor shall indemnify Show Management in respect to any claim thereby occasioned. Show Management shall be entitled, but not obliged, to remove such materials at the exhibitor's expense. Show Management reserves the right to specify the time at which individual exhibits shall be removed.

Merchandise Mart Properties, Inc. (MMPI) assisted move-out for exhibitors' personally owned vehicles (POV's) only.

Buyers do not have building/dock access until Wednesday, October 10.

Begins Monday, October 8, 8 a.m.–4 p.m. and Tuesday, October 9, 8 a.m.–4 p.m.

- An outbound "Freight Ticket" is required to remove exhibitor product.
- You must settle all unpaid balances due for the show at the Exhibitor Services Desk located on the 1st floor before a "Freight Ticket" will be issued.
- Once your account is settled, visit the Freight Desk located across from the Exhibitor Services Desk to receive the "Freight Ticket"
- The freight desk will be open Monday, October 8 from 8 a.m. to 4 p.m. and Tuesday, October 9 from 8 a.m. to 4 p.m.
- Merchandise must be wrapped inside your booth. It cannot be wrapped on the dock.

NOTE: All packing must be done inside your booth. The aisles must remain open for the movement of freight.

- Return to your booth. After you have finished all packing and have completed the Freight Ticket, return it to the Freight Desk personnel.
- The supervisor will give the "Freight Ticket" to the next available laborer. He will be directed to your booth to load your packed materials onto a flat cart(s).
- Once the laborer has loaded all freight from your booth on the cart(s), he will issue you a "Window Card."
- Please retrieve your vehicle at that time. Place the "Window Card" on your windshield dash. Drive to the MMPI dock designated on the card and get in line.
- **Please note: You will not be allowed into a loading area pick-up line without the appropriate "Window Card."**

MMPI assisted move-out for all common carriers and non-exhibitor freight haulers, POV's and buyers. MMPI assumes NO responsibility for improperly loaded shipments (POV's or Common Carriers).

This move-out commences Wednesday, October 10 at 8 a.m.

- All outbound shipments must have a completed bill-of-lading.
- You must settle all unpaid balances due for the show at the Exhibitor Services Desk located on the 1st floor before shipping labels and bills-of-lading will be issued.
- Once your account is settled, visit the Freight Desk located across from the Exhibitor Services Desk to receive shipping labels and bills-of-lading.
- The freight desk will be open Monday, October 8 from 8 a.m. to 4 p.m. and Tuesday, October 9 from 8 a.m. to 4 p.m.
- All outbound shipments must have completed bills-of-lading. They should include correct count of pieces, destinations and all necessary billing information. Please complete them in your booth.
- Please be completely packed before turning in the bills-of-lading at the freight desk.
- Do not leave bills-of-lading in your booth. Completed bills-of-lading must be returned to the Freight Desk for execution for each destination.
- Leave your packed and labeled materials in your booth for pick-up.
- Please notify your common carrier, non-exhibitor vehicle companies and buyers that freight will not be shipped out before 8 a.m. Wednesday, October 10.

Representatives from MMPI's appointed freight carrier will be on-site to assist you in shipment of display materials and merchandise. They will be located in the Exhibitor Services Desk area Monday, October 8 from 8 a.m.–4 p.m. and Tuesday, October 9 from 8 a.m.–3 p.m.

All exhibit materials must be packed, labeled and ready with a completed bill-of-lading for shipment no later than 12 noon Friday, October 19. Non-compliance may mean freight will be re-routed at the exhibitor's expense via MMPI's appointed freight carrier.

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Fed Ex & UPS Shipments

Exhibitors shipping freight via Fed Ex or UPS must contact them directly. Show Management is not responsible for arranging these pick-ups. Any designated freight left on the trade show floor after 4 p.m. Friday, October 19, will be re-routed by Show Management at the exhibitor's expense.

The Suites at Market Square and Plaza Suites will close for the Fall Market on Sunday, October 7 at 5 p.m.

