



EXHIBITOR INFORMATION PACKET

WELCOME TO WOMEN'S FAIR!

We are so excited for Women's Fair 2024 and want to make sure that you and your business are fully prepared and successful! Included in this packet is everything you need to prepare for the show, including general show information, rules, and regulations.

Also check out our helpful tips page to maximize your participation and boost your results at the show. You will be front and center to thousands of attendees who are too eager to listen, learn, SHOP & have FUN! It is very important for you to have an eye-catching exhibit and get the exposure you deserve!

For more information go to the EXHIBITORS INFORMATION page on our website at womensfair.com. CHEERS to a great event!

Sincerely,
Sari Schrepferman & Kathleen Yeoman
Co-Owners - Invision Productions, LLC

GENERAL INFORMATION

SHOW DATES

April 26-28, 2024

SHOW LOCATION

Century II - Expo Hall
Downtown Wichita
225 W. Douglas
Wichita, Ks 67202

SHOW DAYS & HOURS

Friday, April 26: 12:00pm - 7:00pm
Saturday, April 27: 9:00am - 6:00pm
Sunday, April 28: 11:00am - 5:00pm

EXHIBITORS MAY ENTER

Friday, April 26: 8:00am
Saturday, April 27: 7:30am
Sunday, April 28: 9:30am

Exhibitors must remain in their booths until the close of the show each day.

Exhibitors will enter through the west dock doors and the south dock doors.

Free shuttle service is provided to exhibitors from the free parking lots to Century II on show days – one hour prior to show opening and 30 minutes after show closes. Exhibitor drop off and pick up is at the south dock doors.

MOVE-IN AND MOVE-OUT

MOVE-IN DATES:

Wednesday, April 24: by invitation only (drive in)
Thursday, April 25: 9:00am to 7:00pm (drive in)
Friday, April 26: 8:00am - 11:00am (walk-in only)
Exhibits must be fully set up by 11:00am on Friday

Unloading/Loading Time:

Please unload your items as quickly as possible during move-in. Leaving your vehicle for long periods blocks the aisles and slows down the process for other exhibitors. Once you remove your vehicle from the building and park outside, you can come back to finish setting up your booth.

MOVE OUT:

Sunday, April 28: 5:00pm – TEAR DOWN
No tearing down of exhibits or removal of any kind before 5:00pm on Sunday. All products/items must be removed from the building on Sunday.

SUNDAY MOVE-OUT SCHEDULE

5:00pm – Exhibitors may begin to tear down and pack-up their booths
5:30pm – Century II will provide their carts to carry out your items
6:00-6:30pm (approx.) - Overhead doors will be ready to open to drive in once we have removed some booths and created aisle space for driving inside the building.

We ask that exhibitors please follow these instructions during move-out. Our staff is there to facilitate this process to make sure it goes smoothly and safely for everyone.

Wichita Police will be in the building to help direct move-out and ensure safety.

EXHIBITOR BADGES/ Wristbands

Exhibitor badges/wristbands may be picked up at the show office during move-in. Each badge/wristband gains admission for one exhibitor.

All exhibit personnel MUST wear a badge/wristband while on the show floor.

Lost badges/wristbands will not be replaced.

Additional exhibitor badges/wristbands may not be purchased. 1-Day passes/tickets may be purchased for \$10 each.

STAFF 1-DAY PASS/Ticket

Each exhibitor receives 1-Day Passes/Tickets to hand out to staff working at your booth so they can enter the building. These will admit one person, one time only. TICKETS ARE NOT TO BE SOLD.

| BOOTH SIZE | EXHIBITOR BADGES | 1-DAY PASSES/Ticket |
|------------|------------------|---------------------|
| 10x8-10x10 | 4 | 4 |
| 10x20 | 8 | 4 |
| 20x20 | 10 | 4 |
| 20x30 | 12 | 4 |

| EXHIBITOR DOCUMENTS AVAILABLE ONLINE (by March 15th) on the "Exhibitor Information" page at womensfair.com | INCLUDED IN BOOTH SPACE RENTAL |
|---|---|
| <ul style="list-style-type: none">• Exhibitor Information Packet• Utility Order Form (electricity is ordered through Century II)• Decorator forms• Sales Tax form• Show floorplan• Parking/Shuttle map• Hotel Information | <ul style="list-style-type: none">• 8' high draped backdrop (black)• 3' high draped booth dividers (black)• One 6' skirted table and 2 chairs• Standard sign (6" x 42")• General exhibit hall security• Listing in official show program and on show website• Badges for staff• 4 Admission 1-Day passes/tickets |

*NOT INCLUDED - UTILITIES

- Electricity
- Secure – Wi-Fi internet access

Free 'unsecured' Wi-Fi and internet access is provided.

