

The Franchise Show

VIRGINIA / DC

April 9 & 10, 2022

Dulles Expo Center, North Hall



EXHIBITOR MANUAL

WELCOME AND THANK YOU **for choosing to be a participant in** **The Franchise Show -** **Virginia / DC!**

Please take a moment to read the exhibitor manual, which will provide you with all of the necessary information for the preparation and installation of your exhibit. Processing your orders at your earliest convenience will allow us and the service-contractors time to provide you with the best possible rates & service.

The Show Office will be set up at the
Dulles Expo Center
on Friday April 8th, 2022 at 12pm. Management will be available to assist you for the duration of the show.

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GENERAL INFORMATION

Show Location

Dulles Expo Center

North Hall
4320 Chantilly Shopping Center
Chantilly, Virginia
20151

MAP TO FACILITY

Show Dates & Times

Saturday, April 9, 2022	11:00am – 5:00pm
Sunday April 10, 2022	11:00am – 4:00pm

Exhibitor Move-in Times

Friday April 8, 2022	12:00pm – 6:00pm
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Exhibitor Move-Out Dates & Times

Sunday April 10, 2022	4:00pm – 8:00pm
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Produced By

National Event Management
Suite #102
260 Town Center Blvd.,
Markham ON
L3R 8H8
Tel: (905) 477-2677 or (800) 891-4859
Fax: (905) 477-7872

Exhibitor Coordinator

Joy Gallaiford
905 477-2677 or (800) 891-4859 Ext 284
Email: joy@nationalevent.com

Director of Operations

Dina Latina
905 477-2677 or (800) 891-4859 Ext 224
Email: dina@nationalevent.com

EXHIBITOR CHECK LIST

Please print a copy of this checklist to assist you in planning for the Show. To take advantage of “early booking discounts” please note booking deadlines.

CHECK LIST

AUDIO / VISUAL RENTALS

ORDER DEADLINE: April 4, 2022

If you require audio visual equipment in your booth, please send the completed order form to:

Dale Garbett

703-246-9500

dale@avexperts.com

AUDIO VISUAL ORDER FORM

BOOTH CLEANING

ORDER DEADLINE: March 25, 2022

Exhibitors are responsible for maintaining their own booth space. If you require in-booth vacuuming please [order online here](#).

BOOTH INSTALLATION & DISMANTLING

ORDER DEADLINE: March 25, 2022

Dismantling or removing your exhibit/exhibit materials before the end of the show is strictly prohibited.

Should you require assistance setting up or dismantling your booth, please place your order with **Hale Expo Services**.

ONLINE ORDERING IS NOW AVAILABLE:

Please send an email to csr@haleexpo.com with the show name, company name and an email address that you would like a link to be sent to and our Customer Service Department will send a command to our online ordering server to send a secure email link and temporary password to the email address provided.

For all other questions please contact:

Hale Expo Services

Phone: (716) 896-6170

Fax: (716) 896-8908

Email: csr@haleexpo.com

[HALE ORDER FORMS](#)

[PAYMENT FORMS](#)

ELECTRICAL

ORDER DEADLINE: March 25, 2022

Electrical is not supplied to your booth. If you require an electrical hookup, please [order online here](#).

EXHIBITOR BADGES

FORM SUBMISSION DEADLINE: March 18, 2022

We have implemented a new automatic badge system to simplify the request process. Please [follow this link](#) to complete your badge request form. You will receive a confirmation email upon completion.

Exhibitors are provided with up to a maximum of 7 personalized name badges based on the size of your booth.

10x10 booth - 3 booth staff

10x20 booth - 5 booth staff

300 feet or larger - 7 booth staff

Badges will be available for pick up at the Show Office during move-in and must be worn to gain admittance to the Show.

[ONLINE BOOKING LINK](#)

EXHIBITOR PARKING

Parking is free to exhibitors and attendees. There is ample parking surrounding the venue which can be accessed off of Brookfield Corporate Dr. or via the Chantilly Shopping Center access off Willard Rd. Please see the below maps for reference. During Move – in please use Lot C.

