

H O L I D A Y

# ART CRAFT & GIFT Show



## A SHOW IN HIGH DEMAND

Kelly Simon Event Management and Huff's Promotions are proud to announce the continuation of a new tradition in Northeast Ohio.

The 2<sup>nd</sup> Annual Northeast Ohio Holiday Art Craft & Gift Show is back at the Eastwood Expo Center in Niles, Ohio. Please note the show is being held on a different weekend.

## HELD IN THE ONLY MAJOR EXPOSITION HALL BETWEEN PITTSBURG AND CLEVELAND

Held in Northeast Ohio's premier event center, this Show will feature an interesting and diverse mix of arts, crafts and gifts to create the ultimate holiday shopping experience. All exhibitor spaces are inside and all parking is free!

*Whether you market arts, crafts, gifts, food or related products, the Holiday Art Craft & Gift Show is the perfect place to meet thousands of new customers who will be looking for your company and ready to make purchases.*



CALL HUFF'S PROMOTIONS AT  
330-493-4130  
TO RESERVE YOUR SPACE TODAY!

November 15 - 16

2014

Eastwood  
Expo Center



Eastwood Mall Complex

Niles, Ohio

Co-Produced by

*Kelly Simon*  
EVENT MANAGEMENT



## HERE IS OUR IMPRESSIVE LIST OF 2013 EXHIBITORS:

- Alpaca Angels Farm
- Always A Princess
- Apricot Hills
- Bayou Blues Guitars
- Belinda Aquino Enterprises
- Bev Whitman
- Black Forest Confections
- Boxed-In
- Boy Scout Troop 4025
- CA-Jo Hobby House
- Carol's Scents N Soaps
- Christmas Pen
- Classy Glass
- Colonial Wagon & Wheel
- Country at Heart
- D & G Sales
- DebLin Country Crafts
- Designer Jewelry Outlet
- Dog-Gone-Its! All Natural Pet Treats
- Donna's Unique Bath & Body
- ElsaBlue Acres LLC
- Empty Nest
- Expression In Art
- Family Firesides
- Flying and More
- Frame Your Name
- From The Heart Candles & Crafts
- GolfPro Woodcraft
- Grama Joan's Cookie Forms
- Happy Hour Kettle Corn, LLC
- Harpgate Music Productions
- Heirlooms Gallery
- Horners Pens
- Ilona's Art World
- Isaiah Art Designs
- It Works !
- Jai Originals
- Jewels Charms
- Jim's Sign and Decal
- JPS Co. / Little Cabin Products
- JPW Pottery
- Just Us Gifts
- Katzinn Illustrations
- KozyKraftKreation
- Kozy Mittens By Vicki
- Lady Jayne
- lia sophia Jewelry
- Lilac Garden Gifts
- Lilla Rose
- Little Dippers
- LocustGroves Hand Made
- Margies Fashions
- Martini & Rossi Originals
- Mary Kay