General Information

SMS **PS** **Tipping**
Tipping of labor is not permitted. We are constantly striving to improve our services. Tipping our employees is not necessary, nor is it tolerated. Our employees are instructed not to ask for, or to accept tips. We appreciate your cooperation and please feel free to report any violations of this policy.

SMS **PS** **Badges**
Badges will not be mailed in advance of the show!
Exhibitor Badges
For your convenience, there are no forms to mail or fax. Instead, registration for Exhibitor Badges is done either online at the address listed below or by self-registration on site.

To register go to: <http://www.highpointmarket.org>

- Click on the "Registration" link.
- You will be assigned a Login ID and Password.
- You will then be able to complete the Registration form.
- Online Pre-Registration will begin on June 1, 2007.

For additional information please contact Ann Parnell at 336/821-1529 or Market Authority at 3336/869-1000.

Register before the deadline by visiting us online at the URL address listed above. Click the "Registration" button and complete the form. When you have finished click the "Submit" button at the bottom of the page and your Mart Card Bar coded confirmation page will appear. [Print this page out](#). Bring your bar coded confirmation to Exhibitor Registration, along with your business card. The 2-D bar code contains all your registration information. When scanned, it will immediately print your badge. This registration process will better serve you with shorter lines and quicker service. If you have any questions regarding registration, please contact Customer Service at 800/677-6278 or 336/821-1529.

Temporary Help and Contractor Badges

All exhibitor appointed contractors and temporary help must be issued temporary badges. They are issued daily for use only during set-up and dismantling hours. Badges should be picked up at the registration desk at the main entrance upon arrival. **Hiring of street labor for work in the building is strongly discouraged for security reasons.** Commencing Monday, September 17, only MMPI exhibitors with a proper ID will be allowed in the buildings. Prior arrangements must be made in advance to accommodate temporary help. Contact: Ann Parnell at 336/821-1529.

SMS **PS** **Security**
Show security will be on duty 24 hours a day from move-in to move-out, but cannot and should not be counted on to provide more than a presence to inhibit theft. The show hereby gives formal notice that the show and its management, its agents and its official vendors neither offer nor accept responsibility of any kind for exhibitors' property. Exhibitors can hire the services of a security guard by contacting Rick Williams, pager number: 336/410-5298. To further provide for the security of merchandise in your booth, we advise you to staff your Market Suite during show hours and not leave any valuables unattended.

MS-G **Internet Café**
In association with Furniture Today, MMPI has developed an Internet Café located in Market Square Ground. The Café sports eight terminals wired with Roadrunner service to provide

extremely fast access to anyone attending market. Visit the Internet Café to check e-mail, stock quotes, daily news, or any other information.

SMS PS MS-G Wireless Access

Wireless Internet access is available in all buildings. Please stop by our Sales offices for more information.

SMS PS Accommodations

Visit www.highpointmarket.org for information about hotels and private residence rentals.

SMS PS Transportation

Airports

Charlotte/Douglas International Airport	www.charlotteairport.com
Piedmont Triad International Airport (serving High Point, Greensboro and Winston-Salem)	www.ptia.org
Raleigh-Durham International Airport	www.rdu.com

Airline Information

Air Canada	800/361-7585	
Air Tran	866/683-8368	Discount Code: CLTRDU092407 (CLT & RDU Only)
American Airlines	800/433-1790	Discount Code: A1237SS
Continental Airlines	800/468-7022	Discount Code: ZVBX -BY27F4
Independence Air	800/359-3594	
Northwest Airlines	800/328-1111	Discount Code: NMBGD
Southwest Airlines	800/433-5368	
U.S. Airways	877/877-7687	

Rental Car Information

Alamo	336/462-5266 or 800/GO ALAMO	Discount Code: 7013269
Avis Rent-A-Car	336/665-5700 or 800/831-2847	Discount Code: AWD#J626373
Budget Rent-A-Car	336/665-5880 or 800/527-0700	Discount Code: BCD#U065427
Dollar	800/800-4000	Discount Code: CD#CC0048
Enterprise Rent-a-Car	336/884-4130 or 800/736-8222	Discount Code: 53M4080
Hertz Rent-A-Car	800/654-3131 or 336/668-7961	
National Car Rental	336/668-7657 or 800/227-7368	Discount Code: 5006752
Thrifty	800/847-4389	Discount Code: CD#004C003747
Triangle Rent-A-Car	336/668-3400 or 800/365-4745	

SMS PS Free Park & Ride and Shuttle Service

Free parking & continuous shuttle service to and from downtown transportation terminal and satellite lots P1 and P2 in High Point.

