

2010 Theme: Our Quest for Success

TO: LDSBA EXHIBITORS
 FROM: DOT HAMER, EXECUTIVE DIRECTOR
 RE: EXHIBITOR GENERAL INFORMATION BOOKLET

Enclosed is the application/contract information needed to participate in the LDS Booksellers Association's TWENTY-NINTH Annual Convention and Trade Show. Submission of an application/contract does not guarantee you booth space at the 2010 convention.

BE SURE TO READ THE BACK OF YOUR APPLICATION/CONTRACT THOROUGHLY.

The trade show will be held Thursday and Friday, August 5th, 6th 2010 at the South Towne Exposition Center, 9575 South State Street, Sandy, Utah (801) 565-4400, FAX (801) 565-4444. Set up dates are Tuesday, August 3rd, 10:00 a.m. - Midnight and Wednesday, August 4th, 7:00 a.m. - 5:00 p.m. **WE ARE LOCATED IN HALL 4.**

THE APPLICATION/CONTRACT DEADLINE IS APRIL 17, 2010 TO BE INCLUDED IN THE INITIAL EXHIBITOR PLACEMENT. THEREAFTER, BOOTHS WILL BE ASSIGNED ON A FIRST-COME, FIRST-SERVE BASIS, AS SPACE ALLOWS.

GENERAL RULES:

1. All exhibitors must be current members of the LDSBA, in good standing. (Contracts will not be accepted if your dues are not paid, current. If you're not sure, please check with me)
2. There is a limit of eight booth spaces, per exhibitor.
3. All business activities, circulars, advertising matter, etc., may only be conducted and/or distributed within the exhibit space assigned to the exhibitor. Such materials may not be distributed in other areas of the convention nor can any materials decorate bathrooms, walls, pillars, etc. Taking orders anywhere other than in the exhibit space is strictly prohibited. Aisles may not be blocked during author/artist signings. Please make arrangements to allow for a smooth traffic flow.
4. Any extraordinary aural presentation and the use of audio, visual and other sound equipment is permitted only in the exhibit space and will require the use of an individual headset.
5. No food or beverage may be brought into the facility by clients or guests of the clients, donated or otherwise. (Taken from the Utah Food Services agreement.) Food or drink purchased outside of the exhibit hall must be consumed prior to returning to the exhibit hall. **NO EXCEPTIONS.** If you want food, bottled water or other food items at your booth (other than candy dishes, etc.), you must contact Utah Food Services at (801) 531-0226.
6. Exhibitors must be 14 years of age or older to attend and participate. No one under the age of 14 will be allowed on the convention floor at any time. This age restriction includes babies and toddlers whether or not they are carried or in a stroller. There will be no exceptions to this age limit and the board of directors, the executive director, security and the registration desk personnel will strictly enforce this policy. **Please inform your employees, guests, authors and artists of this policy.** There is not a supervised or enclosed waiting area for those under the age of 14. The LDSBA is not and will not be held responsible for any injury, liability or damage caused by children under the age of 14. The facilities are for exhibitors and attendees only.
7. Hand-delivered contracts will NOT be accepted. **All contracts must be postmarked.**
8. The contract must be accompanied with **full** payment. Checks will be held until Tuesday, April 20, 2010 and will be deposited on the next banking day. If a check fails to clear the bank, there is a \$25 returned check fee plus the exhibitor will lose the booth space. When both the NSF check and the return check charges have been satisfied, the exhibitor will then be placed at the end of the waiting list for booth space.
9. Sharing of booth spaces with another exhibitor is prohibited.
10. All exhibitors must check in at the registration desk by Noon on Wednesday, August 4, 2010. Booth space may be re-assigned and your contract voided if you fail to check in.
11. All booth set up must be completed by 5:00 p.m. Wednesday night, August 4, 2010. Tables that remain uncovered after 5:00 p.m. Wednesday, will be covered at the expense of the exhibitor. No booth set up is permitted on Thursday.
12. Exhibitors will be allowed on the trade show floor one hour prior to opening on Thursday, and fifteen minutes prior on Friday. On Friday, there is a business meeting at 8:30 a.m. and exhibitors are encouraged to attend.
13. Name badges will be allotted as follows: 15 name badges for each booth taken, at no charge. Replacement name badges due to loss or failure to bring the badge with you, will incur a \$5 fee at the registration desk and must be paid for when they are requested. No name badge sharing. Please identify each name on your list as to whether they are an employee, guest or author/artist. (See page three.)
14. Booths are to be manned and intact during the trade show hours. Failure to comply may result in the loss of exhibitor points and the refundable deposit.
15. A confirmation letter on your booth assignment will be **emailed** during the week of April 19, 2010 along with an electronic current listing of the retail membership for your use in supplying advance information to the buyers.

