

Showroom Manual



**International Home Furnishings Market
October 1-7, 2007**



**Merchandise Mart
Properties, Inc.**

Permanent Showrooms Exhibitor Services Manual

Merchandise Mart Properties, Inc. (MMPI)

General Show Information

Exhibit Dates & Hours

Monday–Saturday, October 1-6	8 a.m.–7 p.m.
Sunday, October 7	8 a.m.–5 p.m.

Freight Delivery, Set-Up & Move In Hours

Dock Hours

Monday–Friday	8 a.m.–5 p.m.
Monday, September 17–Saturday, September 29	8 a.m.–4 p.m.
Sunday, September 30	8 a.m.–12 noon

Exhibitor Services Information

Badges

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 onsite.

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 June 1, 2007

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

Temporary 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 main entrance upon arrival. Hiring of street labor for work in the building is strongly discouraged for security reasons.

Electrical Services

Electrical equipment must conform to City of High Point code requirements.

1. No zip cords, taps or extension cords over 6 feet. Cords cannot be plugged in consecutively.
2. 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.
3. Spring clamp light fixtures are not permitted.
4. Christmas tree lights are permitted, but must be unplugged nightly.
5. All fixtures must be UL listed, City of High Point approved, though this does not ensure passage of High Point Electrical Code.

Contractor Guidelines

Any customizations that involve altering the showroom must be reviewed by Operations. Exhibitors who wish to employ Contractors should make known to them the guidelines to be followed, plus the following qualifications to those guidelines:

1. The Contractor shall be given the right to provide services requested of them by an exhibitor in setup of their showroom and shall have the right to utilize qualified employees registered in advance with Show Management.
2. The Contractor shall adhere to the rules and regulations in this manual
3. The Contractor 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.
4. 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.
5. Contractors shall cooperate fully with MMPI.
6. Contractors shall sign-in at the Tower Desk each day.

Press & Publicity

Accessory Merchandising Bedroom Magazine	847/634-7889	Home Accents Today	336/605-0121
Casual Living	704/841-8323 336/605-1122	Home Décor Buyer	847/675-7400
Fabrics & Furnishings Int'l	914/923-2246	Home Fashion & Furniture Trends	312/849-2220
Furniture Style	847/632-7889	Home Furnishings Business	336/ 601-9011
Furniture Today	336/605-0121	Home Lighting & Access.	973/779-1600
Furniture World	914/235-3095	LBD Interior Textiles	212/661-1516
Garden Décor Today	336/605-0121	Market Press	336/888-3599
Gift and Dec.	847/390-3984	New York Spaces	201/571-2251
Accessories		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

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.

Press Lounge and Press Room

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

Press Lounge

We are once again planning to host our marketing partners and special media guests in the Press Lounge for the Fall 2007 Market. The Press Lounge is located on the 1st floor of The Suites at Market Square at 200 W. Commerce Street in downtown High Point. Our marketing partners 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 at 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.**

Accommodations

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

Transportation

Airports

Charlotte/Douglas International Airport www.charlotteairport.com
Piedmont Triad International Airport www.ptia.org
(serving High Point, Greensboro and Winston-Salem)
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
Hertz Rent-A-Car 800/654-3131 or 336/668-7961
National Car Rental 336/668-7657 or 800/227-7368
Thrifty 800/847-4389
Triangle Rent-A-Car 336/668-3400 or 800/365-4745

Discount Code: 53M4080
Discount Code: 5006752
Discount Code: CD#004C003747

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 and shuttles 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

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.

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, September 30–Sunday, October 7, 8 am – 7 pm. Pick up will be located outside the US Air baggage claim. (No reservation required)

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.

Rules & Regulations for Tenants

Exhibitors are advised to carefully read the Terms and Conditions in the following section. In addition, special attention should be given to the rules outlined below:

1. Tenant badges are required at all times.
2. Tenants 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.
3. Adhere to all Fire Department, Tenant Construction rules.

