



## *Chain Link Conference Boutique Marketplace*



July 11-13  
DoubleTree Downtown Hotel  
700 Elm Street  
Manchester, NH 03101

### **IMPORTANT INFORMATION**

Please take a few moments to examine the contents and forms inside.

Applications are due June 9, 2019

If you are not the person responsible for setting up your exhibit,  
pass this along to appropriate staff.

Thank you!

Dear Exhibitor:

Welcome to CGOA! We are so happy to have you join us as an exhibitor at the 2019 CGOA Chain Link Conference Boutique Marketplace. This Exhibitor Kit includes the contract/application, a copy of the floor plan, and general information to help you better organize for the show.

The contract/application is due back as soon as possible. Exhibitor registration closes June 9, 2019 or when all of the booths have been sold, whichever comes first. Along with your application, please return your badge order form. If you need to add or remove people from this form, you may contact us to do so on or before May 26, 2019.

The floor plan included with this document is the full floor plan. Before you submit an application, please check our website at <http://www.crochet.org/?page=CL19Exhibitor> for current booth availability.

Once you have registered, the office will be in touch regarding door prizes, working with instructors, and hosting book signings

If you have any questions in regards to booking your space or would like to book over the phone, please write to [CGOA@crochet.org](mailto:CGOA@crochet.org) or call 847-647-8919.

Sincerely,

CGOA Conference Staff

**PLEASE MAKE A COPY FOR YOUR RECORDS**  
**GENERAL INFORMATION**

**EXHIBIT COST:**

One (1) Booth 10'x8'	Non-Member \$550.00	Member \$450.00
Two (2) Booth 10'x8'	Non-Member \$975.00	Member \$790.00
Prime Fee – One Corner Booth/Cross Aisle		\$50.00
Prime Fee – Two Corner Booth/Cross Aisle		\$100.00
Electricity for Exhibit Booth		\$25.00

**HALL/  
HOTEL:** DoubleTree Downtown Hotel  
Armory  
700 Elm Street  
Manchester, NH 03101  
Phone: 603.625.1000

- \$142 Single and Double (+ taxes/fees)
- \$152 Triple (+ taxes/fees)
- \$162 Quad (+ taxes/fees)
- Cut-Off Date: June 9, 2019 (rooms are limited; the block may fill before this cut-off date, so make reservation early!)

CGOA Chain Link Conference attendees enjoy the following from our host hotel

- Complimentary wireless internet access in our hotel lobby and meeting rooms.
- Parking is \$12.00 a day

**EVENT HOURS:** *(Schedule subject to change)*

**Wednesday, July 10**

Professional and Masters Classes	9:00 am – 5:00 pm
25 <sup>th</sup> Anniversary Event	6:00 pm – 9:00 pm

**Thursday, July 11**

Exhibitor Set-up	12:00 pm – 6:00 pm
Classes	9:00 am – 5:00 pm
Crochet Lounge	Noon – 6:00 pm
CGOA Member Meeting	6:15 pm – 7:00 pm
Market Preview (Exhibits Open)	7:00 pm – 9:00 pm

**Friday, July 12**

Buddy Breakfast	7:30 am – 8:50 am
Crochet Lounge	8:00 am – 5:00 pm
Classes	9:00 am – 5:00 pm
Market Open	10:00 pm – 6:00 pm
Excellence in Crochet Awards	6:15 pm – 7:30 pm

**Saturday, July 13**

Crochet Lounge	8:00 am – 5:00 pm
Classes	9:00 am – 5:00 pm
Market Open	10:00 am – 6:00 pm
Editorial Meet & Greet	10:30 am – 1:30 pm
CGOA Banquet & Fashion Show	6:30 pm – 9:00 pm
Exhibitor Tear-Down	6:00 pm – 11:00 pm

**BADGES &  
SECURITY:**

Your badges will be ready for you at the Registration Desk upon your arrival. Pick them up when you arrive and wear them throughout the event. These badges are non-transferable and all participating must have a badge. The badges will enable you to enter and exit the exhibit area. Advance arrangements must be made with Staff for any variance from these rules (such as working early or late in the show area).