MOVE IN AND SET UP, TUESDAY:& WEDNESDAY

TUESDAY SET UP time is between 10:00 a.m. and Midnight, August 3, 2010

WEDNESDAY SET UP time is between 7:00 a.m. and 5:00 p.m., August 4, 2010

Set up must be completed and all personnel must leave the exhibit hall prior to 5:00 p.m. on Wednesday, August 4, 2010. **Please schedule the necessary time and personnel needed, to complete your exhibit set up within the hours stated above.** There will be no set up on Thursday. If you do not check in at the registration desk by Noon on Wednesday, the booth(s) may be reassigned and no refunds will be given.

The loading dock is located on the east side of the South Towne Exposition Center. JP Display Exposition Services will be the decorator and supplier. They should be able to answer any questions you may have. (801) 523-7083 Fax (801) 523-7093. Email - jpdisplay@msn.com. If you are having any materials sent in advance, please complete the service packet sent by JP Display. Allow ample time for your goods to arrive. There will be no storage of crates, containers, etc. at the South Towne Exposition Center. Please make arrangements for storage with JP Display or another storage unit.

PARKING:

There is ample free parking for loading and unloading, provided on the east side of the South Towne Exposition Center, as well as on the west side for attending the convention.

GENERAL INFORMATION:

Dates: August 3,4,5,6, 2010

Hours: Tuesday ,	August 3,	10:00 a.m. - Midnight	Set Up, South Towne Exposition Center
Tuesday	August 3	9:00 a.m. - 5:00 p.m.	Retailers Networking Seminar Room 400 STEC
Wednesday	August 4,	7:00 a.m. - 5:00 p.m.	Set Up, South Towne Exposition Center
Wednesday	August 4	9:00 a.m. - 4:00 p.m.	Booksellers University STEC Classrooms
Wednesday	August 4	6:00 p.m. - 8:00 p.m.	Knights of the Round Table Author/Arist Evening
Wednesday	August 4	8:00 p.m. - 9:00 p.m.	Author/Artist Reception
Thursday,	August 5,	8:30 a.m. - 6:00 p.m.	Trade Show, South Towne Exposition Center
Friday,	August 6,	8:30 a.m. - 9:30 a.m.	Annual Business Meeting, South Towne Exposition Center
Friday,	August 6,	9:30 a.m. - 5:00 p.m.	Trade Show, South Towne Exposition Center

The annual business meeting is for all members of the association. It will be held at South Towne Exposition Center, Room 300D. Exhibitors only, are allowed on the trade show floor during the business meeting. There will be security at the door to the exhibition hall to ensure no one else is permitted to enter. If you would like to participate at the business meeting with an agenda item, please contact the LDSBA in writing, no later than July 15, 2010, two weeks prior to the meeting.

SHOW SPECIAL:

The retail stores are interested in knowing the "show special(s)." A line has been provided on the contract for you to fill in this information. This information will be put in the LDSBA publication which is mailed the during the month of June. Any changes to the show special needs to be made by June 1, 2010, so the publication will be as accurate as possible.