[PARKING MAP](#)

[MAP TO FACILITY](#)

EZ BACKDROPS

If you require a pop-up banner or backdrop, please contact:

EZ Backdrops

Phone: 678-717-1222

Email: angie@ezbackdrops.com

www.ezbackdrops.com

FEDERAL ID NUMBER

The Federal ID Number for the venue is **71-0869943**. You will require this number to clear customs.

FOOD SAMPLING

SUBMISSION DEADLINE: March 11, 2022

If you are planning on sampling food or beverage product in your booth, please note there are **two** necessary forms to complete. Food samples are limited to a 2 oz. portion and beverage products to 3 oz.

1. Please complete the below Food Sampling Form and return it to pgillespie@dullesexpo.com and joy@nationalevent.com.

FOOD SAMPLING FORM

2. Fairfax County of Virginia health department requires all temporary food permit application to be submitted through the PLUS database.
 - To apply, you will first need to create an account in the PLUS system. [Click here](#) to access
 - You will need to fill out an address when you make an account, please use the venue address:
Dulles Expo Center
North Hall
4320 Chantilly Shopping Center
Chantilly, Virginia
2071
 - After you have made your account, please fill out the Temporary Food Event Permit.
 - Please ensure you are complying with the guidelines document below: If you do not complete this form, and do not comply with the guidelines, you could be closed down if an inspector comes to the show.

Please direct any questions to the
Fairfax County Health Department
703-246- 2201
hdehd@fairfaxcounty.gov

Please have both your permits/forms printed and on display in your booth on show days.

[ONLINE FOOD SAMPLING PERMIT](#)

[FOOD SAMPLING GUIDELINES](#)

FREE ADMISSION PASSES

Raise awareness of your franchising initiatives and increase traffic to your booth by distributing Customized FREE ADMISSION passes to the Show. There is no limit to the number of FREE passes you may distribute to your professional and personal databases.

Please email your high-resolution logo in **.jpeg**, **.eps**, or **.pdf** format to [Joy Gallaiford](mailto:Joy.Gallaiford).

HOTEL

BOOKING DEADLINE: March 17, 2022

Rooms and discounted rate will only be held until the specified date. Rooms will then be subject to availability at prevailing rates.

We have obtained a group rate of \$86.00 + taxes for single or double occupancy at The Holiday Inn Chantilly-Dulles.

The Holiday Inn is located at:
4335 Chantilly Shopping Ctr
Chantilly, VA
20151

Reservations may be made by calling 1-800- HOLIDAY or 888-269-9583 or by [booking online here](#).
Enter Group Code "AOQ"

To receive this rate, you must mention that you are with **The Franchise Show** when booking. Rates cannot be changed at check-in/check-out times if you fail to identify your affiliation at the time of booking.

A \$7 breakfast coupon will be given for Friday, Saturday and Sunday to be used in Bob O's restaurant in the hotel lobby.

INSURANCE

Insurance for booth/show

Exhibitors must have their own liability insurance covering a minimum of \$1 million in damages. Please list National Event Management as "additional insured".

Transportation Insurance

Show Management is NOT responsible for damages caused during the transportation of your products. We strongly recommend purchasing transportation insurance when booking your shipments.

Liability

Exhibitors will be liable for, will indemnify, and will hold harmless Show Management from any loss or damage whatsoever occurring to, or suffered by, any person or company. This includes, without limiting the generality of the foregoing, exhibitor, other exhibitors, management, the owners of the building and their respective agents, servants and employees, and members of the public attending the show, either (a) on the said space or (b) elsewhere. Neither the facility nor Show Management will be responsible for loss or damage to persons, exhibits, or decorations by fire, accident, theft, or any cause while in the exhibition buildings.

LEAD RETRIEVAL SYSTEM

We offer a Lead Collection system at the Franchise Show. This system uses any smartphone or internet enabled device (no scanners needed). Attendees contact info (name, email and cell if provided) will be pre-populated into the software to make your lead collection easy on-site and your post-show follow-up effortless.

Please send your completed order form to joy@nationalevent.com if you would like to sign up for this system. Please note: This is not a complete list of attendees. It is a lead retrieval service to help you capture leads quickly and accurately.

