



September 27–30, 2023

Vendor Handbook

Addendum to Vendor Contract

- Show Date:** September 27 - 30, 2023
- Location:** Iowa Events Center / HyVee Hall
730 Third St.
Des Moines, IA 50309
(515) 564-8000
- Setup Hours:** Monday, September 25, 12:00 p.m. – 6:00 p.m.
Tuesday, September 26, 8:00 a.m. – 6:00 p.m.
Last vehicle to the dock at 5:00 p.m. on both setup days
Exhibit Hall will close at 6:00 p.m. on both setup days
- Show Hours:** Wed. – Friday, September 27 - 29, 9:00 a.m. – 5:00 p.m.
Saturday, September 30, 9:00 a.m. – 4:00 p.m.

How to Use This Handbook: This Handbook includes information for vendors at the 2023 AQS QuiltWeek® - Des Moines show. The topics are listed alphabetically for easy reference. **This Handbook is an addendum to your Vendor Contract.** Please keep it handy for looking up telephone numbers, website addresses, and dates for ordering services and equipment. If you have any questions, please contact Kathy Buri at 270-898-7903 ext. 157 or kathy.buri@americanquilter.com.

IMPORTANT WEBSITES:

- [Des Moines Vendor Information Page](#)
- [Iowa Events Center](#)
- [Des Moines Visitor Information](#)
- [Lodging Information](#)

DEADLINE CHECKLIST:

- **June 22, 2023:** Early Bird Rate Contract and Balance Due Date
- **July 27, 2023:** Final Contract and Balance Due at Regular Rate
- **TBD:** Reservation for Ads in Show Book Due Date
- **TBD:** Show Book Artwork Due Date
- **September 7, 2023:** Name Badge Orders Due Date
- **TBD:** Decorator Advance Orders and Payment Due Date (Exhibitor Kit includes Electric/Telephone/Internet forms)

ADS FOR SHOW BOOK: The American Quilter's Society Show Book is the handbook for AQS QuiltWeek attendees, listing all special events, classes, lectures, tours, and contestants as well as the layout of the Merchant Mall. All attendees to the show will receive a free Show Book, in full color, with their paid admission. Quilters come from far and wide to participate in the AQS QuiltWeek show. The best way to lead quilters to you is by placing a clever, creative advertisement in the Show Book. Give quilters a reason to come to you: give your booth number, offer special discounts, have a drawing, list your merchandise, and demonstrate your products. Let them know how to locate you and your products during the event, and include contact information for after the show. Quilters will also take the Show Book home with them as a reference, and it is certain that the enthusiasm you express in your booth will go home with them. The Show Book ad order form, along with pricing, can be accessed on the Des Moines 2023 Vendor Information page, or by contacting Tamara Hanes at tamara.hanes@americanquilter.com or at (270) 898-7903 ext. 214.

2023 DISCOUNT PACKAGE: Participate in all AQS QuiltWeek shows in 2023 and receive:

- 3% off your total booth fees for the year
- Additional 5% off your total booth fees if paid by the Early Bird Deadline

How does it work?

- Register and pay the 10% deposit on each show by **September 29, 2022**. (Returning vendors will still want to take advantage of Advance Registration by signing up before August 15th to be eligible for their 2022 booth spaces.)
- Participate in the FREE "I Am AQS" program at all shows.

This offer cannot be combined with any show sponsorship agreements. Please contact Tamara Hanes at tamara.hanes@americanquilter.com or (270) 898-7903 ext. 214 for sponsorship details.

BOOTH FEE REGISTRATION/PAYMENT OPTIONS:

- A 10% non-transferable and nonrefundable deposit of total booth space must accompany booth request. Online requests will require a credit card payment for the 10% deposit. There is a 4% credit card processing fee (e.g. \$4.80 on the \$120 deposit for a single booth).
- Vendors may choose to mail in a paper application with payment by check; however there will be a \$5 processing fee for any paper applications and space will not be assigned until the check has cleared.
- Vendors save 5% on the total booth fee when paying their balance in full by the Early Bird Discount date of **June 22, 2023**.
- Credit card transactions will incur a 4% processing fee, which is automatically applied upon submission. Check payments do not include a processing fee. The final booth fee balance is due by **July 27, 2023**. Any balances paid after this date will incur a 5% late fee.
 - Registrations initiated after this date will be subject to the late fee after 30 days. If the registration occurs later than 30 days before the show date, the

full balance will be due at registration.