Sunday, September 30	Airport buses to hotels—One way only.
Monday, October 1—Saturday, October 6	6:30 a.m.—10 p.m. (P1 & P2)
Sunday, October 7	6:30 a.m.—8 p.m. (P1 & P2)
Expanded service during mornings and evening hours. For your shopping convenience use the Free Shuttle to P1 at Oak Hollow Mall.	
P1-North Oak Hollow Mall	P2-South-Market Center Drive Area

SMS**PS****Free Downtown Shuttle Service**

The Market Authority will begin operating its free downtown showroom shuttle, on Monday, October 1 for the convenience of those who need transportation in the downtown area. Hours of operation will be Monday, October 1 – Saturday, October 6, 8 a.m.–8 p.m. with continuous service downtown. Sunday, October 7, 8 a.m. – 5 p.m.

Go-Anywhere Shuttles

Boundaries- 3-mile radius past the High Point City Limits. Hours of operation will be Monday, October 1 – Sunday, October 7, 7:30 am – 8:30 pm.

SMS**PS****New Service from PART (Piedmont Authority for Regional Transportation)**

PART is offering shuttle service from the High Point Transit System Terminal in downtown High Point to the Regional Airport. This service is free and will run every half hour from Sunday, October 1– Sunday, October 7, 8 am – 7 pm. Pick up will be located outside the US Air baggage claim. (No reservation required)

SMS**PS****Press & Publicity**

Accessory Merchandising	847/634-7889	Home Accents Today	336/605-0121
Bedroom Magazine	704/841-8323	Home Décor Buyer	847/675-7400
Casual Living	336/605-1122	Home Fashion & Furniture Trends	312/849-2220
Fabrics & Furnishings Int'l	914/923-2246	Home Furnishings Business	336/ 601-9011
Furniture Style	847/632-7889	Home Lighting & Access.	973/779-1600
Furniture Today	336/605-0121	LBD Interior Textiles	212/661-1516
Furniture World	914/235-3095	Market Press	336/888-3599
Garden Décor Today	336/605-0121	New York Spaces	201/571-2251
Gift and Dec. Accessories	847/390-3984	On Design	954/934-0303
GREEN (online only)	336/605-0121	Rug Insider	603/279-4938
HFN	212/630-4775	Rug News	212/587-1340

SMS**PS****How to Prepare a Press Kit**

It is important for you to present your unique product or service to the press. Some commonly asked questions about press kits include the following:

What is a press kit?

A press kit is an information packet conveniently assembled for the media to review. Most P.R. professionals use simple tools to compile a media kit, starting with a two-pocket folder, plastic envelope, or even a paper envelope.

What goes into a press kit?

A press kit usually consists of the following:

- Press release(s)/news release(s)
- Company brochures
- Related company news
- Slides/transparencies/photos
- Company fact sheet/brief company history

What is a press release/news release?

A press release or news release {interchangeable terms} is a brief announcement, which contains newsworthy material. "News" is the operative word. Explain the innovative aspects or the benefit of your product. A release is written in the style of an article {in third person}. This means that parts of – or the whole – release could be used as is in a publication. It can conclude with a background paragraph on your company. On the first page, always include the date, contact name, title and phone number for people to call with questions, or if they need more information. Press releases are usually one or two pages in length.

Is it necessary to put our company's name and booth number on the cover of every press kit?

