



SHOWPLACE

EXHIBITOR MANUAL

APRIL 2015

Showplace

An International Market Centers Company

211 E. Commerce Avenue, High Point, N.C. 27260

(336) 888-3700 | Fax: (336) 882-6322

www.imchighpointmarket.com



INTERNATIONAL
MARKET CENTERS

REVISED 1/26/15

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1 WELCOME



I want to personally thank you for choosing Showplace for your High Point Market showroom location. We at International Market Centers view our relationship with you as a partnership, so we have compiled the information in this handbook to assist you in maximizing your investment in the High Point Market and make your experience as easy and seamless as possible. Our world-class staff is here to ensure that your experience with us is unmatched and we meet your every need.

The High Point Market features a comprehensive array of new product from thousands of leading manufacturers and lines in furniture, mattress, lighting, decorative accessories, floor coverings, home textiles, at the world's home for home furnishings.

IMC operates more than 6.7 million square feet of prestigious showrooms in High Point that are the most coveted venues in the marketplace. These tenants showcase furniture and accessories reflecting every style, category and price point from all corners of the globe. Retailers and designers can

shop product offerings from trendsetters in all home furnishings categories as well as benefit from complimentary educational, networking and hospitality events.

The High Point Market is the largest home furnishings market in the world, bringing more than 75,000 people to High Point every six months. Serious retail home furnishings buyers can be found in High Point twice a year for the Spring and Fall Markets.

Again, we are committed to our partnership and dedicated to your success. You can find all the following and additional information about the High Point Market on our web site at www.imchighpointmarket.com.



Robert Maricich
Chief Executive Officer
International Market Centers

2 GENERAL INFORMATION AND POLICIES

2.1 IMC Mission

International Market Centers is a Leasing business that serves as the center of commerce for the furniture, gift and home decor industries, bringing buyers and sellers from the global marketplace together in the most effective, efficient and compelling venues. Our company provides Exhibitors with unrivalled access to Buyers and Buyers with unparalleled access to resources. Through experience and Exceptional service, the IMC Team delivers Markets that create value and growth opportunities for our partners.

The International Home Furnishings Center operates for the wholesale distribution of home furnishings. The direct sale to consumers is not permitted from the showrooms nor should the showroom be promoted directly to consumers.

2.2 Outside Service Firms and Contractors

Showplace under its leases with its exhibitors retains the absolute right to approve all contractors performing work on its property. All service firms, including contractors, caterers, designers, florists, janitorial firms, and photographers performing work at Showplace must first obtain Showplace's approval and be placed on its approved vendor list.

- Among other things, all service firms to be placed (and to remain) on the approved list must:
- Carry insurance satisfactory to Showplace, including comprehensive general liability with limits of not less than \$3,000,000 and statutory worker's compensation insurance on all employees, including part-time, casual, and day laborers.
- Execute lien waivers and indemnity agreements satisfactory to Showplace.
- Comply at all times with Showplace's Guidelines and policies.
- Showplace maintains a list of service firms who have the proper insurance. Firms who are not on Showplace's approved list will not be allowed to perform work on its property. Lists are available upon request.

2.3 Exhibitor Insurance Requirements

A certificate of insurance verifying that you have both the property/casualty and the comprehensive general liability coverage must be on file with Showplace in accordance with Lease Paragraph 7.1, which states:

9.1. Insurance. *Tenant agrees to insure its property located in the Building against a loss or damage by fire or other casualty, under an "all risks" policy in an amount equal to the full replacement value thereof. Tenant agrees to maintain in force Commercial General liability insurance coverage on the Premises, with a minimum combined single limit of \$3,000,000.00 for death, personal injury or property damage, naming Landlord as an additional insured. This general liability coverage must be on an "occurrence" basis. All policies shall provide that unless Landlord is given thirty (30) days written notice of any cancellation or material change, the insurance shall remain in full force and effect without change. If Tenant will be serving alcoholic beverages, as a condition to the granting of this Agreement, Landlord or its authorized management agent must receive from Tenant or its caterer, evidence that insurance, satisfactory to Landlord, providing appropriate liability insurance or Dram Shop coverage indemnifying the Landlord, its authorized management agent and the*

owners of the Building as additional insured parties has been procured. Prior to installing its exhibits in the Premises, Tenant agrees to provide Landlord with satisfactory evidence that all required insurance is in force. Tenant may provide any insurance required under this article through its corporate or blanket policies covering multiple locations, provided that (i) such policy or a certificate of such policy must specify the amount(s) of the total insurance allocated to the Premises, which amount(s) must equal or exceed the amount(s) required by this Agreement, and shall not be reduced for claims made for other properties; and (ii) in all other respects, each such policy shall comply with the requirements of this Lease.