- Any balances remaining after **September 13, 2023** (14 days before the first show day) must be paid by credit card and a 4% credit card processing fee will apply.

BOOTH NUMBERS: Booth numbers will be confirmed approximately two months prior to the show, when the vendor contract and full payment have been received by AQS. Your booth number is required to order equipment and utilities.

The floor plan of the Iowa Events Center / HyVee Hall can be accessed on the Des Moines Vendor Information page under Floor Plans and Maps.

BOOTH TAKE-DOWN: Vendor must have the booth open during all stated show hours, and especially until 4:00 pm on Saturday, and the booth shall be tended by the vendor at all times during the show hours. Booths may not be packed or taken down until the show closes. This term is non-negotiable and cannot be modified. After one initial warning for not following this requirement, the vendor will be fined \$100. When the vendor is fined three (3) times, or any time a fine is not paid, the vendor will no longer be allowed to vend at AQS QuiltWeek events.

CHANGE OF ADDRESS: Please remember to notify us of any changes to your mailing or email address. It is the vendor's responsibility to provide AQS with a proper email address to assure speedy delivery of contracts and notifications.

DECORATOR SERVICES: The show decorator is Liberty Exposition Services. They will take care of orders for carpet, extra tables, storage, and more. More information regarding the Exhibitor Kit will be posted in the coming months. www.libertyexpo.com

Each booth includes one 8' x 24" skirted table and two chairs per 10'x10' space, along with a booth sign and a wastebasket. **If you prefer a 6' x 24" table in exchange for the 8' table, you must request it from the decorator in advance; any changes in table size at the show will incur a charge.** All booths have 8' tall drapes on sides and back and 10' rods. Drapes may NOT be removed from in between the booths. All drapes are the same color. The aisle drape may be removed in corner booths. **You may use additional rods and drapes to hang quilts on your side and back walls. Booth height is limited to 8 ft. from the floor; this includes signage.** Sponsors may request a height not to exceed 12' from the floor by submitting a request in writing to AQS.

ELECTRICITY, TELEPHONE, INTERNET: Electricity, telephone, and internet service order forms will be included with the Exhibitor Kit when available.

Lighting can make your product shine and will draw attention to your booth. You are responsible for providing any lighting, cords, or other electrical equipment. Lights cannot be attached to the poles provided by the decorator. All extension cords must be grounded (3-prong) and taped to the floor (per fire marshal regulations).

EXIT DOORS AND BOOTH SPACE: Every precaution MUST be taken to keep exits free and clear for emergencies. **All materials and booth staff must remain within the confines of the poles of your booth space. This includes booth materials, seating, racks, people working cash registers, or anything else.** We will be visited by the fire marshal periodically before and during the show. After one initial warning for not following this requirement, the vendor will be fined \$100. When the vendor is fined three (3) times, or any time a fine is not paid, vendor will no longer be allowed to vend at AQS QuiltWeek events.

LODGING: [Click here](#) for link to lodging information.

MARSHALING INFORMATION: Detailed information about marshaling and parking will be provided in the last-minute details email. For those vendors needing a dock space/ramp, vehicles will be sent to the loading dock on a first-come basis as space allows for the size of the vehicle. Sponsors have priority access to dock space as it becomes available. **Last vehicle to the dock each day of load-in is 5:00 p.m.**

MERCHANT MALL HOURS: Wednesday through Friday, 9:00 a.m. – 5:00 p.m., and Saturday 9:00 a.m. – 4:00 p.m.

MOTOR HOMES: For information about RV parks and campgrounds, [click here](#).

MOVE-IN AND LOAD-OUT PROCEDURES: Monday, September 25 between 12:00 p.m. to 6:00 p.m. and Tuesday, September 26 between 8:00 a.m. to 6:00 p.m. The exhibit hall will close at 6:00 p.m. on setup days. The last vehicle will be allowed in the dock at 5 p.m. Upon arrival, check in with Kathy Buri to receive your vendor packets, name badges, and tax form.

Vendors may hand-carry their own materials into the exhibit facility using their own wheeled dollies and carts or flat trucks provided by AQS. However, the rental of other dollies, flat trucks, or the use of pallet jacks and other mechanical equipment is not permitted unless done so through Liberty Exposition Services.

