



**The Greater Charlotte Apartment Association
2019 Trade Show: "ANIMATION STATION"
Thursday, March 28th, 2019 • 3:30 - 8:00 pm
Charlotte Convention Center • 501 S. College St., Charlotte NC**

Thank you for participating in this year's Trade Show. The GCAA wants your experience as an exhibitor to be enjoyable, successful, and stress-free. To facilitate this, we ask you to **please read the following information** which we've compiled to assist you in your Trade Show preparation and organization.

WHAT YOU NEED TO DO AND WHEN:

- 1. PAY FOR YOUR BOOTH BY FEBRUARY 22ND, 2019**
Exhibitors who cancel their booth reservations between February 25th and March 8th, 2019 will be responsible for one-half of the total booth fee. Exhibitors who cancel their booth reservations after March 8th will be responsible for the full booth fee. Exhibitors who register after February 22nd must pay fees in full to reserve their booth(s).
- 2. REGISTER YOUR BOOTH PERSONNEL BY MARCH 8th, 2019 (form on next page)**
Your booth fee includes TWO free exhibitor admissions (per 10 x 10 booth space) to the Trade Show. Additional booth personnel will be charged \$49 per person. GCAA needs the names of ALL attending personnel, including the two people who will not be charged, by March 8th, 2019. Only registered personnel will receive exhibitor name tags which will enable them to enter/exit the exhibit hall. With 1,500 people expected at the event, we recommend that you register at least two people to work your booth. Non-exhibiting vendors MAY NOT ATTEND.
- 3. ORDER/PAY FOR ADDITIONAL SERVICES IN FEBRUARY (forms online)**
Additional contracts for carpet, furniture, electricity, phone service, freight transport, etc. (forms available at www.greatercaa.org) should be submitted directly to their respective suppliers. Please do not send these orders to the GCAA.
- 4. ADHERE TO THE MOVE-IN / MOVE-OUT SCHEDULE ON THURSDAY, MARCH 28th, 2019**
Move-in: 8:00 am - 2:00 pm • Move-out: 8:00 pm - midnight (Loading dock doors closed from 2:00 - 8:00 pm.)
General Show Hours: 3:30 - 8:00 pm
Exhibitor items left on show floor after midnight will be discarded without compensation from GCAA or the Convention Center. Any charges for labor required to discard exhibitor items will be the responsibility of the exhibitor.
- 5. CONSIDER THE SHOW THEME & COMPETE FOR EXHIBITOR PRIZES (before show)**
This year's theme, "ANIMATION STATION" urges exhibitors to create booth displays which feature cartoons of any/all kinds. Most exhibitors do embrace the theme. Exhibitor prizes will be awarded in the following categories: Most Original, Best Product Display, Best of Show, and "Rookie" of the Year (for first-time exhibitors). Best of Show winner gets a FREE regular, single booth in 2020.
- 6. PURCHASE A DOOR PRIZE (before show)**
Providing a door prize is a great way to draw traffic into your booth. Collecting business cards as door prize entries gives you contact information for prospective customers Exhibitors will need to contact winners directly.

IMPORTANT EXHIBITOR RULES

- 1) **Exhibitors may NOT distribute or sell alcohol, food, or beverages from their booths.** Drink tickets or approval to give sample-sized food ONLY must be arranged in advance with the Convention Center's Food & Beverage Director.
- 2) **Exhibitors may NOT loiter or distribute promotional items at the Show Entrance or in other exhibitors' booths.**
- 3) **Any music or other audio must not disturb other exhibitors and must cease by 7:30 pm.**
- 4) Obscenity of any sort will NOT be tolerated at the Trade Show.
- 5) Live animals are NOT allowed at the Trade Show (seems silly, but there have been inquiries).

ANY EXHIBITOR WHO DOES NOT COMPLY WITH THE ALL OF THE ABOVE RULES WILL BE SUBJECT TO IMMEDIATE EJECTION FROM THE EXHIBIT HALL WITHOUT REFUND OF BOOTH FEES.

For additional information, please email Stacie Man at the GCAA, stacie@greatercaa.org.

IMPORTANT INFORMATION ABOUT THE CHARLOTTE CONVENTION CENTER

- 1) Tape and other adhesive materials are not allowed on carpeted surfaces, walls, glass, floors, or equipment.
- 2) Helium-filled balloons are NOT permitted in the Convention Center.
- 3) Vehicles used in booth displays must adhere to several safety requirements; contact Stacie for specifics.
- 4) The Convention Center will NOT accept freight deliveries. Ship via FERN Expo & Event Services (Forms available on line.)
- 5) All exhibits must be completely moved out by midnight on the night of the show.