2.4 Market Staffing

Showrooms must be staffed during official hours of the Market.

2.5 Smoking Policy

Showplace is a non-smoking facility. Thank You!

2.6 Payment Of Account

Your account balance is due **in full no later than 5:00 p.m. Tuesday April 14, 2015.**

2.7 ABC Permits For Serving Alcohol

If you are planning to serve liquor in your showroom during the upcoming **Spring 2015 High Point Market**, you are required by the State of NC to purchase a "Limited Special Occasion Permit". This applies only to liquor, not beer and wine. No permit is required for serving beer and wine. However if you are planning to purchase beer or wine through a distributor, you will need this permit. The cost of the permit is \$50. No permit is necessary if the host is serving or offering only beer or unfortified wine or if you are using a catering company.

To obtain a permit to serve liquor in your showroom during Market, email the request to Nonnie Kreilick, Tenant Relations Manager at nkreilick@imcenters.com.

2.8 Accommodations

Many exhibitors/sales representatives find it advantageous to rent a private home, condominium, or an apartment. For more information call

Clements Market Housing: 800-608-1211/336-431-6611

Holtzman Market Rentals: 877-643-3069/336-454-5892

Market Home Source: 800-211-8171/336-885-028

High Point Furniture Market Services: 888-791-4411/336-259-7944

Visit <http://www.highpointmarket.org> for additional listings. Hotels may be booked by calling Market Housing (800-874-6492/336-869-1000) or visit <http://www.highpointmarket.org> for all of your accommodation needs. NOTE: Accommodations should be arranged directly by exhibiting company.



2.9 Airlines

The High Point Market can be reached via Allegiant Airlines, American Airlines, Delta Airlines, Frontier Airlines, United Airlines and US Airways, which connect at Piedmont Triad International Airport.

Airline connections can also be made through the Charlotte Douglas International Airport or the Raleigh-Durham Airport (approx. driving time to High Point from either airport is 1-1/2 hours).

Visit <http://www.highpointmarket.org> for discount airline codes.

2.10 Parking And Transportation

Free shuttle buses serve satellite parking lots and High Point area showrooms; free service is also available from over 100 hotels in the High Point/Greensboro/Winston-Salem area.

Express shuttle service between the Piedmont Triad International Airport and the market transportation terminal operates 8:00 a.m.—7:00 p.m. Free shuttles are also available from Charlotte Douglas and Raleigh/Durham airports. For reservations visit www.highpointmarket.org.

2.11 Registration

Registration can be completed on-site or by pre-registration online. Pre-registration will expedite your check-in process upon arrival. To pre-register, visit: www.highpointmarket.org/register. Select “Exhibitor” and then enter the logon ID and Password that have been assigned to you (If you do not have an ID and password, call Ann Parnell at 336-821-1529).

- Follow the prompts to completely fill out the form.
- Only when you have completed the roster, click “Submit all Badges”.
- Upon arrival at High Point, present your ID/Business Card to any registration counter and your badges will be printed.

2.12 Passes

Access is restricted to exhibitors displaying HP Market Pass. No on site passes will be printed before Exhibitor Registration opens Wednesday, April 15, 2015. For Registration assistance please e-mail aparnell@imcenters.com (336-821-1529). All “set-up” and “break-down” personnel will require a Showplace Exhibitor pass or Contractor armband. Please contact Security Manager Homer Haithcock at 336-888-3719 or by e-mail hhaithcock@imcenters.com.