[LEAD RETRIEVAL ORDER FORM](#)

[HOW TO COLLECT LEADS](#)

LOADING DOCKS

For your convenience the exhibit hall will have one flat load in door which is 20' wide by 16' tall located on the side of the North Hall across from Lot C.

All exhibitors will need to park in Lot C.

There is no drive-in access to the hall to off load your vehicles. Only exhibitors with vehicles or trailers that will be on display will be able to drive into the hall.

For exhibitors needing loading dock bays, please coordinate with Hale Expo Services, the official decorator.

Hale Expo Services

Phone: (716) 896-6170

Fax: (716) 896-8908

Email: csr@haleexpo.com

To access the docks, take Willard Rd. to Chantilly Shopping Center, to the North Hall.

Dollies and a pump truck will be available for your use. If you require a forklift to move material from the dock to your booth, a forklift will be available to you. However, if you have excessive forklift requirements, please contact Dina Latina (dina@nationalevent.com) to discuss your needs. A charge may apply.

MOVE-IN INSTRUCTIONS

Move-in Times

Friday April 8, 2022

12:00 pm – 6:00 pm

- **All exhibitors must officially register before setting up.** Please come to the show office and staff will direct you to your booth.
- **All exhibits must be set up by 6:00 pm Friday.** Exhibitors will not be permitted to set up during show hours.
- The aisle carpet will be in place Saturday morning. **Dollies and carts WILL NOT be permitted on the carpet.** Hand carried items only may be brought in on Saturday.
- Children 15 years of age or younger will not be permitted in the exhibit area during move-in, set-up, or tear down.

EXHIBITOR MOVE-OUT INSTRUCTIONS

Move-out Times

Sunday April 10, 2022

4:00pm - 8:00pm

Please note that move-out will begin once the show has closed and the aisles are cleared. If you are able to hand carry your supplies out to your car, we encourage you to do so.

All material must be removed by 8:00pm

Items left on the show floor after move-out time will be forced off the floor. Show Management reserves the right to reroute shipments that are not picked-up or refused by carriers. Should this occur, you will be responsible for any charges incurred.

Exhibitors are encouraged to remove small items and open cases of products from the show floor first. Show Management will take all reasonable security precautions, but immediate removal of these items is the best way to prevent pilferage.

NOTE:

All exhibitors using Quad must move freight after the show must have booth materials packed and ready for pick up at the loading dock. Please provide our sales staff onsite with your paperwork before leaving the show site.

RULES & REGULATIONS

Diagram #1: Sample of the drape provided for your booth

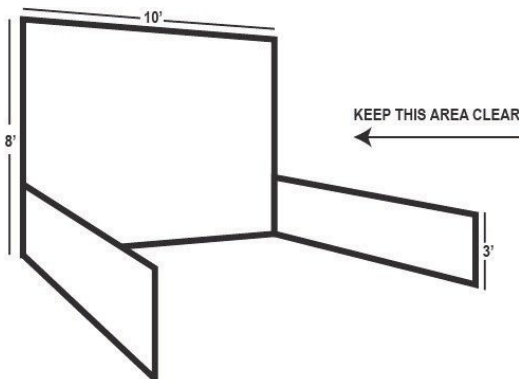
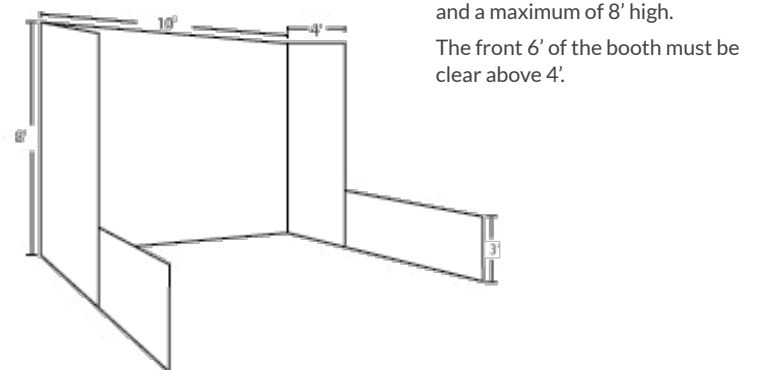


Diagram #2: Sample of display allowance



Booth Display & Restrictions

- Diagram#1 shows the drapes that are provided as a part of your booth cost.
- Diagram#2 shows the allowed clearance for displays, banners and products within your booth.
- No exhibit may exceed a maximum height of 8 ft.
- Side panels 8 ft. high, must not exceed a depth of 4 ft. extending from the back of the display.
- The remainder of the 6 ft depth from the front of the booth must not exceed a 4 ft. height.
- Any exceptions to this must have pre-approval from Dina Latina (dina@nationalevent.com).