BOOTH DIMENSIONS, COSTS, AND REGULATIONS:

A 10'x10' booth is \$425 and includes two tables (4', 6' and/or 8'), two chairs, one wastebasket, one-line booth sign, and back and side draping. Back draping will be black and side draping will be black. Spanning an aisle is not permitted. Each booth is 10'x10' with 8' backdrop and 3' sides. The height of 8' may be carried into the booth for a distance of 4' on the sides. The remaining front 6' of the booth must be kept to a height of 3'. This does not apply to the fixtures or display materials used within the booth. Materials used to construct the booth may not exceed the 3' height in the front of the booth and must be fire proof or sprayed with fire retardant. (SEE DIAGRAMS ENCLOSED)

Display on tables is not to exceed 4' height. Helium balloons are not allowed at any location within the South Towne Exposition Center. All tables MUST be covered. This is the responsibility of the individual exhibitor. If tables are not covered by 5:00 p.m. on Wednesday, August 4, 2010, the LDSBA will ask for them to be covered at the expense of the exhibitor. The South Towne Exposition Center has a cement floor. You may want to order carpeting for your booth area, however, this is optional. The LDSBA will have the aisles carpeted with black carpet.

Please complete the space on the contract for your one-line sign, if desired. The sign will be 7 inches wide and 44 inches long. You may have up to 40 characters which includes the booth number. The lettering will be two inches high. You may not attach signs or displays to the draping in the booths or the airwalls.

Booths assignments will be made on April 19, 2010 based on exhibitor seniority points. Thereafter, booth spaces will be assigned on a first-come, first-served basis, as booth space remains available.

REFUNDABLE DEPOSIT:

A refundable deposit of \$100 is charged per exhibitor and will be refunded 30 days after the close of convention, depending on compliance to the rules of the contract. See sections *Refundable Fee*, *Registration* and *Badges* on the back of the contract. An optional choice on the contract is to have the \$100 refund applied to the next year's dues. Please check if you are interested in this choice.

REGISTRATION AND BADGES:

Exhibitor's badges will be provided at no cost for exhibitors' personnel with a limit of 15 per booth space. Please identify **each** name on your list as to employee (E), author, artist (A), guest (G) etc., so the proper classification can be made. No one will be allowed on the floor without a badge. Violators will be asked to leave the floor and not permitted to return. Any free products they have picked up on the convention floor will be returned to the exhibitors. PLEASE preregister personnel, guests, etc., on the space provided on the contract using additional paper if needed. Submission of additional preregistered names will be accepted until July 15, 2009.

EXHIBITOR BADGE FEES:

FREE 15/booth before July 15, 2010
\$5/each Additional badges that exceed 15/booth
\$5/each Replacement badges for misplaced/lost

All name badge charges must be paid at the time the request is placed. **No Exceptions. Registration personnel have been given instructions to adhere to this policy.**

For your convenience as an exhibitor, name badges are color-coded:

- Blue name badges for exhibitors and their employees
- Green name badges for authors/artists
- Red name badges for retail store **buyers**; clear name badges for both retail and wholesale employees/guests

EXTRA SUPPLIES:

Additional items may be ordered through JP Display. You will receive an exhibitor packet from them. These items are on a prepaid basis and all orders must be accompanied with payment and **sent directly** to JP Display, not to the LDSBA. We will supply the South Towne Exposition Center and JP Display with a listing of exhibitors and booth number assignments after May 1, 2010.

FOOD SERVICE:

Utah Food Services LLC, provides the concessions at the South Towne Exposition Center. **"No food or beverage may be brought into the facility by clients or guests of the clients, donated or otherwise."** (Taken from the Utah Food Services agreement.) If you want food items in your booth (other than candy dishes, etc.), you must contact Utah Food Services at (801) 531-0226. This includes drinks, bottled water, ice cream, smoothies, popcorn machines, etc. Food services are subject to an 18% service charge and a 7% food sales tax. All food and drink purchased outside of the exhibit floor has to be consumed in the lobby area.

FOOD AND DRINK SAMPLES:

In adherence to the Utah Food Services agreement, exhibitors are permitted to provide food and drink samples of their product as follows: Food items must be "bite-size" and fit in a 1 oz. plastic container. This measurement is in volume and not weight. A 1 oz. container is approximately the size of a plastic ketchup cup at a fast food restaurant. Beverages are limited to a maximum of 2 ozs. and must be provided in a 3 oz. or smaller container. All samples should be approved by Utah Food Services, to avoid any conflict or non-compliance with their policies. They can be contacted at (801) 531-0226.