3 YEAR ROUND OPERATING HOURS

3.1 Operating Hours

Between Markets	Building	Loading Dock
Monday – Friday	8:00am – 5:00pm	8:00am – 4:30pm
<i>Market Preparation</i>	8:00am – 5:00pm	8:00am – 5:00pm



Monday – Sunday, beginning the second
Monday before Market

Emergency Service	5:00pm – 11:00pm	N/A
Contact Security at 336-888-3719		
Market	8:00am – 7:00pm	CLOSED

4 YEAR ROUND OPERATING CALENDAR

4.1 Important Dates

January	Closed New Year's Day
February	Closed President's Day
March	
April	Showplace truck login by 3:00pm Wednesday, April 15 th after this date and time a \$300 late fee will incur per occurrence
May	Closed Memorial Day
June	
July	Closed Independence Day
August	
September	Closed Labor Day
October	Showplace truck login by 3:00pm Wednesday, October 14 th after this date and time a \$300 late fee will incur per occurrence
November	Closed Thanksgiving Day and Friday after Thanksgiving
December	Closed Christmas Day

5 MOVE IN AND SETUP FOR SPRING MARKET 2015

Saturday - Sunday

April 4-5

Dock open:
8:00am - 5:00pm
Building open:
8:00am - 5:00pm

Monday-Friday

April 6-10

Dock open:
8:00am - 5:00pm
Building open:
8:00am - 7:00pm

Saturday

April 11

Dock open:
8:00am - 2:30pm
Building open:
8:00am - 7:00pm



Sunday	April 12	<u>Dock open:</u> 8:00am – 3:30pm <u>Building open:</u> 8:00am - 7:00pm
Monday-Tuesday	April 13-14	<u>Dock open:</u> 8:00am -5:00pm <u>Building open:</u> 8:00am - 10:00pm
Wednesday Standard deliveries by	April 15 3:00pm all deliveries following will incur a \$300.00 late fee	<u>Dock open:</u> 8:00am -7:00pm <u>Building open:</u> 8:00am - 10:00pm
<u>SET UP ONLY</u>		
Thursday	April 16	<u>Dock Closed</u> <u>Building open:</u> 8:00am - 10:00pm
Friday	April 17	<u>Dock Closed</u> (Open to Buyers & Press) <u>Building open:</u> 8:00am - 7:00pm

6 MARKET DATES/HOURS

Saturday-Wednesday	April 18-22	<u>Building Open:</u> 7:00am- 7:00pm
Thursday	April 23	<u>Building Open:</u> 8:00am - 5:00pm (Open to Buyers) 3:00pm - 5:00pm (Exhibitor Breakdown)

7 MOVE OUT

Friday	April 24	7:00am – 7:00pm
Saturday – Sunday	April 25-26	CLOSED
Monday-Friday	April 27-May 1	8:00am – 5:00pm

8 SAMPLE SALES

Sold samples may NOT be removed from the Showplace building during or after show hours. Hand- carried individual samples that are sold may be removed beginning Thursday morning, April 23, 2015, from the

rear of the building at designated doors. Entire showrooms that have been purchased may not be removed until the Tuesday following the show, April 28, 2015. Please note that Showplace will not be responsible for any samples left for pick up.

9 RULES AND REGULATIONS

If your company must make a special request that conflicts with these regulations please call, fax or email us at your earliest convenience. Showplace will make every effort to assist you. Contact Tenant Relations Manager Nonnie Kreilick at 336-822-0421 or email at nkreilick@imcenters.com.

9.1 SMOKING

Smoking will not be permitted anywhere inside Showplace (including stairwells).

9.2 STORAGE AND WASTE REMOVAL

Must be completed by 10:00pm on Thursday, two days prior to the start of Market. All paint used by any exhibitor in preparing their space must be removed from the Showplace building by the end of each market. This paint cannot be disposed of anywhere on Showplace property. (For example: dumpster, trash cans, or Showplace dock.)

9.3 LATE ARRIVALS

Late arrivals will not be allowed to set up unless prior contact has been made. It is unfair to the other exhibitors who have met deadlines to have their space disturbed once it has been completed.

9.4 EXHIBIT MATERIALS AND PRODUCT

All exhibit materials and product must come through our dock. No side door or front door access for freight is allowed.

9.5 MOVE OUT FOR PURCHASED SHOWROOMS

Those showrooms that have been purchased must schedule a move out time in the week following market. Showplace will not be responsible for product or moving this product to the Showplace Dock. This move out will not be scheduled over an exhibitor move out after the Market.

