

23rd Annual MAKE IT ALASKAN FESTIVAL

September 30, October 1 & 2, 2011
Sullivan Arena - (907) 279-0618

EXHIBITOR INFORMATION

SHOW HOURS

Wholesale Buyers Preview:
September 30 9am - 12pm

Open to Public:
September 30 Noon - 8pm
October 1 10am - 7pm
October 2 11am - 6pm

BOOTH SET-UP

1. With exceptions as noted below, booth rental includes: 10'w x 8'd booth with 8' high back wall and 3' high side rails; standard electrical service (110v power max. 500w). Note: Festival '10 will not furnish tables. Skirted tables, chairs, lighting, etc. May be rented from ROWAN PACIFIC RIM DECORATORS at (907) 276-1818.

EXCEPTIONS: Booth numbers N1-N6 & S1-S6 will be 2' x 20'; NE1-NE5 & SE1-SE4 are subject to irregular angles in their booth lay-out; 301, 314-320, 321-327 & 340 are near fire exits and may require that these booths are less than 8' deep (they may be wider than 10'). Booths located between stairs on floor level may be just under 10' wide. Booth set-up may not extend beyond 8' in height.
EXCEPTIONS: Booths 306-309, 314 & 332-335 may not extend beyond 7' in height.

2. Each exhibitor will confine their merchandise to their booth area and not utilized the area in the center of the building, aisle, or other areas likely to interfere with customer traffic.

3. All exhibitors will confine selling activities to their booth area only. Soliciting outside your booth area, in the parking lot, or in the aisles of the building will not be permitted.

MOVE-IN PROCEDURES

For vendor convenience, the following staggered move-in schedule is suggested, however...

...If you cannot move-in during your scheduled time slot, you may set-up anytime Thursday, September 29, between the hours of 9am to 9pm and September 30, from 6am to 8am.

SEPTEMBER 29:

9am to Noon: 114 through 130
 250 through 294

Noon to 4pm: 106 through 113
 131 through 138
 205 through 249

4pm to 9pm: 101 through 105
 139 through 143
 151 through 204
 301 through 342
 N1-N6 & S1-S6
 NE1-NE6

September 30:

6am to 8am: FINAL MOVE-IN

MOVE IN

All move-in will be done through the freight entrance located on the east side of the Arena. Exhibitor check-in will take place at the show office located inside the green doors on the east side of the Arena. Move all trucks away from the freight entrance as soon as they are unloaded. The freight entrance will be closed at 10am on Friday. Only hand carried items are permitted after that time.

NOTE: No exhibitor shall, at any time, be admitted through the yellow doors.

On Friday, September 30, at 10am, a booth by booth inspection will be performed to insure compliance with fire codes. **IMPORTANT: ALL BOOTH VENDORS MUST HAVE (MUST HAVE!!) AN APPROVED (2.5 lb) ABC RATED FIRE EXTINGUISHER FOR THE SHOW TO OPEN. YOUR FIRE EXTINGUISHER MUST ALSO BE "TAG DATED" WITHIN THE LAST 12 MONTHS.** For your convenience, YUKON FIRE PROTECTION SERVICE will be on hand Friday, September 30 from 9am to 11am to meet your fire extinguisher needs.

Entrance for the exhibitors is through the doors adjacent to the freight entrance (the green doors, located on the Gambell Street / East side of the Arena).

MOVE-OUT PROCEDURES

All exhibits must remain set up until the Sunday, 6pm closing time, violation of this rule is grounds for disqualification from future shows. All exhibits are to be removed from the Sullivan Arena not later than 12 midnight, Sunday, October 2. Please do not bring any cars or trucks to the freight entrance prior to the close of the show.

EXHIBITOR PARKING

(Very Important! - Don't be selfish and don't cheat!)

Exhibitor parking is restricted to Lot C, which is located east of the Ben Boeke Ice Arena. Please enter parking lot from Gambell Street. No exhibitor parking will be allowed on the west side of the Arena except for handicap plates/passes.

SHOW OFFICE

The Show Office will be located on the east end of the building through the green doors next to the freight doors. All exhibitors must check in at this office during move-in to obtain exhibitor passes.

EXHIBITOR PASSES

Exhibitors will be provided with three (3) exhibitor identification passes per booth for the 3-day show. Each person working the booth must have a pass to gain access to the Arena (from 10am Friday to close of show). No exceptions! Passes will be available during move-in at the Show Office. Additional passes can be purchased for \$5 each. You are responsible for exchange of passes among workers in your booth.

CLEANING OF EXHIBITS/BOOTHS

Show Management will arrange for sweeping of aisles. Exhibitors must, at their own expense, keep their spaces clean, dusted, and exhibits in good order. Please set any trash in the aisle after closing each evening. No one will enter your booth to collect trash.

SECURITY

There will be security personnel on duty during move-in and show hours. During off hours, the building will be alarmed. SMG/Sullivan is not liable for the contents of your booth.

FOOD AND BEVERAGES

COMPLIMENTARY COFFEE SERVICES:

September 30	8am - Noon
October 1	9am - Noon
October 2	11am - 1pm

Individuals may not bring food or beverages into the building. The Sullivan Arena reserves all rights to food and beverage sales, except for those exhibitors specifically granted a food booth. All food booths must be cleared through Larry VanMersbergen, Sullivan Arena F&B Director, prior to September 23 and must obtain and display all required licenses and health permits. Booths must be operated in accordance with city health regulations to include proper sanitation and food handling procedures.

MISCELLANEOUS

1. Stock can be replenished prior to show opening; during show hours, only hand-carried stock can be brought in the Arena.
2. Entrance to the Arena for exhibitors will be through the door adjacent to the freight entrance (the green doors) ONLY. Exhibitor access on Saturday and Sunday will be permitted one hour prior to show opening.
3. No smoking will be allowed except in designated smoking areas.
4. All booths must be occupied during all show hours.
5. Exhibitors utilizing radios or other sound equipment will limit the volume to their own booth area.
6. Important: ALL BOOTH VENDORS MUST, REPEAT MUST, HAVE AN APPROVED (2.5 lb) ABC RATED FIRE EXTINGUISHER, FOR THE SHOW TO OPEN. YOUR FIRE EXTINGUISHER MUST ALSO BE "TAG DATED" WITHIN THE LAST 12 MONTHS!

...And be sure to distribute your complimentary passes early to help get the business community excited about the show!

Any questions?...Please call Tanya at 279-0618; email pontt@sullivanarena.com; or call Sullivan Arena 279-0618. For your convenience, you may also access event information 24 hours a day online at miafestival.com.