ACCOMMODATIONS:

All of the association scheduled convention activities this year will be held in-house at the South Towne Exposition Center. This includes the Retailers Seminar and luncheon on Tuesday; Booksellers University and luncheon on Wednesday; Knights of the Round Table Wednesday Evening; Exhibits Thursday and Friday; and the Annual Business Meeting on Friday.

We suggest you make your room reservations as soon as possible. This is a list of possible accommodations:

Best Western Cotton Tree Inn	10695 S Auto Mall Dr	Sandy, UT	1-800-662-6886 or (801) 523-8484
Courtyard Marriott-Sandy	10701 S Holiday Park Dr	Sandy, UT	1-800-321-2211 or (801) 571-3600
Extended StayAmerica	10715 S Auto Mall Dr	Sandy, UT	1-800-398-7829 or (801) 523-1331
Hampton Inn	10690 S Holiday Park Dr	Sandy, UT	1-800-426-7866 or (801) 571-0800

Other hotels in the nearby area

Comfort Inn	8955 S 255 West	Sandy, UT	1-800-228-5150 or (801) 255-4919
Country Inn & Suites	10499 S Jordan Gateway	So. Jordan, UT	(801) 553-1151
Extended StayAmerica	7555 S Union Park Ave,	Midvale, UT	1-800-398-7829 or (801) 567-0404
Holiday Inn Express	12033 S Factory Outlet Dr	Draper, UT	1-800-465-4329 or (801) 571-2511
La Quinta Inn	7231 S Catalpa Street	Midvale, UT	(801) 566-3291
Residence Inn by Marriott	270 West 10000 South	Sandy, UT	(801) 561-5005

AUTHORS AND ARTISTS:

Author and artist appearances during the convention will be in their sponsor's booth. Promoting authors and artists is the responsibility of the individual exhibitor. Be sure you have requested all the name badges you will need, so there will not be a delay in getting your authors/artists into the show.

NO ONE UNDER THE AGE OF 14 WILL BE PERMITTED ON THE FLOOR. This age restriction includes babies and toddlers whether or not they are carried or in a stroller. There will be no exceptions to this age limit and this policy will be strictly enforced. There is not a supervised or enclosed waiting area available for those under the age of 14. The LDSBA is not and will not be held responsible for any injury, liability or damage caused by children under the age of 14.

- The facilities are for exhibitors and attendees only.
- **No name badge sharing.**
- Aisles may not be blocked during author/artist signings. Please make arrangements to allow for a smooth traffic flow.

Selling anywhere other than in the assigned exhibit space, is strictly prohibited. No samples or products may be sold or removed from the exhibit hall prior to show closing. Violators may lose their right to exhibit with LDSBA.

Any extraordinary aural presentation and the use of audio, visual and other sound equipment is permitted only in the assigned exhibit space and will require the use of an **INDIVIDUAL HEADSET.**

PRODUCTS AND MUSIC CD-ROMs:

The individual information to wholesalers for updating the 2010-11 LDS Books and Products listing, on CD-ROM will be mailed following the annual convention. This is your opportunity to have your products listed for the retailer to use. This is FREE advertising to you for a full year! Each of your products is listed on CD-ROM.

DUES:

Membership dues in the LDSBA for the 2010/2011 year are \$100, if paid prior to September 30, 2010. Dues information will be included in the convention registration form which will be mailed to you in June. Dues are payable by August 31, 2010 for the upcoming year. The grace period is from September 1 to September 30, 2010. On October 1, 2010 the renewal fee for dues is \$125 and only payments in the full amount will be accepted after October 1st. This is in keeping with the bylaws of the association.

OTHER:

There will be security at the front entrance door during show hours and the convention hall will be locked at the end of the show hours for the exhibitor's protection. If you see any violations of the rules previously mentioned, please let someone at the registration desk know. However, neither the LDSBA nor the South Towne Exposition Center are liable for lost, broken or damaged items.

If you have any additional questions or concerns, please feel free to contact the association.

Dot Hamer, Executive Director

LDSBA

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