Yes. If an editor or reporter picks up your kit and readily sees the booth number on it, he or she saves time by not having to look up the location in the show directory.

Does every slide, transparency and photo in the kit need to be identified?

Yes. Again, an editor will be more inclined to work with a manufacturer who is organized and presents an array of choices.

Should a product sample be enclosed?

If you are a fabric or wall coverings manufacturer, for example, you may choose to add a small piece of the material in the press kit. It is not necessary, though.

Should past articles be enclosed in the kit?

If your company was written up in a major newspaper or magazine, you may wish to add a copy of the article, but it is not an essential component for your press kit.

Is a business card necessary in a press kit?

No. A business card may be enclosed but it is not necessary. The contact name on the press release should be the person whom the press should call.

SMS PS MS-G Press Lounge and Press Room

Take advantage of a simple publicity opportunity during Market. Submit your company's Press Kits to MMPI and the AFMA Media Center ... it's easy and free!

Location of the Press Lounges

The MMPI Press Lounge is located on the 1st floor of The Suites at Market Square at 200 W. Commerce Street in downtown High Point. Media representatives can rest or work, grab a cup of coffee or talk to colleagues, and check e-mails during Market.

Submit Your Company's Press Kits

MMPI strongly encourages you, as a tenant and exhibitor to be a part of the Press Lounge by submitting your company's press kits before the Fall 2007 Market begins. Throughout the Market, many important partners, industry association members and press members will visit the Press Lounge. Our hope is that you will gain maximum exposure during Market by submitting information about your company and products.

It's Free and it's So Easy...

Just gather any press releases, previous media articles featuring your company, products and any collateral materials or slides. Compile them into folders and send them to **two separate locations** listed below by Saturday, September 29 by 5 p.m. **Please note:** Press kits will be displayed in alphabetical order by company name. Press kits received after 5 p.m. on Saturday, September 29 will be placed on late arrival shelves in the order received. **Please see attached form from High Point Market Authority for submission of press kits. Make sure to enclose packing slip provided in attached forms.**

Please ship approximately 50 press kits to Suites at Market Square Press Lounge

Suites at Market Square Dock • 124 South Elm Street • High Point, NC 27260

Phone: 336/821-1502 (required for Fed Ex or UPS shipping)

Please ship approximately 50-75 press kits to the High Point Market Media Center

The Media Center @ The High Point Theater • 220 E. Commerce Avenue • High Point, NC 27260

Phone: 336/884-5000 ext. 106 (required for Fed Ex or UPS shipping)

Please provide an information sheet noting the following details as a packing list within your shipping carton:

Company name

Contact person and telephone number during Market

Number of press kits supplied

We hope you will participate in this ideal publicity opportunity to get the word out about your unique product or service. Feel free to call Karen Olson of Merchandise Mart Properties, Inc. at 336/821-1502 if you have any questions regarding your press materials. Thank you!

Events Calendar

If you are planning to host special events in your showroom and would like additional press coverage and publicity, please submit information and a copy of your invitations to the following locations:

MMPI Marketing Department – Mail, fax, or email information to Amy Stone, 305 W. High St., High Point, NC 27260; fax 336/821-1503; email astone@mmart.com **Deadline for submission: Friday, July 13, 2007.**

Press Calendar of Market Events – Mail, fax, or email information to Pat Bowling, 317 W. High Avenue, 10th floor, High Point, NC 27260; fax 336/884-5303; email pbowling@ahfa.us **Deadline for submission: Monday, September 24, 2007.**

The Suites at Market Square and Plaza Suites are Non-Smoking Facilities

Thank you!

Merchandise Mart Properties, Inc. wishes to thank you for exhibiting with us at the Spring Market. We also thank you for reading these directions and complying with them. It is important we all work together to help assure a smooth move-in, booth set-up, dismantling and move-out for everyone. We appreciate your cooperation. Our goal is to provide outstanding customer service to you and your Buyers. Please contact the Exhibitor Services Desk should you have any questions, require any clarification or have suggestions for our operation at future High Point Markets.