Vehicles must not be left unattended at the loading areas. Any unattended vehicle will be towed at the owner's expense. Additional information on parking will be provided in a separate email closer to the show date.

NAME BADGES: Please check in with Kathy Buri at the Vendor Check-In booth upon arrival near the loading dock to receive your vendor packet and name badges. Badges must be worn at all times, **including during setup.**

Please remember to enter your name badge information online or notify Kathy Buri, kathy.buri@americanquilter.com, by **September 7, 2023**. There will be a charge of \$10.00 for each badge printed at the show; no exceptions. For your convenience, a Name Badge Request [Order Form](#) is available to make requesting your name badges easy.

If changes need to be made to any badge at the show, submit them in writing to Kathy Buri at Vendor Check-In during load-in or at the AQS Information Center after show opening.

PARKING: Parking information will be provided in the last-minute details email.

PRICING: Vendors may offer (1) show special item at a reduced price, using a professionally printed sign. Handwritten signs cannot be displayed in the booth(s). In fairness to all vendors, the entire booth may not be discounted below the manufacturer's suggested retail price (MSRP).

Cardboard or other types of shipping containers must be hidden from view during show hours within your booth space. Merchandise cannot be sold from these containers. Contact the decorator for storage of product or empty boxes or other containers.

PUBLIC HEALTH: In order to provide a safe and clean environment for those attending and participating in AQS QuiltWeek, vendor agrees to comply with any and all local guidelines relating to public health, sanitizing, and/or social distancing. Vendors will be responsible for implementing these requirements, including providing any and all necessary materials (e.g. masks, plexiglass, sanitizers, etc.) within the confines of their own booths. Vendor also agrees to comply with any regulations implemented by AQS at the time of the show.

SALE OF BUSINESS: If you are planning to sell your business, your booth space at AQS QuiltWeek must not be included in that sale. A new owner will need to apply for booth space to be considered along with other merchants who are on our waiting list.

SALES TAX: The sales tax rate in Des Moines, IA is 7%. More information regarding the sales tax will be provided closer to the show date.

SALES TECHNIQUES: Amplification systems of any kind may not be used in the Merchant Mall areas without written permission from AQS. This includes radios and any sort of music.

High-pressure sales tactics disruptive to attendees and to other vendors will not be permitted at any time. AQS staff will have sole discretion on what constitutes "high-pressure sales."

No balloons, confetti, drones, or **music** are allowed in the Merchant Mall during show hours.

SHIPPING BOOTH SUPPLIES: The decorator will handle the shipping and receiving of booth supplies. Exhibitor Kit information will be posted when available.

SIGNAGE: All signs must be professionally printed. Vendors may not display handwritten signs in their booths.

SPAM EMAILS: AQS does not allow any company to act on its behalf regarding any type of promotion, advertising, or lead generation. AQS does not compile a list of attendees at AQS QuiltWeek shows for sale, nor is AQS associated with any company that claims to have such a list for sale. Any emails received by vendors stating there is an AQS QuiltWeek attendee list for sale should be ignored and deleted.

TRASH BOXES & MERCHANDISE STORAGE: You may break down empty boxes and leave them in the aisle in front of your booth at the end of each day, and they will be discarded when the aisles are cleaned. There is no storage of merchandise in perimeter areas of the show. Security personnel will remove anything found beyond the carpeted areas. Contact the show decorator if you require storage services.

VENDOR ENTRANCE ON SHOW DAYS: Vendors must wear their name badges during setup, take-down, and show days. Once the show opens, vendors and workers with badges may enter through the Vendor Entrance at 8:00 a.m. each day. The loading dock will also be open each day from 8:00 a.m. to 9:00 a.m. to allow for restocking.

Vendors are responsible for assuring booth workers experience a no-hassle entrance to the vendor area by providing them with their name badges prior to entering the show or by leaving their badges at the AQS Information Center for pickup.

WHEELED CARTS: For safety reasons, NO wheeled carts of any kind (canvas totes, sport totes, foldaway totes, wheeled luggage, machine totes on wheels, etc.) are permitted in the exhibit and merchant mall areas during the show. Any person with a wheeled cart must check it at the Package Check area. Exception: Permission is granted only to wheelchairs with persons in them, other medically-indicated equipment, and baby strollers with a baby aboard.