

The Decorative Arts Show

including The Faux Event

EXHIBITOR FAQs

EXHIBITS

Q. What is included in my booth package?

A. Your booth package includes back wall and side rail drapes; a booth ID sign is also included if your booth is not an island. You must provide carpet, telephone, electrical power, water/drain, floral, floor covering and/or lead retrieval separately.

Q. How early can I get into the Exhibit Hall for set-up? How late can I stay in the Exhibit Hall?

A. Booth set-up is scheduled from 8:00 am to 4:30 pm on Tuesday, September 9, 2008. Please let us know if you need more time.

Q. Can I begin tearing down my booth early?

A. No. Tear-down of exhibitor displays may not begin until the show closes at 4:30 pm on Thursday, September 11, 2008.

Q. Will there be *Play with Products* at this show?

A. Yes indeed. We greatly encourage this as our attendees expect and desire this service. Please consider the size space that you have taken so that you have room for attendees to come and try out your product. We suggest that you choose one or two products only, but leave that up to you. If you have not participated in the *Play with Products* in the past, see below:

Choose a product you wish to promote that can be applied to a sample board and dry in approximately 4 hours as they will be placed on drying racks in the back of the Exhibit Hall and must be collected by the attendee end of day.

- Bring sufficient product, tools and 5-gallon wash buckets for use at your demo space.
- Be prepared to mask the carpet in your booth where you will be conducting "*Play with Product*".
- Know that you will have many attendees to corral so be prepared...some exhibitors have used sign up sheets if you think that might work for you.

Q. Will the attendees be given free sample boards?

A. No, we are discontinuing that service because so many products used require particular base preparation. We ask that each exhibitor bring sufficient boards to allow attendees to play.

Q. What kind of preshow marketing opportunities are available?

A. We have many options:

- Pre-show attendee list
- **The Decorative Arts Show including The Faux Event** logo link will be sent to you to place on your website, and your company name will be listed on our Exhibitor webpage with a link to your website.

Q. Is there any special notice given to **Green Products**?

A. We will place a **Green Product** logo next to your company name in the directory. We will include your company name in the exhibit hall signage as a "green company"



GENERAL FAQs

Q. I forgot to send in a request for badges, what do I do?

A. If you did not order exhibitor badges or you need to add another name to your list after the deadline has passed, you may do so on-site. Simply visit us in the Registration area of the Exhibit Hall. If the deadline has not passed, you may order exhibitor badges online at TheDecorativeArtsShow.com.

Q. Can you make announcements for us over the intercom?

A. It is NBM's policy that announcements over the intercom are reserved for emergencies. However, if you are planning on having a give-away in your booth, let us know and we will help to promote it.

Q. Can we put brochures on registration tables and countertops?

A. Brochures can be distributed *only* from exhibitor-paid booths. In some cases, sponsorships may allow for this.

REGISTRATION INFORMATION

Registration is available online at www.TheDecorativeArtsShow.com (password and user names are required and will be sent prior to the show). **Badge credentials will not be mailed.** Your e-mail confirmation will have a barcode on it. Please be sure to bring your confirmation on-site to expedite the printing of your badge. You will be able to pick up your badge and holder on-site at a pre-registration check-in kiosk.

Q. Are Exhibitor Badges Necessary?

A. Yes, exhibitors must register all members of their exhibit staff for the event. Booth representatives must wear official show badges furnished by ***The Decorative Arts Show including The Faux Event*** at all times in the booth. They provide admission into the Exhibit Hall during approved exhibitor hours.

Q. When and where will exhibitor registration be open?

A. Exhibitors will be able to pick up their badge and holder for ***The Decorative Arts Show including The Faux Event*** at the Atlantic City Convention Center:

Sunday, September 7, 2008 – 1:00 pm to 5:00 pm
Monday, September 8, 2008 – 7:30 am to 5:00 pm
Tuesday, September 9, 2008 – 7:30 am to 5:00 pm
Wednesday, September 10, 2008 – 7:30 am to 5:00 pm
Thursday, September 11, 2008 – 7:30 am to 5:00 pm

OTHER FAQs

Q. You haven't answered my question and I need help!

A. We want to be sure you're exhibiting experience is a positive one. Please e-mail: Tamara Taylor at ttaylor@nbm.com or call (800) 669-0424 x232 for any additional questions!