*These items need to be ordered through Century II at an additional cost. Order form is available on the "Exhibitors" page at womensfair.com.

DEADLINE: 5 business days prior to event to receive discounted rate.

Orders: call 316-303-8602 OR email: stephanie.slater@asmwichita.com

BOOTH DISPLAY AND EQUIPMENT is provided by the show decorator Henry Helgerson Company.

All booth activities and displays must be within your designated booth dimensions. Each 10x10 space booth includes one black 8-foot back drapes, 3-foot side drapes, one black draped 6-foot table and 1 side chair. **IMPORTANT:** Your display should be a minimum of 4" narrower than your booth width. Additional equipment can be rented from the Henry Helgerson Company. Payment and arrangements should be made directly with Helgersons. Contact the Henry Helgerson Company at 316-943-1851 for additional booth equipment.

BALLOONS & BOOTH DECORATIONS

Increase your booth visibility at Women's Fair with Balloons! Balloon Studio is the only authorized exhibitor or decorator allowed to use balloons within Century II during the Women's Fair. The Balloon Studio is the only authorized helium balloon provider for Century II Expo Hall. Place your balloon order 2 weeks prior to the event to secure decorations.

Balloon Studio

Debbie Wierenga, CBA

316-733-1029

www.balloonstudiowichita.com

SECURITY

General security and door guards are provided in the exhibit areas from the first night of move-in Wednesday through the end of move-out on Sunday.

SALES TAX

The sales tax rate for Wichita, Kansas is 7.5%. This is the total of state, county, and city sales tax rates. Sales tax forms are available on the EXHIBITOR INFORMATION page at womensfair.com.

Exhibitors are responsible for the collection and reporting of their own sales tax to:

Kansas Dept. of Revenue
915 SW Harrison St., Topeka, KS 66625
785-368-8222
www.ksrevenue.org

BOOTH ETIQUETTE

Sharing a building with hundreds of other businesses requires consideration from everyone. The Women's Fair officials reserve the right to reject any exhibit, or part thereof, which is not in keeping with the character, good taste, spirit, and non-political nature of the Women's Fair. **All business must be done within the confines of your booth space only.**

Please provide a trash container at your booth if you are handing out food or beverage samples. Remind your booth staff not to take food samples from other booths unless they are considering the purchase of a product. Respect your neighbor's access to customers. Control your crowd. Make sure that the people visiting your booth, or your staff are not blocking the front of other booths. If you need help with this, contact the Women's Fair office at the north end of the exhibit hall. Door prizes and shopping spree promotions are designed to generate more attendees for you; they are limited to paid attendees.

BOOTH CONSTRUCTION AND APPEARANCE

The normal height restriction for all exhibits or portions thereof, including sign, is eight feet. Exceptions must have prior written approval from the Women's Fair officials. All signs must be printed in a professional manner. Any exhibitor having signs which appear amateurish or detract from the overall professionalism of the Show will be asked to remove said signs. Exhibitors are encouraged to use custom built displays, however if that is not possible, exhibitors may utilize the standard booth equipment which is furnished by the Women's Fair. All displays should be built approximately four inches narrower than actual space specifications to insure proper fit. Any portion of the exhibit, including the back or side of the custom-built display, shall be covered, or finished appropriately to not interfere with neighboring booth displays.

CHARACTER AND CARE OF EXHIBITS

Each exhibitor will display only products or services which are sold in the exhibitor's regular course of business. The Women's Fair officials reserve the right to reject any exhibit, or part thereof, which is not in keeping with the character, good taste, spirit, and non-political nature of the Women's Fair. The Women's Fair custodial staff will sweep and clean the aisles, but exhibitors must keep their spaces and exhibits clean and in good order. Century II cleaning staff will not enter booths overnight. If you have a trash can that needs to be emptied, please place it in front of your booth for disposal.

All exhibits must be ready for display 1/2 hour before the Show opening. Nothing may be attached to the floor. Written permission from the Women's Fair and Century II is to be obtained if there is to be any masonry construction or other unique construction on floor. An approved barrier must be placed under anything that could scratch, wet or mar Century II's floor.

SIGNS, POSTERS & BANNERS

Signs, posters & banners are only authorized within your booth space. Any use beyond your booth space is strictly prohibited without prior approval. Unauthorized signs will be removed at your expense. Signage is required to be professionally done. NO handwritten or amateur signs will be allowed, as they detract from the professional appearance of the Fair. The Women's Fair reserves the right to remove any unprofessional, obtrusive, or inappropriate signage. All signs must be removed at the end of the Fair. Signage of stages and signs or banners hung from the ceiling of Century II are at the discretion of The Women's Fair Management and require prior written approval. A work order must be completed for Century II to hang signs from the ceiling or on Century II walls. Masking tape is the ONLY approved tape for use on the walls or windows. Double-backed carpet tape is NOT allowed.