Prefab booth partitions must be finished on both sides. If they are not, please request drapes prior to the show.

Signage

No signage or material may be extended above the 8ft height at the back of your booth nor hung from the ceiling or across the aisle, without approval from Show Management. All signs must be printed on one side only. Your brand messaging can only face the inner walls of your exhibit space.

Carpet or Flooring

Grey carpet is provided within your booth space. If you would like to change the colour, you may order different flooring through our decorator at your own cost or you may bring your own. *Please be sure to review the Tape Restrictions below.

Tape (Floor, Wall, and Carpet Damage)

It is important that you use the proper carpet tape in your booth. If you do not use the correct tape there will be a charge for tape removal.

Here are the models of two-faced tapes that are authorized by the facility.

- Polyken 105c LPDE
- Scapa 274004
- DC W002A

If you bring your own carpet, you must adhere to the above Tape Restrictions. If you do not have the proper tape, please notify Show Management before installing your carpet or tiles.

If you would like to install your carpet on top of the existing carpet, please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859 ext 224.

Restrictions for Booth Installation

Painting, nailing, drilling, or screwing to the floors, walls or any other part of the building is not permitted. Exhibitors are also responsible for oil, grease, or any general damage to the carpeted area. Exhibitors wishing to lay any floor coverings may not fasten the coverings to the building floor. It is suggested that building paper or the approved tape (Polyken 105c LPDE OR Scapa 274004 OR DC W002A) is used instead.

Demonstrations/Distributions

Displays, demonstrations or distribution of advertising materials, are not permitted outside the confines of your booth. If audio visual equipment is used, the sound must be subdued to such an extent as to ensure its having no nuisance effect on neighbouring exhibitors. The use of microphones is not permitted without prior management approval.

Fire Regulations

All exhibitors planning to use any type of fuel (such as gas, oil, helium gas, or propane) in their exhibits are requested to contact Show Management. All displays or exhibited materials must be fireproof to conform to Federal, Provincial, and City Fire Laws.

National Event Management is obligated to abide by the Fire Code regulations in each city. We therefore retain the right to refuse any material or object that does not conform to code. If you have a question or need information re the Fire Code please contact Dina Latina, dina@nationalevent.com, 905-477-2677 or 1-800-891-4859, ext. 224.

RULES & REGULATIONS

Animals in the Show

The facility's policy prohibits the presence of animals unless they are used as a working dog for the blind. Permission must be obtained from the facility for any exception. Please contact Dina Latina (dina@nationalevent.com ; 905 477-2677 ext. 224) regarding the necessary forms.

Helium Balloons

Helium balloons are prohibited in most venues. There is a large retrieval fee, charged to the exhibitor, when balloons are lost. Please contact Dina Latina (dina@nationalevent.com) for approval if you wish to use helium balloons in your display.

Mechanical Conveyances

Mechanical Conveyances such as electric carts, scooters, or bicycles will not be allowed in the aisles during the show hours. The only exceptions to this rule will be in the case of handicapped persons visiting the show, or those with authorization from Show Management.

Non-Compliance

National Event Management reserves the right to make changes, amendments, and additions to the rules and regulations without notice, as considered necessary to the efficient and proper conduct of the show. Interpretation of these rules and regulations shall rest with Show Management and non-compliance can result in ejection of the offending exhibitor or in the closing of his/her exhibit.

SHIPPING & DELIVERIES TO THE SHOW

Shipping Direct To Show: Friday April 8, 2022

PLEASE NOTE: **The facility will NOT accept shipments prior to the Show move-in date.** Show Management will sign for the delivery on your behalf during move-in hours only. Your materials will be left at the dock until you arrive. To move your items to your booth space, pump trucks and dollies will be available at no charge. Should you require assistance or the use of a forklift, please contact Dina Latina (dina@nationalevent.com) as charges may apply.

