



EXHIBITOR INFORMATION KIT

For any questions, please contact:
Andria Gibbon, VP Events & Education
agibbon@afci.global or 201-835-1231

EVENT VENUE

Bethel Woods Center for the Arts
200 Hurd Rd.
Bethel, NY 12720
www.bethelwoodscenter.org

EVENT SCHEDULE

Thursday, September 27

Set up: 20'x20' tents or larger 8:00am-5:00pm

Friday, September 28

Set up: 10'x20' tents or larger 8:00am-5:00pm
Set up: 10'x10' tents & tabletops 12:00pm-5:00pm

All pre-shipped items must be removed from staging area by 12pm, Friday, September 28th

Networking Event: Event room, main building 5:30pm-7:30pm
Event is limited to 2 per company, additional tickets are \$35. Please see form at end of kit.

Saturday, September 29

Set up/Vendor Access 7:30am-10:00am
Note that Sister Hazel's sound-check will be happening 9:00am-9:45am this morning. Contest winners will be on property during this time.

All individuals will be required to go through security upon arrival at the gates. We suggest getting to the venue prior to 9:30am each morning for easier access to the grounds.

Festival Gates Open: 10:00am-6:00pm
Festival grounds to be cleared by 7pm

Sunday, September 30

Vendor Access

7:30am-10:00am

Festival Gates Open:

10:00am-6:00pm

Festival grounds to be cleared by 7pm (attendees only)

Move Out

6:00pm-10:00pm

Monday, October 1

Move Out

8:00am-12:00pm

Exhibits to be removed by 12pm. Any exhibit materials left at that point will be discarded at the exhibitor's expense.

EVENT ACCESS

Upon arrival at the venue on Thursday or Friday, please visit the Exhibitor Check-In table inside the entry gates to receive your welcome packet. Starting Saturday, please check in at the Will Call window in the Box Office. The person picking up the packet will be required to sign that they received it. No portion of the packet may be withheld for someone else to pick up.

Your packet will include:

- Cloth wristbands for your staff to wear at all times for access to the grounds and exhibitor parking
 - Wristbands will be distributed 2 per 10'x10'/tabletop exhibit. To request additional wristbands, at \$10 each, please use the form at the end of this kit.
 - Lost/additional wristbands onsite will incur a \$15 charge
- Festival map highlighting your space location
- Welcome letter/important festival information and reminders

PARKING

Parking is free. There will be a designated exhibitor parking lot. You will have access to this lot with your wristband only: no exceptions.

SECURITY

Security will be provided throughout the festival grounds and overnight. The grounds will be cleared each night. However, we suggest that you remove any and all valuable items from the property for safekeeping.

SHIPMENTS AND MATERIAL STORAGE

Shipments of exhibiting material may be made direct to the venue on or after Monday, September 24. We kindly ask vendors within driving distance, to bring their materials with them and not ship to the venue due to limited storage space.

Shipments cannot arrive at the venue prior to Monday, September 24

Shipments should be sent to:

Bethel Woods Center for the Arts

ATTN: In the MKNG: your company name

200 Hurd Rd

Bethel, NY 12720

Shipments will be placed in a holding area and all materials must be removed no later than Friday, September 28 at 12pm. There will be an unsecured storage area onsite available for any items that you may need to keep throughout the weekend.

Important: YOU are responsible for moving all product to/from the storage area/your exhibit. No labor will be provided. Some dollies will be provided, but these will be shared amongst all and belong to the festival organizers. We suggest packing a dolly for your own benefit.

Any materials left in the storage area or on the festival grounds past 12pm on Monday, October 1 will be discarded at the exhibitor's expense.

Shipments for Workshop classes

Shipments for product for classes only will be stored in the same building that is housing the classes. The room will not be far from the classrooms themselves. Shipments will not be accepted until on or after Monday, September 24.

Please use the same address as above, but mark as such:

ATTN: In the MKNG: CLASSROOM: *your company name*

EVENT RENTALS (tables, chairs, décor, etc)

For all of your event rental needs, please contact:

Rent-E-Vent, by Rent-E-Quip

www.rent-e-vent.com (online ordering)

Or call 570-253-8368; 800-549-5226; contact Catherine Romain

Please be sure to review your vendor contract as to what equipment will be provided prior to ordering additional materials.

HOURS OF OPERATION:

M-F: 8am-6pm

Sat.: 8am-4pm

Sun.: 8am-12noon

CONSTRUCTING YOUR EXHIBIT (TENTS)

Remember that this is an outside event and while you will have a tent over your head, all four sides of your exhibit will be facing the elements. An extravagant booth build is not necessary in this environment. Also to keep in mind, there are areas on the venue grounds that NOTHING can be staked into the ground due to the venue's irrigation system. If you need to stake any part of your display or signage into the ground, please let the organizers know when contracting your space so that we may accommodate your placement on the grounds accordingly. All items should be weighted properly. Note that this area has a tendency for high winds, please plan accordingly.

EXHIBITING OUTSIDE/WEATHER

This event is rain or shine. In case of inclement weather or unexpected overnight rains, we suggest you bring tarps to cover any materials you would not want to get damaged by rain. The venue is a combination of grass, gravel and paved pathways. Comfortable footwear is suggested to brave the elements and standing on your feet for extended periods of time. Standard umbrellas are permitted. In case of shine, don't forget your sunscreen and sunglasses! Note that this area has a tendency for high winds, please plan accordingly.