9.6 INDIVIDUAL SAMPLES SOLD

Those individual samples sold may not be removed from Showplace during or after Market hours Saturday - Wednesday. Hand-carried, individual sold samples may be removed from the building Thursday, the last day of Market. They will be removed from the rear of the building at the door marked by Security. Showplace will not be responsible for any samples left for pick-up. All hand carried items must be signed out by security with a paid bill of sale.

9.7 TEMPORARY WORKERS (SET-UP & BREAKDOWN)

All temporary workers must enter through the dock and be issued a armband. Workers must be signed in by the exhibitor and secured with a picture ID. When workers are finished, exhibitors must bring workers back to the temporary labor desk on the dock in order to reclaim ID.



For breakdown, on Thursday, April 23, 2015, workers are allowed in the building from 3pm - 5pm, and must come in and out through the dock. Workers contracted by Showplace for drayage from the dock to individual spaces should not be tipped. Tipping is not allowed on any IMC Property. Please notify Showplace of any violation of these policies.

9.8 CHILDREN AND STROLLERS

Children under 12 years of age and Strollers are not permitted on the showroom floor at Showplace during move in/move out and during Market. There will be no exceptions.

9.9 DOCK HOURS

During move-in & set-up, the dock closes at 5:00pm. Exhibitors may stay to work in their spaces until 10:00pm, except closing day of Market that is 7:00pm.

9.10 DAMAGES

Leaseholders will be charged for any labor or fees associated with damages or repairs to the Showplace property, extra housekeeping, security, etc.

9.11 APPLIANCES NOT ALLOWED

Appliances such as irons, refrigerators, coffee makers, popcorn machines, microwaves, drink machines, etc. are not allowed in any temporary spaces, and in permanent space only with prior approval.

9.12 EXHIBITOR MARKETING MATERIALS

Any marketing material must be kept within booth space. No materials should be placed anywhere on IMC Property other than your booth space. No handouts can be distributed outside of your booth on Showplace property.

9.13 PRODUCT REMOVED FROM SPACES

Long-term spaces must issue written authorization to have product removed from their space between Markets. This authorization must include an inventory of items to be removed and the person's name making the pick-up. This should be faxed or emailed to our office 24 hours before desired pick-up. The driver may not supply the paperwork upon arrival. Any product removal prior to Market must be completed before Friday, April 3, 2015.

9.14 FORMS OF PAYMENT

Visa, MasterCard and American Express cards are accepted by our offices and must be accompanied by a written authorization slip, which Showplace will provide, if arranged via telephone. A \$50.00 charge will be added for handling. Checks are also accepted and can be mailed to:

Showplace AC I LLC PO Box 417386
Boston, MA 02241-7386



9.15 RETURNED CHECKS

Checks returned for any reason, will require all future payments to Showplace to be made with bank checks/certified funds. A service fee will be assessed related to all returned items.

9.16 LATE PAYMENTS

Late payments are subject to additional fees, per Exhibit (A) of your Lease.

9.17 CONDUCT

Exhibitors shall conduct themselves and their business in a professional manner. Showplace, in its sole discretion, will close any showroom where this rule is violated.

9.18 HOUSEKEEPING

Showplace Housekeeping staff cleans all corridors and spaces before opening day. Should you need additional housekeeping after the Market begins, please contact ServiceMaster directly 336-299-9441. Additional Charges to exhibitors may occur if you are late in your set-up before Market or if you have special functions in your space and require additional housekeeping.

9.19 PRODUCT OUT OF SIGHT

All product must remain within the confines of leased space. All corridors around spaces must be free of product. No hanging of product is allowed on exterior corridor walls. Entrance accents will be permitted upon approval. Security will enforce these terms. Once notified by security, if not corrected, product will be removed and stored until the end of market.

9.20 PHOTOGRAPHY

Photography must take place within your space if at all possible and must be scheduled after market hours (7pm). Security escort is required and must be arranged prior to photography date. Exhibitor is responsible for all security charges. Please contact Tenant Relations Manager Nonnie Kreilick at 336-822-0421 or email at nkreilick@imcenters.com for all photography requirements at least 48 hours in advance.