**BASIC  
PACKAGE:**

At no additional charge, the following equipment and services are included in the cost of your space. Select which of the equipment you will for your booth on the registration form.

- One ID sign with company name, city, state, booth number
- Standard display booth drape material - 8' high back and 3' high side walls
- Web site listing with logo link
- One 6' skirted table
- Two side chairs
- One wastebasket

**COLOR SCHEME:** Drape & skirting – black

**CONTRACTORS:** Capital Convention Contractors  
153 Northvoro Road, Suite 6  
Southborough, MA 017722  
Captialconventions.com  
Email: help@capitalconventions.com

**SHIPPING:**

Capital recommends shipping exhibit materials up to 30 days prior to event move-in to our *Advance Freight Receiving Warehouse*. Making advance shipping arrangements will ensure a prompt and secure delivery to your exhibit site! The event's location will not have the facilities to receive and store such materials in advance and may refuse your shipment and additional charges may occur.

**For Advance Shipping to Warehouse:** All freight shipments must be shipped prepaid and received in our warehouse no later than **July 3, 2019**. *A 35% late charge will apply if orders for advance shipping are received after this date.*

**For Direct Shipping to Show Site:** DO NOT ship exhibit materials direct to show site to arrive prior to **July 11, 2019**. You MUST designate your shipment for arrival during exhibitor set-up date only and label your materials c/o CAPITAL CONVENTION CONTRACTORS

**ELECTRIC:** If electric is needed for your booth there will be a \$25.00 fee. Select this on the online registration form.

**FLOORS:** Exhibits will be located in the Armory. The exhibit hall is not carpeted. Carpet is not allowed.

**REMOVAL OF EXHIBITS:** All exhibits must remain intact until the official closing hour. Early packing is prohibited. Exhibitors should pick up and prepare outbound bills of lading the last day of the show. The show officially closes on Saturday, July 13 at 4:00 p.m. Exhibitors must maintain their exhibits until that time. Move out begins immediately at 6:05 p.m. Exhibitor Move-Out is available Saturday until 11:00.

## **EMERGENCY PROCEDURES**

Emergencies and disasters are unpredictable and can strike without warning. Preplanning and preparing for effective emergency action will benefit everyone involved in our show. Failure of advance emergency preparation may result in injury or death to personnel, loss or damage of facilities, property and equipment. Everyone should make an effort to do their part in any given emergency situation. The following are only suggestions:

### **ACCIDENT**

1. Do not move the injured or ill person. Try to make them comfortable.
2. Notify the Registration Desk CGOA Conference Staff at once.
3. Immediately following the situation, give a full report to Show Management.

### **FIRE - EXHIBIT HALL**

1. Upon discovery of a fire, immediately notify the Show Management so that emergency procedures can be initiated.
2. Never attempt to extinguish a fire before notifying Show Management.
3. Make every attempt to protect yourself, other exhibitors, attendees and property.
4. **DO NOT PANIC. DO NOT CAUSE PANIC IN OTHERS.**
5. Cooperate with any directive given by Show Management or Hall Personnel.
6. If evacuation is necessary, please cooperate as quickly as possible. Get clear of the building. Do not attempt to re-enter the building until an "ALL CLEAR" is issued by the authorities. Once approval is given, exhibitors will be permitted to re-enter the hall, then attendees.

### **FIRE - HOTEL**

1. Once you have checked into your hotel, take time to become familiar with your surroundings. Check your room for any type of fire hazard such as unsafe electrical fixtures, etc. Check your floor for the location of fire exits, fire hoses and fire extinguishers. Keep in mind, your purpose is to be prepared, helping to eliminate panic.
2. If a fire alarm is sounded, before you leave your room, feel the room door. If it is hot, stay in your room. Place wet towels under and around your door to keep smoke from entering your room.
3. If you smell smoke in your room, get down on your hands and knees. The air there will be cooler and safer to breathe. Use a wet towel or other cloth material and place it over your nose and mouth. It will help filter out some of the smoke and carbon monoxide.
4. Never jump from your window. You have a better chance to survive the fire and smoke than you do the fall.
5. If a heavy amount of smoke gets into your room, try to open the window and lie down on the balcony ledge. If you cannot open the window or lift it out, then break the glass. **NOTE:** Breaking the glass should be the last resort.
6. If your room door is not hot, open it slightly and check the area for smoke. Evacuate the building by the closest fire exit. **IMPORTANT:** Any time you leave your room, make sure you take your room key and close the door behind you. There is the possibility you may be forced to return to your room.
7. To evacuate the building, always use the fire stairways. Never use the elevators. Once you have evacuated the building, never go back inside until the Fire Department confirms that it is safe.