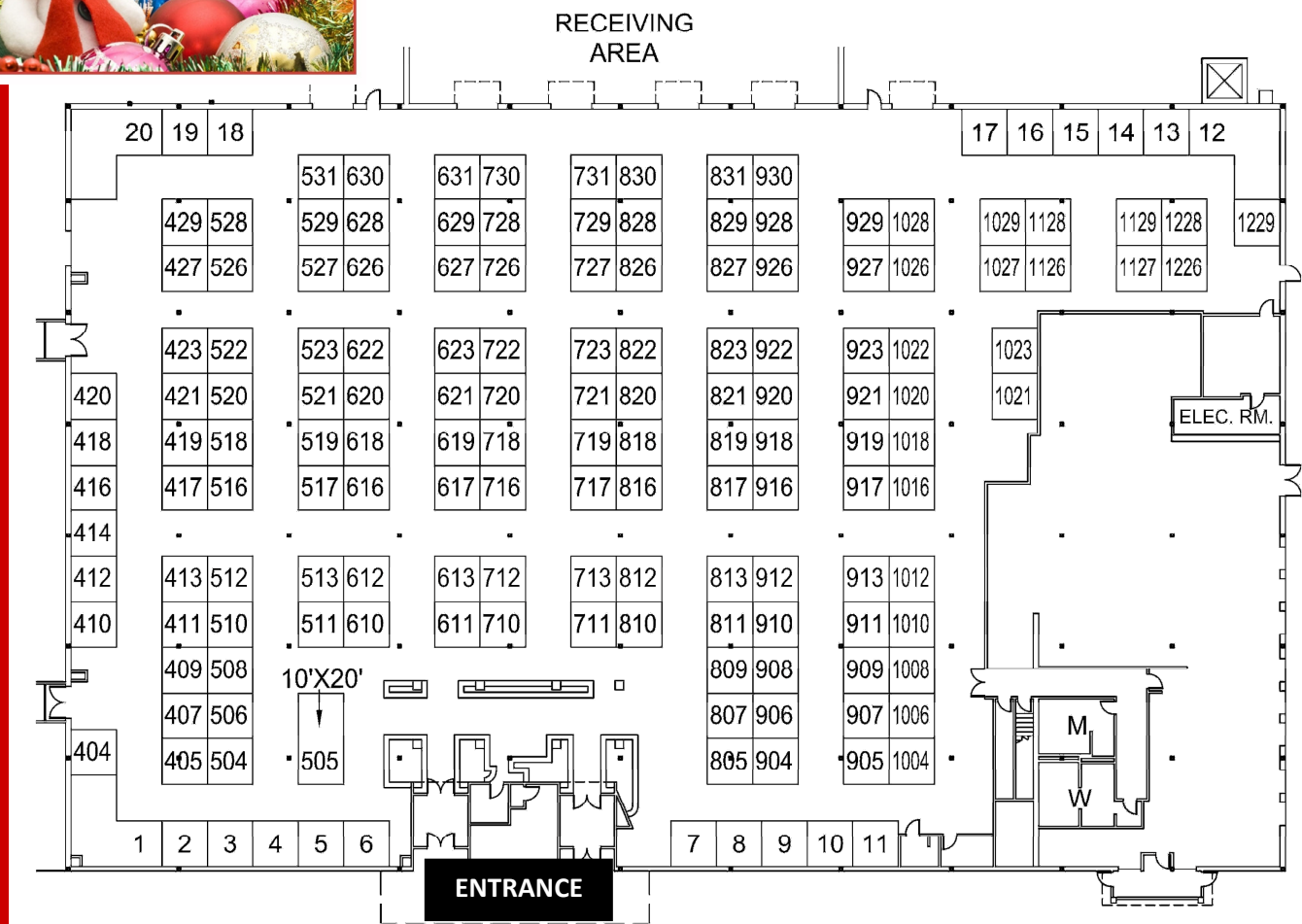
- Mel's Crafts
- Miche - Heather's Watches & Jewelry
- Misty Maples Sugar House
- Ms. Cotti
- Northern Lights and Signs Unlimited
- Not Sisters Two
- Old Time Crafts
- Origami Owl
- Ornaments and More
- Paparazzi Accessories
- Party Arts NY
- Pat's Cross Stitch Expressions & More
- Pat's Crystal Nail Files
- Pattiplaques
- Pine Valley Pictures
- Pink Brilliance
- Premier Designs Jewelry
- Pure Spa Scentsations (Soaps by the Slice)
- Quilla Crafts
- RagTrader Vintage
- RiCa's Best Dip Mixes
- Ruth Thompson Fantasy Art
- Satorious Designs
- Scentsy Fragrance
- Scentual Gardens Soaps
- Seedlings Wire Art
- Shannon Jean LLC
- Sights & Senses, LLP
- Silver Junction
- Snow in Seconds / Summit Marketing
- Spazz Monkey
- Stowe Enterprise
- Sugar Creek Candle Company
- Tee Gee Toys
- The Barn Shop
- The Bloomin Bag Lady
- The Crafty Buzzard
- The Custom Cutting Block
- The Pampered Chef
- The Primitive Heart
- The Shamrock Cottage
- Thirty One Gifts
- Ties of Distinction
- TomBoy Tools
- Tommy's Jerky & Smokies
- Traci Lynn Fashion Jewelry
- TriState Promotions
- Uncle Fester's Favorites
- Unique Boutique
- Unique Photography
- Westbrooks Cannery
- Whatever-U-Like
- Whimsical Winged Creations
- Wild Bill's Olde Fashioned Soda
- Window Art
- YesterYear Furniture