10 CONSTRUCTION

Our years of experience tell us that showroom planning is important and a professional interior display is essential to your success in this Market. In general any improvements that Tenant wishes to install within the Premises are subject to Landlord's prior review and written approval. In addition, all improvements must be properly permitted as applicable and if required by the City prior to the commencement of any such improvements within the Premises. The following guidelines should assist you with ensuring these requirements are satisfied.



10.1 Showroom Plans

All painting, flooring and construction requires an IMC building authorization. Please submit your plans by **February 16, 2015** to Andrea Harvey, Tenant Improvement Manager, aharvey@imcenters.com. The authorization will be issued to the contractor or tenant based on the submitted information. All displays must meet local and state building codes and are subject to requiring building permits from the City of High Point as needed.

All construction must be completed before **Thursday, April 16, 2015**.

11 SPACE DISPLAY

Showplace provides carpeted floors, hard-wall dividers and floor signage for each temporary lease holder.

11.1 FIRE DOORS/MATERIALS

Fire doors and exit doors may not be blocked.

Fire retardant materials must be used. This includes all curtains, draping and decorative additions. The Fire Marshal will check each space in question.

Open flame is prohibited by the current state of NC fire code. (Fire Prevention Code Section 502.5 Open Flame or Light Restricted). This section applies to lighted candles, sterno, liquid propane or other flames used to heat food. Fire marshals enforce this code when inspecting Showplace.

11.2 SIGNAGE

Signage may not be placed in any areas outside of your space or hung from overhead.

11.3 TEMPORARY LABOR

- Exhibitors who require assistance packing or unpacking must hire through the temporary labor supervisor at the dock.
- Do not hire anyone already working or anyone off the street.
- Day workers must wear armbands, which will be obtained at the dock only.

12 ELECTRICAL REGULATIONS

- Metal halide fixtures and track lighting will be installed in the order they are requested.
- High wattage lighting brought to the Market by the exhibitor may not exceed 100 watts per fixture and must be approved by Showplace operations personnel. This lighting may or may not be installed depending on the total wattage available for the space. Construction lighting will not be allowed. Excessive wattage use or repeated power failure may result in additional charges.

- Lamp displays are restricted to 40-watt bulbs.
- Under no circumstances shall anyone other than the “House Electrician” make any electrical connections. All material and equipment furnished by Showplace for this service order shall remain the property of Showplace and shall be removed only by Showplace personnel at the close of the Market.
- All equipment, regardless of source of power, must comply with all Federal, State and Local Safety Codes.
- Preparatory work and installation may not be executed without the “House Electrician”. Overload protection to equipment must be made by the “House Electrician” only.
- Electrical power for light and displays will be turned on prior to Market opening time and off at Market closing daily. Requests for special voltage must be received by Showplace fifteen (15) days prior to the Market.
- During set-up of Market if there is an overload of electricity and a breaker is blown; the exhibitor will be charged \$40 per outage, after the first incident.

13 SHIPPING, HANDLING AND RECEIVING

13.1 Dock Contact Information

Showplace Dock
 TEL: 336-888-3710 | FAX: 336-886-4872
 211 East Commerce Avenue
 High Point, NC 27260

13.2 Shipping And Sample Movement

- Exhibitor shipments will be received at the Showplace Loading Docks and stored in Exhibit Space beginning **April 6, 2015 prior to Market opening**, as follows. (For earlier delivery of samples, contact Nonnie Kreilick at 336-822-0421 or e-mail: nkreilick@imcenters.com.)
- All samples/deliveries must be received **underline please** . This includes shipments by common carrier, company truck, personal deliveries, etc. Any samples/deliveries received after 3:00 pm Wednesday, April 15, 2015 will incur a \$300 charge per each occurrence
- Product arriving on pallets or oversized crates will be broken down on the dock and then taken to the space, if necessary.