## EXHIBIT RULES

1. **ELIGIBILITY:** Show Management reserves the right to determine eligibility of any applicant for inclusion in the Market.
2. **SPACE RENTAL BASIC PACKAGE:** Included in the space rental basic package are: all services and equipment as stated in the space package, promotional advertising and standard listing in the official show directory (if received by deadline date).
3. **PAYMENTS AND REFUNDS:** All applications for space must be accompanied by appropriate deposits to be valid, and total payment must be received before contract deadline or space can be reassigned. Full payment is required 45 days prior to show. Unpaid balances not paid within 45 days of the show will include a 10% additional charge. Unpaid exhibitors will not be permitted to set up or move in until paid in full. If assignment of space cannot be made, deposits will be refunded or applied to another show. Deposits will not be refunded after assignment of space has been made. All notices of exhibit space cancellation must be submitted to Management in writing and will be officially dated when received by Management. Cancellations may be accepted at the sole discretion of Management. A \$100 processing fee will apply to all cancellations regardless of cancellation date. Under all circumstances, Management retains the right to sell any space cancelled by exhibitor.
4. **SPACE ASSIGNMENTS AND LOCATIONS:** Assignments are made on a first-come, first-paid basis.  
  
Space assignment will be made with consideration for the individual's preference to location as much as possible but in keeping with the best interest of the show. It is advisable that exhibitors inform Management of any company or exhibit from which they wish to be kept separated, so Management will know of the situation. Assignments are made with due regard for the total show and it is to be understood that the Management's assignments are final. Management reserves the right to change the floor plan if deemed necessary in the best interest of the Show.
5. **SUBLETTING OF SPACE:** Exhibitors will display only merchandise regularly sold by them and listed in their provided description. Space may be shared with show management approval only. Failure to list and pay fees for any and all merchandise displayed by exhibitors shall be deemed cause for cancellation of space.
6. **CANCELLATION OF CONTRACT:** In the event of cancellation of the Show due to fire, strikes, acts of God, government regulations, or any cause beyond control, the Management shall determine an equitable basis for the refund of such portion of Entrance, Publicity, Directory and Exhibit Fee as possible, after consideration of expenditures and commitments already made. Refunds shall be made solely at the discretion of the Management.
7. **LIABILITY: ALL PROPERTY OF THE EXHIBITOR IS TO REMAIN UNDER THE CONTROL OF THE EXHIBITOR, SUBJECT TO THE RULES AND REGULATIONS OF THE EXPOSITION. IT IS ADVISED THAT EXHIBITORS CARRY AN INSURANCE RIDER POLICY TO COVER EXHIBITS AND SAMPLES AGAINST LOSS AND DAMAGE. THIS AND ALSO LIABILITY INSURANCE SHOULD BE DISCUSSED WITH YOUR OWN INSURANCE BROKER. EXHIBITORS SHOULD USE PRUDENCE IN THE CARE OF THEIR SAMPLES WHILE IN THE SHOW AND NOT LEAVE THEIR MERCHANDISE UNATTENDED DURING SHOW HOURS, AND, DURING MOVE OUT, KEEP ALL MERCHANDISE WITHIN THEIR SPACE AREA AND CONSOLIDATE THEIR DISPLAY AS MUCH AS POSSIBLE TO ENSURE, IN THE CONFUSED NATURE OF MOVE-OUT TIME, THAT MERCHANDISE IS NOT MISPLACED.**

EXHIBITORS ARE RESPONSIBLE TO CARRY PUBLIC LIABILITY INSURANCE AGAINST INJURY TO THE PERSON AND PROPERTY OF OTHERS AND TO INSURE EXHIBIT MATERIAL AGAINST DAMAGE OR LOSS.