Sample Sales

Any tenant selling merchandise to buyers must inform the buyers that samples can be picked up on Sunday, October 7. This is the only day samples can be removed. Items that are hand-carriable by one person in one trip, without the use of carts, dollies or flat trucks can be removed from 12 noon–5 p.m. For larger items that require the use of equipment, instruct buyers to pick-up October 10.

Security

Security will be on duty beginning September 17, until 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 management, its agents and its official vendors neither offer nor accept responsibility of any kind for tenants' property. Tenants can hire the services of a security guard by contacting Rick Williams, pager: 336/410-5298.

Set-up

All set up for showrooms must be completed by 12 noon on Sunday, September 30. This will be strictly enforced so MMPI can complete trash removal and housekeeping duties. 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 onto the exhibit floor once the show has opened.

No merchandise may be moved in common areas during official hours of the Market.

Dock Information

Furniture Plaza

Charles Teague, Dock Supervisor

Phone: 336/821-1520

Fax: 336/821-1587

Hamilton Market

Lynn Campbell, Dock Supervisor

Phone: 336/821-1535

Fax: 336/821-1596

Market Square

Lynn Campbell or Sam Sampson, Dock Supervisors

Phone: 336/821-1535

Fax: 336/821-1596

National Furniture Mart

J.C. Washington, Dock Supervisor

Phone: 336/821-1530

Fax: 336/821-1601

Plaza Suites

Rick Johnson, Dock Supervisor

Phone: 336/821-1644

Fax: 336/821-1645

Dock Charges

Dock Time per hour \$15.00

Labor/per man/per hour* \$15.00

All showrooms are encouraged to notify our Materials Management Department at 336/821-1535 in advance of incoming shipments. This enables us to better schedule for your needs and to reduce costs. Showrooms are also welcome to use their own labor in which case, only Dock time fees apply. You may ship your materials from the show via any carrier. You are required only to contact your carrier, pack your material, and file a Bill-of-Lading with the Dock Supervisor (attach a copy of Bill-of-Lading to your packages).

MMPI is not responsible for loss or theft of materials after they have been delivered to your space or after they have been picked up for loading out of the dock.

ONLY tenant vehicles will be loaded on Monday, October 8 and Tuesday, October 9. Common carriers will be loaded beginning October 10. There will be no loading of freight over the weekend.

Tenants are responsible for loading their outbound shipments (POV or Common Carriers). MMPI assumes NO responsibility for improperly loaded product.

Showroom Cleaning

Cleaning services available by contacting one of the following:

Hutson Maintenance

Dot Hutson

314 Franklin Dr.

Thomasville, NC 27360

336/475-8805

Quick's Maintenance

413 Lardner Ct.

High Point, NC 27260

336/886-8969

Market Showroom Cleaning

Bryant Hinson

P.O. Box 5315

High Point, NC 27261

336/882-0856

RJR Enterprises

Jeremy Runion

2114 Bail Road

Thomasville, NC 27360

336/475-9822

Signage

Custom signage can be ordered from the following:

Precision Fabrication, Inc.

Phone: 336/885-6091

Fax: 336/885-4154

Smoking

Market Square, Market Square Tower and Hamilton Market are non-smoking facilities. Furniture Plaza and the National Furniture Mart are now officially smoke-free buildings. Designated smoking areas will be located at the entrance of each loading dock and will be maintained with ash urns and waste receptacles for your convenience. Please be sure to notify your staff and sales team.

Storage

No storage facilities are available on site.

Telephone Installations

North State Communications handles all new phone installations and relocations for exhibitors. North State needs to know the type of phone system, service, billing information, etc. The exhibitor is responsible for contacting the telephone company directly for service. Call 336/886-3609 or fax 336/886-4881 your telephone requirements to North State Communications.

Tipping

[Tipping of labor is not permitted.](#)

Call 336/821-1540 should you experience any MMPI staff member requesting or even implying the need for tips.

Fed Ex, UPS and Other Package Services

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 these packages.