- Pre-constructed crating dimensions should be no more than 4-ft x 8-ft x 6-ft, and a weight of no more than 750 lbs. on large, heavy plastic casters. If crating arrives that is too large or heavy, it may be unpacked on the dock.
- Shrink-wrapped boxes on skids may be dismantled on the dock before delivery to your space at the option of Showplace shipping personnel.
- Late samples must be unpacked on the loading dock and moved to space by the exhibitor. Therefore please ship early and instruct your driver to wait his turn as trucks are worked on a first-come, first-served basis.
- Product arriving before move-in dates will be sent to City Transfer and additional storage charges will be invoiced to you by City Transfer. If your products arrive via common carrier, Showplace will schedule arrival directly at the Showplace dock.
- Showplace provides, free of charge:
 - Product moved from Showplace Dock to Exhibitors Space.
 - Product moved from Exhibitors Space to Showplace Dock.

• SHIP TO:

Your Company Name (Subtenant Name, If Any) Your space #
 C/O SHOWPLACE
 High Street Dock
 211 East Commerce Avenue
 High Point, NC 27260

- All freight, customs charges and duties must be prepaid. Showplace WILL NOT ACCEPT COLLECT SHIPMENTS.
- STORAGE: No storage is available on-site for excess product. You may arrange storage of your excess product at your expense:
 - AMPAC 336-431-4355
 - Camco 336-475-4539
 - City Transfer & Storage 336-334-2648

13.3 International Shipments To Showplace

- All shipments of imported merchandise require Ultimate consignee ID numbers to be cleared by U.S. Customs & Border Protection. Showplace is not the Ultimate Consignee & we do not provide tax ID numbers for the purpose of receiving imported showroom samples.
- The exhibitor, as the Ultimate Consignee, must provide his own ID number. If you do not have a U.S. tax ID number, contact Customs & Border Protection for a CBP-issued Ultimate Consignee ID number. Telephone: 202-354-1000. Visit their website at: www.cpb.gov.



13.4 Incoming Samples

- All shipments must be accompanied by a manifest and bill of lading, which should be presented to Showplace Dock Supervisor on arrival. Personnel will be responsible for movement of samples from the truck to the space.
- Showplace personnel will sign for all UPS & FedEx packages. These packages will be stored in a secure location and available for you to collect during dock hours.
- Showplace personnel will not handle construction material: e.g. lumber, paint, carpet, flooring material, etc. Construction material must be handled by the Exhibitor or their agent. Any RTA (Ready to Assemble) walls, floors and/or other display materials must be pre-cartoned, labeled and on wheels for easy handling by Showplace dock personnel. If shipped with merchandise, please load so that RTA product/display materials will be unloaded first, followed by merchandise.
- Showplace is not responsible for lost or damaged merchandise.

13.5 Move Out

- Absolutely no move-out before 7:00am Friday, April 24 , 2015.
- Exhibitors are responsible for correctly completing and attaching a bill of lading to outgoing freight. An example is located on the dock for your assistance.

14 Security Guidelines

- Showplace will have perimeter security guard service beginning **Monday, April 13, 2015** through end of Market. Exhibitor is solely responsible for the security of its Exhibit and merchandise and is required under the Showplace Lease to insure its Exhibition Space against loss or damage from any cause whatsoever.
- All property of Exhibitor shall remain in its control, custody, and care in transit to, from or within the confines of the Exhibition Space.
- Exhibitors are required to protect Exhibit Space against loss or damage; some general suggestions and guidelines follow:
 - Attach a rider to your insurance policy to cover your exhibit for shipping, set-up, market and dismantling.
 - Ship through reputable carrier, making sure to furnish them with accurate and complete bill of lading.
 - Showplace does not accept responsibility for merchandise shipped out via multiple carriers. If you are shipping via multiple carriers, please provide a list to Showplace Tenant Relations Manager Nonnie Kreilick at nkreilick@imcenters.com.
 - Be sure all cartons or crates are securely taped or banded. DO NOT label with content.
 - Do not leave Exhibit unattended during set-up, market and dismantling period.
 - Small electronic items (i.e. phones, iPod's, etc.) should be locked up or removed from the space each evening.

- Do not include merchandise, tools or other misc. items in containers to be stored with empties.
- Inventory all valuable items in your Exhibit by recording serial numbers and descriptions.

15 PHOTOGRAPHY

15.1 Pre-Market

Photography is not permitted after 3 pm on Thursday before Market opening to allow for final housekeeping and Market preparation.