CROCHET GUILD OF AMERICA, THE SPONSORING ORGANIZATION, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR ANY LOSS, DAMAGE, OR INJURY TO PERSON OR PROPERTY SUSTAINED BY AN EXHIBITOR, HIS AGENTS, OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF THE SPONSORING ORGANIZATION, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES OR BY A PARTY OR PARTIES OTHER THAN THE SPONSORING ORGANIZATION. BY SIGNING THE EXHIBIT CONTRACT THE EXHIBITOR AGREES TO FULLY INDEMNIFY AND HOLD FOREVER HARMLESS THE SPONSORING ORGANIZATION AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES FOR ANY LOSS, DAMAGE OR INJURY SUSTAINED BY AN EXHIBITOR OR ANY OTHER PERSON CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR ANY OTHER MANNER RESULTING FROM THE ACT OR FAILURE TO ACT OF THE UNDERSIGNED EXHIBITOR, HIS AGENTS OR EMPLOYEES, OR BY ANY OTHER PARTY OR PARTIES.

8. FIRE REGULATIONS: All fire regulations must be adhered to in accordance with the local fire department and Fire Underwriters specifications. All display materials, including props, decorations and all fabrics or other material used for decoration or covering of tables, risers, etc., must be flameproof and electrical equipment must meet specifications of all codes. All building electrical connections and disconnections must be obtained through the hotel and approved electricians.

All wiring must meet specifications. Exhibitors shall not allow their displays to block view or access to safety equipment. Any demonstration or device using any type of combustible fuel, with or without an open flame, must be cleared with the building and fire authorities before it can be brought into the exposition facility.

Each exhibitor is charged with the knowledge and compliance of all laws, ordinances and regulations pertaining to health, fire prevention, and public safety while participating in the show.

9. EXHIBITS: All space arrangements shall conform in all respects to the dimensional and height requirements as indicated in the Exhibit Kit. The exhibit should be such that it does not interfere with other exhibits or restrict access to them, or interfere in the free aisle space by any audio, video, sensory or physical means. Exhibitor's own signs can be used but must be inside space area.

The use of music licensed under ASCAP or BMI is prohibited. This includes most popular music. Be aware that ASCAP or BMI has the right to impose stiff fines and legal costs on exhibitors using licensed music. The show will not assume any such fines or costs. Any fines and fees imposed on Show Management due to the use of licensed music by an exhibitor will be billed to the offending exhibitor.

Promotions, such as models, booth personnel, materials and catalogs must be consistent in dress and nature with the dignity and image of the exposition, and costumed personnel must be confined to inside the respective spaces.

The booth design and exterior must be suitably furnished or covered by the exhibitor. Display must be adequate enough to support exhibitor's samples and so constructed as to be sturdy enough to not collapse, nor be such that display leans or rests against an adjacent space.



Exhibit structures must be constructed to allow a 2" tolerance on each side for booth equipment such as side rails. Exhibitor must allow ample room at back of the space for access to electrical wiring. At least 9" is recommended.

No animals, reptiles, birds, rodents or insects will be allowed on premises.

Exhibitors are to display in only the space allocated to them. No other area of the exhibit hall or other gathering place (hall, hotel, etc.) of the attendees can be used in any way.

Displays must be set up and ready by the opening hour of the show. Exhibits must be staffed during Show hours.

Exhibitor should make arrangements to pack at the end of the exhibit hours the final day, and make sure to have personnel remain with the display until it is finally packed. It is advised that exhibitor inform drayage contractor of outbound shipping plans prior to the show's closing. Any merchandise or items left at the show will be considered abandoned.

10. **CONDUCT:** It is a violation of Show Rules for an (uninvited) exhibitor to enter another exhibitor's booth at any time. The violator will be fined \$50.00 (payable to CGOA.). Exhibitors are prohibited from photographing by any means another exhibitor's booth without permission of that exhibitor.

Access control personnel are instructed to allow EXHIBITORS ONLY in the show one hour before the show opens on show days and to strictly enforce that exhibitors be restricted to their own space and access aisles and service areas. No exhibitor will be admitted without a badge.

