



IMPORTANT NOTE: All those representing you and manning your booth must follow these guidelines and all other Rules & Regulations set forth by Huff's Promotions & Event Manager.

## Display Guidelines At A Glance

### TABLES & TABLE COVERS:

- ❖ Exhibitors provide own tables, professional cloth table covers and chairs. **Please See Exceptions Below.** (no lawn chairs or folding canvas chairs permitted - we recommend folding chairs or director chairs).
- ❖ Table Covers – All tables must be covered all the way to the ground on all 4 sides. Covers must be cloth, clean and wrinkle-free. Plastic is not acceptable. All table covers must be the same color throughout your display.
  - FOR MALL SHOWS: Your cloth table covers must be BLACK (other dark colors may be acceptable at some malls, please inquire). If you have a table cover with a company logo and it is not black, it WILL be permitted.
  - FOR SHOWS HELD IN VENUES OTHER THAN MALLS (Oktoberfest, Convention Centers, Parks, etc.) – Table covers must follow the same guidelines (to the ground on all open sides); however, may be any color.
- ❖ Huff's may offer complimentary table covers for mall shows, for your first show, if needed and ordered on your application, limited supply available. After your first show, 8' x 30" x 30" table covers may be available for rent for \$15 per cover (limited availability). (This offer may not be available at all shows.)

### TABLES & COVERS PROVIDED AT THESE MALLS:

- ❖ **Shows at THE MALL AT ROBINSON** - Huff's prefers that you provide your own table(s) and table covers (see specifications above). However, for your convenience, if you do not have the appropriate tables and covers, there are a limited number available on a first come first serve basis. You must request these on your Huff's application in advance. (no more than two 8 ft. tables & black covers per exhibitor).

### ADDITIONAL DISPLAY GUIDELINES:

- ❖ Maximum display height is 6' tall x 3' wide in malls (some malls may have different restrictions). Please be aware that there are space limitations for displays that are considered "big & blocking".
  - FOR MALL HOME SHOWS: There are a limited number of spaces which may be available for large trade show signage (available on a first come, first serve basis). Please indicate on your registration if you would like to request a space and the size of your signage.
- ❖ All lighting fixtures should be uniform, if used. All cords must be out of sight and safely covered.
- ❖ If using a free-standing structure it must be finished on all sides and have rubber tips or place on mats.
- ❖ All boxes, cartons and inventory should be stored out of sight and off the mall floor by 10am each day.
- ❖ 4 wheel dollies are not permitted on in mall during mall hours or on show site show hours.
- ❖ Exhibitor must be neat in appearance and dressed professionally (no jeans, shorts or sweats permitted.)
- ❖ Exhibitors must keep all sales efforts within their own booth. Calling out to customers is prohibited. You may only distribute marketing materials and samples from within the confines of your own booth designation. Event management and mall management has the right to make final determinations as to the appropriate level of solicitation when in question.
- ❖ All signs, flyers, banners must be of professional quality. Large vinyl banners are not permitted in malls, if in question, please ask show manager.
- ❖ Handwritten signs and "Sale" signs are not permitted at any show.
- ❖ Your display area should be kept neat and tidy at all times.
- ❖ Booths must be manned all mall hours or event hours.

### MISCELLANEOUS FOR MALL SHOWS:

- ❖ Check-in & Set-up for mall shows is the night before show start date. (Check-in is ½ hour before mall closes.)
- ❖ DO NOT BRING IN ANY PRODUCT OR DISPLAY FIXTURES WHEN YOU COME IN FOR CHECK-IN. (You will bring in your things after the mall closes.)
- ❖ Load-in & set-up and tear-down & move-out are only after the mall closes.
- ❖ Bring your items through the loading dock doors ONLY (not through any customer doors). Even if you are hand carrying a small box, you must use the loading dock doors.
- ❖ All displays must be ready ½ hour prior to mall opening for fire inspection.
- ❖ Empty boxes must be taken to outside dumpsters.
- ❖ Display area must be left clean at the end of the show.
- ❖ Early dismantling/tear-down of your booth is NOT permitted.
- ❖ Exhibitors are expected to follow all guidelines set forth by show promoter and mall management.

Please note that these guidelines have been dictated by the malls we work in to maintain the high visual standards they require. A complete copy of our Rules & Regulations for each event will be provided with your show acceptance or they are available upon request or found at [www.huffspromo.com](http://www.huffspromo.com). *All show guidelines and Rules & Regulations are subject to change at anytime.*