**NOTE:**  
**Different Weekend**  
**Same Fabulous Advertising!**



**November 15 - 16  
2014**  
Eastwood Expo Center  
Niles, Ohio

*The 2<sup>nd</sup> Annual Holiday Art  
Craft & Gift Show features  
over 100 exhibits covering  
50,000 square feet of space  
at the Expo Center.*



**SHOW HOURS**

Saturday – Sunday 10 AM – 5 PM

**THE EASTWOOD  
EXPO CENTER**



Located in the Eastwood Mall Complex, a massive shopping and entertainment complex in Ohio with an average of 30,000 shoppers daily, the Eastwood Expo Center is the ideal venue for the Holiday Art Craft & Gift Show.

- Population over 1.5 million within a 40-mile radius
- Hotels on-site and within 1 mile
- Over 7,000 free parking spaces available
- Ground level loading docks and drive in access may be possible
- Home to dozens of annual events and over 200,000 attendees including the Mahoning Valley Home & Garden Show, Eastwood Bridal Expo, Sportsman Shows, Hunting and Military Relics Show, Boat Show, Bike Show, Job Fairs and many local charity functions.
- Located adjacent to Eastwood Field the 10,000 seat stadium houses the Mahoning Valley Scrapers, a Cleveland Indians minor league baseball team affiliate

**A COST EFFECTIVE INVESTMENT  
PROVIDES EVERYTHING YOU NEED -  
THERE ARE NO HIDDEN COSTS!**

- 8' Backdrop and 3' Side Drape
- (1) Table, Covered & Skirted
- (2) Chairs
- Electric
- Exhibitor ID Sign
- Exhibitor Staff ID Badges
- Listing in the Program & Buyers Guide
- Listing On The Website With A Link To Your Site
- Free Parking
- Coffee And Danish Breakfast

**BOOTH PRICES:**

- 10 X 10..... \$ 300
- 10 X 20..... \$ 540
- 10 X 30..... \$ 760
- 10 X 40..... \$ 960
- 20 x 20..... \$ 960

*You may bring your own tables but they must be draped with cloth to the ground. Please submit 2 - 3 photos of your products and your overall booth.*



Complete and return application w/photos by mail, email or fax to:

MAIL: Huff's Promotions ■ 4275 Fulton Dr NW ■ Canton OH 44718
EMAIL: shows@huffspromo.com WEBSITE: www.huffspromo.com
PHONE: 330-493-4130 FAX: 330-493-7607



1 DATE \_\_\_\_\_

APPLICATION & CONTRACT FOR EXHIBIT SPACE

Company (for signage, program) \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Cell \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

2 PRODUCT/SERVICE TO BE EXHIBITED (for FREE LISTING in Show Program & Buyers Guide)

3 EXHIBIT SPACE - Check the size space(s) you are reserving:

Table with columns: HOME SHOW: APRIL 12-13, WINE & FOOD: JUNE 14, PA HOLIDAY: NOVEMBER 8-9, OH HOLIDAY: NOVEMBER 15-16, TOTALS. Rows for 10x10, 10x20, 10x30, 10x40.

HOME SHOWS / ARTS & CRAFTS SHOWS: WE PROVIDE EXHIBIT SPACE PRICING THAT INCLUDES EVERYTHING YOU NEED. AS ALWAYS, THERE ARE NO HIDDEN COSTS.