GCAA Trade Show "Animation Station" Thursday, March 28th, 2019

BOOTH EQUIPMENT INFORMATION SHEET

Supplied Booth Accoutrements

Each 10' x 10' booth will be equipped with the following:

- 8' high background drapes: (colors TBA)
- 3' booth divider drapes
- one 6' skirted table
- one wastebasket
- two chairs
- one 7" x 44" sign imprinted with your company's name & booth number



Additional Equipment & Services

Service contracts for carpeting, furniture, electricity, phone/internet service, etc. should be submitted directly to the following vendors by their published deadlines. Order forms will be available online at www.greatercaa.org as vendors provide them to GCAA.

ELECTRICITY order from **The Charlotte Convention Center.**

INTERNET SERVICE order from **Smart City.**

CARPETING, DIFFERENT-COLORED DRAPES, EXTRA TABLES/CHAIRS/RISERS, ETC.
and/or FREIGHT SERVICE: order from the **FERN Expo & Event Services.**

Exhibitors must purchase these services directly from the vendors listed above.

Order forms, payment options, & contact information for each are available at www.greatercaa.org. Please contact these suppliers directly to confirm your orders for their services or equipment. The GCAA will neither process nor be responsible for Trade Show Exhibitors' individual contracts with these vendors.



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Loading Dock & Parking Information

Following is information about and directions to the Loading Dock at the Charlotte Convention Center. Please review so you'll be prepared on show day, Thursday, March 28th.

Loading Dock Hours on Thursday, March 28th:

For move-in: 8:00 am until 2:00 pm

For move-out: 8:00 pm until Midnight (Show hours are 3:30 pm until 8:00 pm)

There is only one way into the loading dock and one way out; detailed directions are below. Note that exhibitors cannot park personal vehicles in the loading dock. Once they have unloaded, exhibitors' vehicles must exit the loading area. Convention Center staff from "Show Pros" (usually in yellow jackets) will be on hand at the loading dock area to provide security and direction. **Dock doors will be closed from 2:00 - 8:00 pm.**

Directions to Convention Center Loading Dock (**501 S. College St., Charlotte, 28202**) From I-85

Driving South from points North of Charlotte:

- Take Brookshire Freeway (Highway 16 South), Exit 36.
- Merge right onto the I-277 loop (John Belk Freeway).
- Take Stonewall Street, Exit 1E.
- Turn left on Stonewall Street and proceed 3 blocks.
- The Convention Center loading dock will be on your right after you cross Brevard Street.

Driving North from points South of Charlotte:

- Take Little Rock Road, Exit 32.
- Turn right at the bottom of the ramp.
- Turn right at the first traffic light.
- Turn left at the 2nd traffic light onto Wilkinson Boulevard (Hwy 74 East).
- Follow Wilkinson Boulevard as it becomes the I-277 loop (John Belk Freeway).
- Take College Street, Exit 1E.
- Turn right onto Stonewall Street
- The Charlotte Convention Center loading dock will be on your left

Parking:

Exhibitors do not need to park in a specific lot; the map at right shows a variety of parking facilities within walking distance of the Convention Center. Individual garages' rates will apply.





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Lodging Information for Out-of-Town Exhibitors

Need Lodging?

The following is a list of hotels in close proximity to the GCAA Trade Show venue, the Charlotte Convention Center, as well as a few located near the Charlotte Douglas International Airport:

Uptown Hotels (near the Convention Center)

Westin Charlotte	704-375-2600
Aloft Charlotte Uptown	704-333-1999
Hilton Charlotte Center City	704-377-1500
Courtyard by Marriott Clt. Ctr. City	704-926-5800
Hilton Garden Inn Charlotte Uptown	704-347-5972
Hampton Inn Charlotte Uptown	704-373-0917
Charlotte Marriott Center City	704-333-9000

Airport Area Hotels

Courtyard by Marriott Clt. Airport	704-319-9000
Doubletree by Hilton Clt. Airport	704-357-9100
Embassy Suites Charlotte	704-527-8400
Crown Plaza Clt. Executive Park	704-527-9650

The Charlotte Convention Center has useful maps of Charlotte and the Uptown area on its web site: <http://www.charlotteconventionctr.com/directions-parking>

Shipping/Freight Service: Remember, you can have your booth materials shipped ahead of time via our freight service provider, FERN Expo & Event Services. Please use forms available on line at www.greatercaa.org. *The Convention Center will NOT receive exhibitor materials that are shipped directly to the facility unless they are processed through Fern Expo & Event Services. See page 3 of this document for details.*