SELLING MERCHANDISE

Retail sales are permitted on premise as well as wholesale order writing. In the State of NY, you are subject to sales tax through NY State and you must register with the Tax Department and obtain a Certificate of Authority. The Certificate of Authority gives you the right to collect sales tax on your taxable sales and to issue and accept most NY State sales tax exemption certificates. Please visit the NY State [website](#) for additional information.

Remember to prepare for cash sales and have adequate change on you. There are limited ATMS on property. The closest bank is approximately 4 miles away: <https://www.jeffbank.com/>

PRODUCT AMOUNTS FOR DEMOS/MAKE-N-TAKES

When packing up your project kits, products and supplies, take the following into consideration when trying to figure out how much to ship to the grounds:

- How many projects, in your space, can you host at one time? Let's say 4.
- How long does a project take to complete on average? Let's say 15 minutes.
- This means at 4 projects per 15 minutes each, you can complete 16 projects/hour.
- With 8 hours in a festival day, you can complete 128 projects/day.
- With 2 days in the festival, you can complete 256 projects over the weekend.
- Also take into consideration any product that you may want to give away, sell or utilize in addition to the actual completed projects.

UTILITIES

Electric

Electric may be requested when you contract your space. There is a \$50 charge for access to electric. You will be placed on property based on your electric needs. If you do not indicate that you need electric on your contract, you may be placed in an area that does not have any electric access. To update this order, please contact Donna Cennimo at dcennimo@afci.global or 201-835-1217. **NOTE: Please bring extension cords and power strips with you – these will not be provided.**

Water

Please notify event organizers prior to the event if you need access to water for your display. Special arrangements will be needed for this and additional fees will apply. Please contact Donna Cennimo at dcennimo@afci.global or 201-835-1217.

Internet

Wifi will be provided for all vendors. We suggest that you only use the wifi for doing business and to keep personal devices off of it in order to eliminate heavy traffic on the service.

IN-BOOTH ACTIVITIES

A booth event form is included with this kit. Please fill this out and return as soon as possible so that we may include your activities within our overall festival schedule.

TRAVEL AND LODGING

Please visit our [website](#) for up-to-date lodging partners, nearby airports and ground transportation services.

TERMS AND CONDITIONS

Please refer to your space contract for all terms and conditions.

Networking Event RSVP

Friday, 9/28/18

5:30pm-7:30pm



Return form by 9/14/18 to Donna Cennimo at dcennimo@afci.global

Company Name: _____

Contact Name: _____

Contact Phone: _____ Email: _____

Each company may bring 2 guests complimentary, those guests are:

1. _____
2. _____

Additional guests will be \$35/guest.

1. _____
2. _____
3. _____
4. _____
5. _____

Total # of Paid Guests: _____ x \$35 each = TOTAL \$ _____

Method of Payment: AMEX DISC MC VISA

CC# _____ Exp Date _____ CCV _____

Billing Address: _____

Name on Card: _____ Signature: _____

Additional Wristbands Order Form



Return form by 9/14/18 to Donna Cennimo at dcennimo@afci.global

Company Name: _____

Contact Name: _____

Contact Phone: _____ Email: _____

Each company will receive 2 complimentary wristbands per 10'x10'/tabletop exhibit space
Ex: a 20'x20' exhibit will receive 8 complimentary wristbands

No form is required in order to receive your complimentary wristbands. These will be provided to you upon check in. Only return this form if you need to order additional wristbands.

Additional wristbands above your allotment will incur a fee of \$10/wristband.
Lost/additional wristbands onsite will incur a fee of \$15/wristband.

ORDER:

Total # of Additional Wristbands _____ x \$10 each = TOTAL \$ _____

Method of Payment: AMEX DISC MC VISA

CC# _____ Exp Date _____ CCV _____

Billing Address: _____

Name on Card: _____ Signature: _____



Booth Activity Form

Deadline August 31st

AFCI will promote booth activity through pre-event marketing on our event website, in pre-event email blasts and special call-outs in the festival guide. Do not miss this opportunity to feature a key individual appearance, booth giveaway, make-n-takes or interactive projects within your space that you want attendees to know about! Please provide as much detailed information below as soon as it is available to be included in pre-event marketing.

Note that all exhibitors must adhere to the rules and guidelines provided in your exhibit space contract and exhibitor service manual pertaining to booth activities.

Exhibiting Company Name: _____ **Booth #:** _____

Company Contact Name: _____ **Same as Onsite?** ___ Yes ___ No

Contact Email: _____ **Contact Phone:** _____

Onsite Contact Name (if different than above): _____

Contact Email: _____ **Onsite Phone:** _____

Booth Event Details: *Mark all that apply*

___ **Make-n-Take** ___ **Individual Appearance** ___ **Interactive Project** ___ **Giveaway** ___ **Other**

Details of Event:

Please provide date(s)/time(s) and description of the event. If the event is an individual appearance, please provide that individual's contact information if available so AFCI may reach out to them for more information, biography, photos, and additional marketing materials.

For any questions and to return this form:
Donna Cennimo, Sales Coordinator
Email: dcennimo@afci.global
Phone: 201-835-1217 * Fax: 201-835-1265