- 8' High Backdrop and 3' High Side Drape - (1) Table, Covered & Skirted - (2) Chairs
- Electric - Exhibitor ID Sign - Exhibitor ID Badges - Listing in the Show Program & Buyers Guide
- Listing On The Website And Link To Your Site - Free Parking

4 ADVERTISING SPONSORSHIP OPTIONS SHOW PROGRAM / All Shows

Table listing advertising options: Quarter Page \$100, Half Page \$180, Full Page \$350, Inside Front \$400, Inside Back \$400, Back Cover \$500.

SPONSORSHIP / Home Show & Rib Fest

Table listing sponsorship options: Bronze \$1,000, Silver \$2,500, Gold \$5,000, Presenting \$10,000.

5 Choose Your Preferred Location(s):

Form for choosing preferred location(s) with 1st, 2nd, and 3rd choice options for three different show areas.

WESTERN PA RIB FESTIVAL - JUNE 27 - 29

Table for Rib Festival pricing: RETAIL (10x10 to 10x40), FOOD VENDOR (15x30, 15x60), RIB VENDOR (30x30, 30x40). Includes exhibit price inclusions for each.

TOTAL FOR RIB FESTIVAL: \_\_\_\_\_

6 Multi-Show Discounts: 2 shows 10% . 3 shows 15% . 4 shows 20% . 5 + shows 25%

TOTALS Exhibit Space \$ \_\_\_\_\_ Discount \$ \_\_\_\_\_ TOTAL \$ \_\_\_\_\_

7 PAYMENT AMOUNT: \_\_\_\_\_ Payment in full \_\_\_\_\_ 50% Deposit (BALANCE DUE 60 DAYS PRIOR)

TYPE OF PAYMENT: \_\_\_\_\_ Credit Card \_\_\_\_\_ Check (Payable to: Huff's Promotions, LLC)

Form for payment details: I agree to have Show Management charge my: \_\_\_\_\_ MasterCard \_\_\_\_\_ VISA \_\_\_\_\_ Discover. Includes fields for amount of charge, account #, expiration date, billing address, and name on card/signature.

FOR OFFICE USE ONLY

Form for office use only: Date Received, Amount Received, Credit Card/Check #, Balance Due. Includes a dashed line separator for a second set of fields.

8 Authorization To Charge Balance:

I authorize Huff's Promotions, LLC to charge the remaining balance on the same credit card 60 days prior to the event date.

9 I understand that I have contracted for exhibit space by signing this contract. I understand that the final location will be determined by show management upon receipt of a 50% deposit or payment in full. The undersigned represents that he / she is fully authorized to execute and complete this contract and agrees to the rules and regulations on the reverse side of this contract.

Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

Please note for Art Craft & Gift Show exhibitors, at least one of your photos may be featured on the event website. A digital photo by email is appreciated.