15.2 Market

In-space photography may be scheduled after 7 p.m. Call Nonnie Kreilick, Tenant Relations Manager, prior to 3:00 p.m. (336-822-0421) to authorize photographer admittance. While it is the desire of Showplace management to be as flexible as possible, our first priority is building safety and maintenance. Therefore, it is possible that photography may not be permitted on any given night.

15.3 Studio Photography

In case of emergency, samples may be removed to a photography studio after 7 pm. They must be returned to the showroom before 8 am the next day. Call Nonnie Kreilick, Tenant Relations Manager (336-822-0421) to make arrangements. **Note: Photography samples may be released if all bills due Showplace have been paid.**

16 SHOWPLACE IMPORTANT CONTACTS

CONTACTS	NAME	TELEPHONE NUMBER
Main Information	Showplace	336-886-4700
Showplace Dock	Shipping/Receiving	336-888-3710
Tenant Relations Manager	Nonnie Kreilick	336-822-0421
First Aid	Security	336-888-3719
Accounting	Angie Parsons	336-888-3736
Leasing	Holly Allred	336-888-3753

17 FUTURE MARKET DATES

Year	Spring	Fall
2015	April 18-23	October 17-22
2016	April 16-21	October 15-20
2017	April 22-27	October 14-19

18 HELPFUL MARKET CONTACTS

Showplace will provide upon request, two chairs and a trash can per leaseholder. For additional chairs, tables, or other rentals:

Bounces to Go	336-841-7368
Happy Rentz	336-883-1313

Flowers or Greenery

Environments	828-963-1900
Nelson's Greenhouse	336-454-4427
Randy McManus Designs	336-691-0051
The Plant Shop	336-884-4100

Temporary Labor (for your setup or booth requirements):

Recruiting Specialists	336-431-0326
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Caterers

Diamondback Grill	336-722-0006
Jersey Mike's	336-889-2782
Pepper Moon Catering	336-218-8858
Pita Delite	336-378-6066
Spring Garden Bakery	336-218-8858

Market Housing

Hotels & Motels Only

Market Authority Housing	336-869-1000/800-874-6492 US & Canada www.highpointmarket.org
The Wright Place	336-887-1234

Private Residences



Clements Market Housing	336-431-6611 / 800-608-1211
High Point Furniture Market Services	336-259-7944 / 888-791-4411
Holtzman Market Help	336-454-5892 / 877-643-3069
Market Home Source	336-885-0280 / 800-211-8171
The Last Resort	336-886-4773 / 800-409-7946

19 MARKETING/PROMOTION

19.1 Marketing Assistance

Showplace is the only organization offering a total marketing plan for exhibitors. It is a comprehensive promotional program reaching all buyers before, during and after market.

19.2 Market Publications (*Required*)

- **Previews** - Furniture and Accessory editions mailed 45 days before market to every buying organization attending the High Point Market. Information and photographs on new products, market information, articles about retailing, merchandising and advertising. The total pre-market planning guide for buyers.
- **Resource Guide** - The only complete Guide to the High Point Market. Picked up by every registered buyer as they enter the market and used throughout the year, this publication has become the established guide to Market. It contains the only comprehensive exhibitor, product and showroom directories available for the High Point Market.
- **Pocket Directory** - Pocket-size directory listing all market exhibitors, important phone listings, and market events. Handy format! (Limited advertising space...contact Jessica Hill , jhill@imcenters.com, 336-821-1570 for details.)
- **Web Site:** www.imchighpointmarket.com
Showplace's web site provides information where buyers & exhibitors can:
 - Link to Registration
 - Hyper-link to Showplace exhibitor's web sites and e-mail addresses
 - Access comprehensive market planning information – events, seminars and suppliers
 - Access a product locator that identifies product by major category
 - Access information concerning our market publications, the Previews and Resource Guide

19.3 High Point Market Authority Buyer Registration Software

- HPMA maintains the only buyer database for the High Point Market. This software contains the entire registration database - 50,000 names and 21,000 organizations. All names and organizations are verified and updated twice a year. All organizations are bar-coded for quick market registration. Direct mail capabilities - create mail labels easily addressed to the key merchant at each organization. Can be used during Market for on-site registration. Available in CD-ROM. For more details, call ShowCare: 866-267-2107.