No exhibitor shall sponsor any activity off show premises during show hours.

Early packing is prohibited. Every exhibitor agrees to keep his exhibit open during published show hours and is bound by these rules and regulations to not dismantle his exhibit until published closing time on the last day. Any exhibitor who packs and leaves early can be fined \$500.00 and be barred from exhibiting at the same CGOA Conference the following year.

11. **RESERVATIONS OF RIGHTS:** Management reserves the right to demand release of space before or during the show for failure of exhibitors or their representatives to conform to the rules and regulations or failure to pay all space rental costs; to reallocate space at any time; to offer requested space when available; to make space assignments; to reject any and all applications as this is a closed show and displays and products must conform to the general nature of the show and be compatible with the character and objective of the exposition. Management reserves the right without written notice to amend these rules, regulations and conditions or to issue additions as it deems necessary for the good and well-being of the show.

It is Show Management's responsibility to establish rules or guidelines while allowing the greatest flexibility within each exhibit. The exhibitor's responsibility is to "be a good neighbor" while displaying his product or service. Review the following guidelines and please use them in developing your display so you maximize the impact of your exhibit and "be a good neighbor."

#### DEMONSTRATIONS OR ENTERTAINMENT:

Do not place your demonstration area on the aisle line of your exhibit if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with



the normal traffic in the aisles or overflow into the exhibits of your neighbors on each side or across the aisle, the Show Management will have no alternative but to request that you limit or eliminate the presentation.

The aisles are the property of all the exhibitors, therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of aisle traffic or create excessive crowds in neighboring booths, this is an infringement on the other exhibitors' rights. Aisles must not be obstructed at any time.

#### **SOUNDS:**

Police your own booth to be sure the noise level from any demonstration or sound system is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued

### **SECURITY TIPS ON SAFEGUARDING YOUR BOOTH**

#### **DO'S**

1. Try to be on site when your product is being delivered to your booth.
2. Conduct a physical inventory after your product has been delivered, noting any missing or damaged items.
3. When setting up your booth, place your products within visible vicinity.
4. After setting up your booth, conduct a visual inventory of your product and the way in which it is displayed.
5. Store any excess product or give-aways either with the decorator or in a locked cabinet.
6. Either carry laptop computers (and other similar equipment) with you, or store them in a locked cabinet.
7. Utilize overnight security storage if available.
8. Cover your displays with a tarp or other non-see-through material; it creates a mental block to any perpetrator.
9. When arriving in the morning, go directly to your booth to prevent any early personnel from free shopping in your booth.
10. During the start of move-out, please stay with your booth until you either pack it or the decorator brings your empties and packs it.
11. At the closing of the show, don't leave your booth immediately; spend some time in your booth until the floor clears. This is one of the premium times during which theft occurs.
12. Display your product in such a way that it is not accessible from outside your booth during the event.
13. Blocking the entrance to your booth prior to leaving provides a mental barricade to any perpetrator. Use either caution tape or place chairs at the entrance.
14. Try to greet anyone that comes into your booth as this will send a signal that you are aware of their presence; this will discourage any perpetrators from attempting to steal.
15. Obtain proper insurance coverage for your goods, including transit to and from the show site.

#### **DON'TS**

1. Leave your product scattered all over your booth.
2. Forget to account for your product when it is delivered to your booth.
3. Put any valuables in areas with easy access.
4. Leave immediately after event closing or move-out begins.
5. Leave electronic equipment on tables, shelves or in other areas without securing it during non-event hours.

6. Leave your booth unattended to go shopping on the floor during event time.
7. Allow yourself to become less aware of persons approaching or leaving your booth during the event.
8. Leave purses or briefcases on tables near the entrance of the booth or in an unattended blind spot.
9. Leave any prototype product unsecured in your booth.
10. Leave your bill of lading unattended in your booth
11. Secure any purses, briefcases, or valuables behind drapes or underneath tables. This is the first place that any perpetrator will be targeting.
12. Leave your booth unattended during lunch time. Work out a schedule between you and your co-workers to stagger your lunches.