## 2014 SIMON EVENT MANAGEMENT RULES AND REGULATIONS • *Please Read and Sign Page 1*

1. SET-UP AND TEAR DOWN: Exhibit space will be accessible to exhibitors for erecting displays in accordance with time and dates listed on the show schedule. Setup must be done the day prior, or the morning of the opening of the show, as provided by Simon Event Management. Final preparation must be completed by the starting time on the opening day of the show. A \$250 penalty fee will be charged for any set-up or construction of exhibits after said time. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until the final day at the close of the show. Displays must be removed by date and time listed. Each exhibitor must name at least one individual to be the exhibitor's authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A \$250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.
2. LOCATION / DATES: Simon Event Management reserves the right to determine an exhibitor's final location, the location of the Show and the dates of a show. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall production of the show.
3. SUBLETTING: An exhibitor may not share or sublet any portion of their booth space with another company.
4. FIRE HAZARD: We recommend that all exhibit and booth materials be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the show.
5. HEIGHT RESTRICTIONS: Exhibits, back walls and decorations shall not exceed 15 feet. Permission must be obtained from show management to exhibit equipment which exceeds the height restriction.
6. LOUD SPEAKERS AND SOUND DISPLAYS: Loud speakers and loud sound displays are prohibited; exhibitors must receive advance permission from show management to exhibit any type of sound display.
7. NON-CONFORMING EXHIBITS: Simon Event Management reserves the right to refuse any exhibitor which does not, in show management's judgment, conform to the general theme of the show.
8. SOLICITATION: Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during show hours.
9. MISCELLANEOUS:
  - (a) Serving alcoholic beverages by exhibitors in any part of the show is prohibited with the exception of wineries in the Wine Festival or as otherwise agreed.
  - (b) Booths should be attended by the exhibitor during all show hours, in their own best interest.
  - (c) Vehicles must enter through the loading dock areas and must have protection on the floor under the engine and keep a minimum amount of gasoline.
  - (d) Absolutely nothing may be taped to facility fixtures, floors or columns.
  - (e) Electrical cords may not be run along facility floor in customer traffic walkways.
  - (f) Facility floor wax finishes and carpeting are delicate and easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
  - (g) Solicitation must be confined to the exhibitor's booth space; soliciting in the aisles or any other area of the show is prohibited.
- WINERIES:
  - (h) WINERY agrees to operate in accordance set forth by the State and Federal Agencies and must be individually licensed to operated by the State of Pennsylvania.
  - (i) WINERY is responsible for paying all applicable Federal, State and Local Taxes.
  - (j) WINERY agrees to pay all fines/penalties levied to WINERY and to reimburse THE EVENT for any fines/penalties levied to Simon Event Management as a result of WINERY'S noncompliance with any Federal Pennsylvania State or local law including but not limited to DEV, OSHA, FCC, DOL, DOH AND EPA.
  - (k) WINERY agrees to clean their own area and place trash in receptacles provided.
  - (l) If WINERY intends to sample food during the event they will be required to have and display their health department permits. In addition, they will be required to provide a proper cleaning station. No food sales are permitted without prior approval from Simon Event Management.
  - (m) WINERY MAY SELL RELATED ITEMS TO THEIR EXHIBIT AND MUST COLLECT ALL TAXES.
  - (n) ARTS & CRAFTS: You may bring your own tables but they must be draped with cloth covers, to the ground on all open sides. Please submit 2 – 3 photos of your products and one of your overall booth display.
10. SIGNS AND NOTICES: All signs and notices shall be professionally lettered and any sign or notice which does not conform to the above shall be removed immediately. HANDWRITTEN SIGNS ARE PROHIBITED.
11. SECURITY AND LIMITATIONS OF LIABILITY: Show management will engage security guards but nevertheless assume no liability for loss or damage from any cause whatsoever. Exhibitor understands and agrees that said security personnel are independent contractors and that any such security is provided by Simon Event Management solely as a courtesy. Exhibitor further agrees that Simon Event Management or Huff's Promotions, LLC shall incur no liability and/or responsibility resulting from the acts or omissions of such security personnel. Simon Event Management or Huff's Promotions, LLC shall not be responsible for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. Simon Event Management and Huff's Promotions, LLC shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitor's responsibility. In light of the above, we recommend that exhibitors purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier.
12. BREACH OF CONTRACT: If an exhibitor cancels for any reason whatsoever with a signed contract, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies which have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, skirting, chairs, signage, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. NO REFUNDS WILL BE ISSUED. Show management will also have the right to use the space as it deems necessary to eliminate blank spaces in the show.
13. CANCELLATION: In the event that a show is not held for any reason and rescheduled, Simon Event Management or Huff's Promotions, LLC will transfer all monies paid for exhibit space rental to the rescheduled show. In the event that any show is not held for any reason and is never to occur, Simon Event Management or Huff's Promotions, LLC will issue a credit for all monies paid for exhibit space rental to be applied to another trade show. The credit amount does not have an expiration date and may be used at any time. In either of the foregoing situations, exhibitor hereby waives any claim of damage, compensation or refunds.
14. UNETHICAL CONDUCT: Unethical conduct or any infraction of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and Simon Event Management or Huff's Promotions, LLC shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.
15. DISPUTE RESOLUTION: Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, which decision shall be final.
16. AGREEMENT TO TERMS: By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor.