DISTRIBUTION OF LITERATURE AND SOUVENIRS Printing, advertising, souvenirs, etc., may be distributed by exhibitors from the assigned space only (IN BOOTH). Any souvenir or advertising that is of objectionable or undignified character will not be permitted. Souvenirs will not be of noise making variety. Helium balloons can only be utilized when ordered from the official balloon concessionaire. All such gifts are subject to the approval of the Women's Fair. Exhibitors must confine all activities within the limits of their own exhibit space.

NO SUBLETTING OF SPACE

An exhibitor shall not assign, sublet or share the whole or any part of the allotted space. No exhibit may include signage promoting products, vendors, or services other than those sold in the exhibitor's regular course of business. When it is necessary to use the equipment or product of

another distributor or dealer whose equipment or product could be displayed separately, then no advertising of that company, equipment or product may be in evidence.

UNOCCUPIED SPACE

If an exhibitor fails to occupy contracted space or fails to comply in any other respect, the Women's Fair officials have the right to rent such space without releasing the exhibitor from paying the sum agreed upon in the signed contract.

SOUND CONTROL-NOISE

Loudspeakers, radios, television sets, or the operation of any machinery or equipment which is of sufficient volume to be annoying to neighboring exhibitors are not permitted. Public address systems used to attract the attention of people passing in front of any booth are prohibited.

SMOKING

Century II is a smoke-free facility. Smoking is not allowed in any part of the building. If necessary, use the **West Dock Doors for smoke breaks**.

NO OUTSIDE FOOD ALLOWED

City Ordinance #40-133 prohibits food or beverage from being brought into the building. The Women's Fair Management is bound by law to comply; there can be no exceptions. Exhibitors may distribute sample portions only of food products. Exhibitors cannot offer full portions for free or for sale that would compete, in any way, with the exclusive food vendor and concessionaire at Century II. Food exhibitors may provide samples of their foods. (Samples are defined as a 1 oz. bite-size portion and drink size is 1 oz.) Please make sure that you offer trash cans in front of your booth for disposal of sample materials by attendees.

HOUSEKEEPING & WASTE

During move-in, move-out and show hours, exhibitors can place their broken-down boxes on the labeled wheeled cart which will be near the west dock overhead door by the restrooms and concessions.

Broken down boxes can also be put in the center of your aisle AFTER the show closes each evening for Century II Event Staff to pick up during nightly clean-up. Please do not leave trash and/or boxes in the aisles during move-out. At move-out, we ask that exhibitors take their boxes and trash to the designated wheeled cart at the west dock door or leave the broken-down boxes in their booth.

PROPANE GAS

LP gas containers for demonstration purposes must be 4.25 pounds or less. Spare bottles must be left outside the building. Self-contained torch assemblies must have 1-pound LP gas bottles. LP gas tanks on commercial and recreational vehicles must be empty.

COMBUSTIBLE MATERIALS

Combustible oils, gases or charcoal cannot be used as a part of any exhibit without prior written approval. All inflammable materials must be fireproof.

VEHICLES ON DISPLAY

Century II and ASM Global Management requires that all display vehicles must have minimum gas, the batteries disconnected, gas caps taped or locked, and ignition keys removed. Keys are to be kept with Women's Fair management throughout the show.

SHIPPING & STORAGE ARRANGEMENTS

All advanced shipment arrangements must be made with Henry Helgerson Company (316-943-1851). You can complete the Shipping/Freight form on the womensfair.com website on the Exhibitor Information page. Exhibitors are responsible for their own shipping arrangements. Century II or the Women's Fair will not receive nor store any vendor product, materials, or equipment. **Henry Helgerson Company at: (316) 943-1851**

PARKING & SHUTTLE BUSES

See the Century II Parking information sheet and area map on the womensfair.com website for free parking areas and paid parking areas. Paid parking is through the ParkMobile app for \$5 per day. Anyone parked in a paid space illegally is subject to a fine through the City of Wichita. Women's Fair management has no control over parking requirements and restrictions.

FREE shuttle buses will run every 15 minutes from 1 hour prior to the Fair opening until 30 minutes after closing. Location: Water St. Garage - 1 block south of Century II at the corner of Water & Dewey. Directional signs will be posted during show days.

CONTINGENCIES

In case the facility or the exhibition area shall be destroyed by fire, or other elements, or by any other cause, or in case any other circumstances shall make it impossible for the Women's Fair officials to permit the contracted space to be occupied by the exhibitor, exhibitor waives any claim for damages, compensations, or refund.