Please address shipments to:

Company name Booth number
The Franchise Show
Dulles Expo Center
North Hall
4320 Chantilly Shopping Center
Chantilly, Virginia
2071

PLEASE NOTE: After freight is packed at the end of the show it must be moved to the dock area for pick up. Freight that is left on the show floor will incur a handling fee. Handling fee charges will be a minimum of \$45.00 or \$15.00 per 'hundred weight' whichever is greater.

Haulistics no longer offers Advance Warehouse shipments. This will be offered thru our Decorator Hale Expo Services, if you require your goods to be shipped or sorted in the advance warehouse please contact show management

dina@nationalevent.com

SHIPPING ORDER FORMS

All exhibitors using HAUListic must move freight after the show must have booth materials packed and ready for pick up at the loading dock. Please provide our sales staff onsite with your paperwork before leaving the show site.

SHOW DECORATOR (FURNITURE & DISPLAY RENTAL)

ORDER DEADLINE: March 25, 2022

Carpet, 8ft back drape and 3 ft side drape are supplied for your exhibit space. If you require tables, chairs or additional booth supplies, these items can be rented from the Show Decorator.

Show Colours

- **Booth Drapes: Black**
- **Aisle Carpet: Teal**
- **Booth Carpet: Grey**

ONLINE ORDERING IS NOW AVAILABLE:

Please send an email to csr@haleexpo.com with the show name, company name and an email address that you would like a link to be sent to and our Customer Service Department will send a command to our online ordering server to send a secure email link and temporary password to the email address provided.

For all other questions please contact:

Hale Expo Services

Phone: (716) 896-6170

Fax: (716) 896-8908

Email: csr@haleexpo.com

[HALE ORDER FORMS](#)

[PAYMENT FORMS](#)

SHOW GUIDE AD & SPONSORSHIP OPPORTUNITIES

There are a number of ways to increase your brand awareness at our shows. Additional ad space is available in our Show Guides that are distributed to attendees and sponsorship recognition includes show guide space, on-site signage, & online presence. Speak to your sales rep for more information.

TELEPHONE / INTERNET / WIFI

ORDER DEADLINE: March 25, 2022

Please Note: This venue does not provide free WIFI.

If you require a telephone or internet line in your booth please [order online here](#).

VEHICLES ON SHOW FLOOR

All vehicles must be pre- approved by the Fire Marshal and must abide by the arrival and departure schedules and procedures established by Show Management. Please contact Dina Latina (dina@nationalevent.com) for approval in order to coordinate this process.

When motorized vehicles are approved for use, a protective sheet of visqueen, tarpaulin or comparable material may be required to eliminate damages from leaks of gas, oil, etc., at the exhibitor's expense.

****Your vehicle may be denied onsite if proper procedures are not followed.****

- Fuel in tanks shall not exceed one-eighth (1/8th) of a tank. (Not applicable to electric vehicle).
- Vehicles shall not be fueled or defueled within the building. (Not applicable to electric vehicle).
- One cable on the battery must be disconnected.
- Fuel Tanks and fill openings shall be closed and sealed to prevent tampering. Fuel tank cover must be taped over, unless it can be locked with a key. (Not applicable to electric vehicle).
- Once parked inside on the show floor: unhook battery, tape off gas cap, and leave hood up for inspection. Keys must remain in the hall with Show Management. Turn in Keys to Show Management or Security before leaving. (If electric, do not need to tape off gas cap.)
- WHEEL CHOCKS - Place one at front left tire and one at right rear tire so the vehicle will not roll. A triangle or piece of wood will work. (Applicable to all items with wheels.)
- An ABC Fire Extinguisher is required for each booth or area that has a vehicle.

Exhibitors are responsible for oil, grease, or any general damage to the carpeted area.

Please contact dina@nationalevent.com if you would like to display vehicle. Include the following information.

Description, Make/model, viewing only or will people be entering the vehicle. New information will be coming regarding electric vehicles.

VEHICLE RULES & REGULATIONS