## EXHIBIT WITH CONFIDENCE

### Kelly Simon Event Management Has A Proven Track Record Of Trade Show Success

*Reputations are not bought, they are built. Since 1982, Kelly Simon has built a solid, trusted reputation for professionally managed trade shows and events and has over 3,000 clients nationwide. Recognized as an industry leader for show production and management, we have produced over 400 events. Our professional management, marketing expertise and highly trained sales professionals make our events an overwhelming success for our exhibitors.*

## SAVE MONEY

### with our MULTI-SHOW DISCOUNTS:

- Exhibit in 2 shows..Deduct 10%
- Exhibit in 3 shows..Deduct 15%
- Exhibit in 4 shows..Deduct 20%
- Exhibit in 5+ shows..Deduct 25%

**CALL SIMON EVENT MANAGEMENT**  
**800-747-5599**

## OUR TARGETED ADVERTISING PROGRAMS DELIVER QUALIFIED BUYERS FOR EVERY EVENT

### PRINT

A series of ads are placed in each market's daily/weekly newspapers and regional magazines.

### BILLBOARDS

Dynamic, full color billboards will appear on several major highways one month prior to each event.

### DIRECT MAIL

Magnificent, full color brochures are mailed to more than 20,000 consumers for each event.

### RADIO

The local radio stations in each market add excitement and interest with hundreds of commercials, on-air ticket giveaways and website promotion.

### 200 ROAD SIGNS

Adding impact to the campaign, 200 brightly colored road signs will be placed on all major routes and intersections leading to the event.

### ONLINE

Homepage banner ads will appear on all print media and radio station web pages.

### SOCIAL MEDIA

Six weeks of email blasts and social media messaging!

### PRESS RELEASES:

Formal press releases will be sent to all media for live coverage and exhibitor interviews.

## 2014 SCHEDULE OF EVENTS

### February 18 - 20

#### TRI-STATE ALTERNATIVE FUELING EXPO & CONFERENCE

Monroeville Convention Center ■ Monroeville, PA

### February 22 – 23

#### 26<sup>TH</sup> ANNUAL PITTSBURGH FIRE RESCUE & EMS EXPO

Monroeville Convention Center ■ Monroeville, PA

### April 12 – 13

#### 19<sup>TH</sup> ANNUAL WESTMORELAND COUNTY HOME SHOW

Westmoreland Fairgrounds ■ Greensburg, PA

### June 6 – 8

#### CHICAGO THE MUSICAL

Palace Theatre ■ Greensburg, PA

### June 14

#### 2<sup>ND</sup> ANNUAL PENNSYLVANIA WINE & FOOD FESTIVAL

Monroeville Convention Center ■ Monroeville, PA

### June 27 – 29

#### WESTERN PENNSYLVANIA RIB FESTIVAL

Westmoreland Fairgrounds ■ Greensburg, PA

### November 8 – 9

#### CENTRAL PENNSYLVANIA HOLIDAY ART CRAFT & GIFT SHOW

Blair County Convention Center ■ Altoona, PA

### November 15 – 16

#### NORTHEAST OHIO HOLIDAY ART CRAFT & GIFT SHOW

Eastwood Expo Center ■ Niles, OH

Announcing Two New Shows  
That We Have Been Selected  
To Produce For The  
Pennsylvania State  
Snowmobile Association (PSSA)

### October 24 – 26

#### PENNSYLVANIA POWERSPORTS SHOW EAST

UTZ Expo Center ■ York, PA

### December 12 – 14

#### PENNSYLVANIA POWERSPORTS SHOW WEST

Monroeville Convention Center  
Monroeville, PA

Exciting Events Featuring  
Snowobiles – ATVs  
Motorcycles Boats – Trailers  
Used Sled Corral and more!