LIABILITY

Neither the Women's Fair producers, Invision Productions, LLC, the City of Wichita, ASM Global or their agents or employees will be responsible for any injury, loss or damage that may occur to the exhibitor, or to the exhibitor's employees or property from any cause whatsoever, prior, during or subsequent to the period covered by this Agreement, and the exhibitor expressly releases the foregoing named entities, individuals, representatives, and officials from any and all claims for such loss, damage or injury and shall indemnify and hold harmless Women's Fair, the City of Wichita, and ASM Global Management from all claims incident to the Agreement, including costs and reasonable attorney fees except for acts of gross negligent conduct, from the act of or omission of the promoter or the City of Wichita.

EXHIBITOR INSURANCE

It is a requirement of this contract that exhibitors have public and property liability insurance to protect themselves, the Women's Fair, its representatives, the City of Wichita, and ASM Global Management against possible claims arising prior, during or after the period of the event.

LODGING & HOTEL ACCOMMODATIONS

SPECIAL RATES & ONLINE BOOKING AVAILABLE at WOMENFAIR.COM

For reservations and discount deadlines go to our website at Womensfair.com and click on "Hotels." Discounted rates may be available for some hotels.

Drury Plaza Hotel – across from Century II
400 West Douglas Ave. Wichita, KS 67202
Phone: (316) 262-5000

The Hyatt Hotel – connected to Century II
400 W Waterman St, Wichita, KS 67202
Phone: (316) 293-1234

Fairfield Inn Downtown
525 S Main St, Wichita, KS 67202
Phone: (316) 201-1400

RV Facilities
All Seasons RV Park Inc
15520 W Maple St
Goddard, KS
(316) 722-1154
151st St W and Maple (1 mile north of Kellogg or Hwy 54)
Reservations are recommended.

EXHIBITOR PROMO TIPS

Boost your exhibit traffic and boost your results!

No other form of advertising offers your customers the opportunity to see, touch, taste, feel and shop the way an exhibit does.

Remember, you only have 5-7 seconds to catch a guest's attention.

MAKE YOUR FIRST IMPRESSION COUNT!

1. Set goals. Plan out the space before arriving onsite, determine your physical needs, and the space you will need for demonstrations, customer interaction and sales. Then share your goals with your staff so they can help you accomplish your objectives.

2. Work your social media – let your Facebook and Instagram followers know that you are part of the show. If you want to do a promotion and give away tickets to the show, let us know and we can help make it happen.

TAG US IN YOUR POSTS:

Facebook: @WomensFairWichita

Instagram: @womensfair

If you use hashtags in your posts here are a couple that are used: #wichitawomensfair and #womensfairwichita.

While we encourage you to promote and tag Women's Fair to create excitement for your booth and the show, we ask you to be mindful of your content. Keep your event related content respectful, positive, and appropriate to our audience. Tags are reviewed and may be shared on our FB and IG pages for more promotions!

3. Send an email marketing campaign out to your customer list. Let your customers know that you're going to be at the show and to come see you. Maybe you might want to offer an incentive for stopping by your exhibit space.

4. Consider offering a bounce back coupon or incentive to drive traffic back to your retail store/website after the show.

5. Encourage your clients, friends, and family to forward your show news to their friends -- you can offer them the same special discount code.

6. Floor covering is a great upgrade. It makes your exhibit space attractive and helps your feet last longer! Also, hide unsightly table legs, boxes, supplies, and extra materials by draping tables to the floor with floor length linens or table skirts. Each 10x10 space includes a 6' skirted table. Carpet and tables/skirts are available through the show decorator.

Henry Helgerson Company: 316-943-1851

7. Make sure to clearly identify your company and product. Place your signage at eye level or higher. Avoid unprofessional handwritten signs and vinyl banners. Show them your best image.

8. Stand up and greet your guests and hand them materials individually so that you make face to face contact. Barstools allow you to rest your feet but easily slide off to greet your shoppers. Do not overwhelm show guests with brochures and literature. Two-thirds of all brochures handed out to show guests are thrown away and forgotten.

9. If you can demonstrate your product, do it! Add an activity or demonstration to draw attention to your space and attract show guests. Engage them!

10. Conduct a Register to Win promotion to drive traffic to your booth. Such promotions also allow you to create an effective database for follow-up sales.

11. Your staff is the most important part of your exhibit. Carefully select and train exhibit personnel. Your staff should be knowledgeable about your product or service, should be approachable and inviting, should greet and communicate with show guests, and must be enthusiastic! 85% of show guests' first impressions are based on your staff. Remember, people buy from people! Train them, share your goals and get them to engage.

12. Sample, sample, sample! Women love to touch, taste and smell products before making the decision to buy. Offer them a sample of your product! It works!

15. Smile and have fun!

**More information at
womensfair.com**