



February 21–24, 2024

Vendor Handbook

Addendum to Vendor Contract

- Show Date:** February 21 – 24, 2024
- Location:** Ocean Center
101 North Atlantic Avenue
Daytona Beach, Florida 32118
(386) 254-4500
- Setup Hours:** Monday, February 19, 12:00 p.m. – 6:00 p.m.
Tuesday, February 20, 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:** Wednesday – Friday, February 21 – 23, 9:00 a.m. – 5:00 p.m.
Saturday, February 24, 9:00 a.m. – 4:00 p.m.

How to Use This Handbook: This Handbook includes information for vendors at the 2024 AQS QuiltWeek® - Daytona Beach 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:

- [Daytona Beach Vendor Information Page](#)
- [The Ocean Center](#)
- [Daytona Beach Visitor Information](#)
- [Lodging Information](#)

DEADLINE CHECKLIST:

- **November 30, 2023:** Early Bird Rate Contract and Balance Due Date
- **December 21, 2023:** Final Contract and Balance Due at Regular Rate
- **November 30, 2023:** Reservation for Ads in Show Book Due Date
- **December 14, 2023:** Show Book Artwork Due Date
- **February 1, 2024:** 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 Daytona Beach 2024 Vendor Information page, or by contacting Tamara Hanes at tamara.hanes@americanquilter.com or at (270) 898-7903 ext. 214.

2024 DISCOUNT PACKAGE: Participate in all AQS QuiltWeek shows in 2024 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 28, 2023**. (Returning vendors will still want to take advantage of Advance Registration by signing up before August 15, 2023 to be eligible for their 2023 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 **November 30, 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 **December 21, 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 **February 7, 2024** (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 Ocean Center can be accessed on the Daytona Beach 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 Gilbert Exposition Management Services (GEMS). They will take care of orders for carpet, extra tables, storage, and more. www.gemsevents.com

Exhibitor Kit information is posted on the vendor information tab when available.

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, which may 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 from 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, including signage.** Show 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 are included in Exhibitor Kit.

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: Gilbert Exposition Management Services (GEMS) has the responsibility of receiving and handling all exhibit materials and empty crates. It is GEMS's responsibility to manage docks and schedule vehicles for the smooth and efficient move-in and move-out of the exhibition. GEMS will have complete control of the loading dock at all times.

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 GEMS.

Florida is a Right-to-Work state. Union labor is not required to put your products on display, to open cartons containing your products, or to perform testing, maintenance, or repairs on your products. However, if you hire any labor to assist you, it must be through the official decorator. They offer a man-and-a-cart or cartload service during load-in and load-out for \$35 per half hour, which must be arranged in advance.

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 at 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 be sure to email Kathy Buri, kathy.buri@americanquilter.com, by **February 1, 2024** to make sure you have a badge upon Vendor Check-In and avoid additional fees. There will be a charge of \$10.00 for each badge printed at the show; no exceptions.

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 will be in the West Lot, South Lot, and Ocean Walk Garage. Follow signs to Ocean Center parking lot (See Ocean Center parking lots on the map, shown in grey). Additional Parking information may 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, Plexiglas, 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 Daytona Beach, FL is 6.5%; Florida sales tax is 6% and Volusia County is .5%.

Vendors will receive a Florida Department of Revenue Temporary Registration Application in their vendor packet at check-in. This form is perforated in three parts:

- The top section is to be completed with vendor information (including SSN or FEI) and returned to Kathy Buri during check-in.
- The middle section is a vendor's certificate that is to be displayed in your booth during the event.
- The bottom section is returned to the Florida Department of Revenue along with sales tax payment.

Please have your SSN or FEI number available at check-in to include on the form. There are no additional city or county forms or sales tax.

SALES TECHNIQUES: Amplification systems of any kind may not be used in the Merchant Mall areas without written permission from AQS. Music cannot be played in the exhibit hall.

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."

There is to be no physical contact made to attendees to test products without their permission or bring them into your booth. Vendors are to stay within the bounds of their booth and refrain from using language that could be inappropriate or offensive.

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. Please refer to the Terms & Conditions of the [AQS Vendor Contract](#) regarding promotions that can be offered at the show.

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.

RULES & REGULATIONS of the OCEAN CENTER

- a. The use of propane, flammable bottled gas, liquid/gel fuels, or open flame is prohibited within the building.
- b. Any other type of pressurized tank, cylinder, or vessel must be properly secured to prevent damage to it.
- c. Decorations, signs, banners, etc. may not be taped, nailed, tacked, stapled, or

otherwise fastened to any portion of the facility.

d. No holes may be drilled, cored, or punched in the building.

e. No painting of signs, displays, or other objects is permitted in the building.

f. No adhesive-backed (stick-on) or similar items (except nametags) may be distributed or used in the building.

g. Any vehicle displayed in a show must have the battery cables disconnected. The gas tank must either be taped shut or have a lockable gas cap and may contain no more than $\frac{1}{4}$ of a tank of fuel.

h. No sample food and/or beverage products may be distributed by exposition - sponsoring organizations and/or their exhibitors except upon written authorization from Ocean Center Management.

i. No one may bring food or beverage into the Ocean Center at any time.

j. The Ocean Center recommends the use of residue resistant carpet tape (i.e., Bron #BT100D/F or Bron #R136 clear floor tape). All tape and its residue must be removed from the floor and disposed of immediately after the show.

k. All electrical extension cords must be three-wire, UL listed, and UL approved. Two-wire electrical cords and zip cords are prohibited.

l. Ocean Center Management must approve taping down of carpet and/or electrical cords prior to installation. Only tape approved by Ocean Center Management will be allowed.

m. Freight deliveries will not be accepted by the Ocean Center. Please ask your show management for proper drayage instructions.

n. Parking on loading docks, except for loading and unloading, is prohibited. Violator's vehicle(s) will be towed at owner's expense.

o. Vendors are prohibited from flying drones or using balloons in the hall at any time.