



**Greater Charlotte Apartment Association 2023 Trade Show  
“Carnival”**

March 23, 2023 | 3:30 pm - 8:00 pm  
The Park Expo & Conference Center, 800 Briar Creek Road, Charlotte, NC 28205  
For additional information:  
Contact GCAA Events Manager, Taylor Foley at [taylor@greatercaa.org](mailto:taylor@greatercaa.org).

# COME ONE, COME ALL

*Thank you for reserving an exhibit booth at the GCAA’s 2023 Trade Show. We want 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.*

## **GCAA TRADE SHOW EXHIBITOR RULES & REGULATIONS**

### **\*\*Booth Fees - Please Note Payment Requirements\*\***

- All booth fees are due by January 31st at 5pm. Booth requests made after January 31st, will require immediate payment in full to secure reservation.
- Cancellations: After January 31st, responsible for one-half of the total booth fee. After March 2nd, responsible for the full booth fee.

### **IMPORTANT EXHIBITOR RULES**

- Exhibitors may **NOT** distribute or sell alcohol, unopened food, or beverages from their booths. Drink tickets or approval to give small sample-sized food **ONLY** must be arranged in advance with the GCAA Staff.
- Exhibitors may **NOT** loiter or distribute promotional items at the Show Entrance **OR** in other exhibitors’ booths.
- Any music or other audio must not disturb other exhibitors and must cease by 7:30 pm.
- Obscenity of any sort will **NOT** be tolerated at the Trade Show.
- Live animals are **NOT** allowed at the Trade Show (seems silly, but there have been inquiries, with the exception of certified service animals).
- Exhibitors must stay in their respective area and may not wander around the Trade Show conducting business outside of their booth.

**ANY EXHIBITOR WHO DOES NOT COMPLY WITH THESE RULES WILL BE SUBJECT TO IMMEDIATE EJECTION FROM THE SHOW WITHOUT REFUND OF BOOTH FEES.**

### **RESERVATIONS FOR BOOTH WORKERS**

Each 10 x 10’ booth includes TWO free booth worker admissions. Additional booth workers will be charged \$49. EVERY person working in your booth must register in advance to be admitted into the Park Expo.

**NON-EXHIBITING ASSOCIATE/SUPPLIER MEMBERS MAY NOT ATTEND THE TRADE SHOW.**  
**NO EXCEPTIONS.**

## MOVE-IN / MOVE-OUT SCHEDULE (MARCH 23RD)

<b>8:00 am - 3:00 pm</b>	Exhibitor Move-in/Setup (loading dock open)
<b>3:30 pm - 8:00 pm</b>	General Show Hours (loading dock closed)
<b>8:00 pm - 11:30 pm</b>	Exhibitor Move-Out (loading dock open)

## THE PARK EXPO & CONFERENCE CENTER INFORMATION

- Tape and other adhesive materials are not allowed on carpeted surfaces, walls, glass, floors, or equipment.
- Helium-filled balloons are NOT allowed in the Exhibit Hall.
- The Park Expo will NOT accept direct freight deliveries. Arrange to have your booth materials shipped to the show venue via our decorator, Viper Tradeshow Services: Diego Corona, dcorona@vipertradeshow.com, 847.426.3100
- Gas-motor vehicles have special requirements to be allowed on the show floor. Contact Viper for details.
- All exhibits must be completely moved out by 11:30 pm on the night of the show.

## ADDITIONAL SERVICES

Separate contracts for carpet, furniture, electricity, phone/internet service, etc. should be submitted directly to their respective suppliers by their published deadlines. Don't send forms for these services to the GCAA.

- Electricity and Internet Service
  - Order via Ancillary Services Order Form and send to [ancillary@theparkexponc.com](mailto:ancillary@theparkexponc.com)
- Carpeting, Draping Tables, Chairs, AND/OR Freight Service
  - Order online via <https://order.vipertradeshow.com>

## BOOTH EQUIPMENT INFORMATION

- 8' (red/ white/ black) Back Drape
- 3' Red Side Drape
- (1) Red Skirted Table,
- (2) Folding Chairs
- (1) Wastebasket
- (1) Black and White 6" x 24" ID sign with Company Name and Booth Number

## IMPORTANT REMINDERS

- **DO NOT PARK YOUR VEHICLE IN THE LOADING DOCK AREA!** Your vehicle will be towed.
- GCAA Staff will be available beginning at 8:00 am at the GCAA Booth. Please see us for any questions you may have during the show.
- **ALL BOOTH WORKERS MUST WEAR NAME BADGES.** Name badges can be picked up at registration.  
**NO RE-ENTRY INTO THE SHOW WITHOUT A NAME TAG.**
- **MOVE OUT:** The loading dock will be open and staffed from 8:00 pm - 11:30 pm. Neither the GCAA nor the Park Expo will be responsible for items left behind. You must not leave until the end of the show.

## EXHIBITOR AWARDS

This year's show theme, "Carnival" urges exhibitors to create booth displays that highlight the very best of carnivals, games, food, and fun. Exhibitors can win booth awards in the following categories:

- Most Original
- Best Product Display
- Best of Show (winner receives a free regular trade Show Booth for the next year's show)
- "Rookie" of the Year (for first-time exhibitors).

## DOOR PRIZES (ATTENDEES ONLY)

Offering door prizes draws traffic into your booth & helps you get contact information from prospective customers. Winners must be randomly drawn. To encourage the maximum number of attendees to stay for this finale, GCAA's Grand Prize(s) (total value = \$1500) will also be randomly drawn & announced at the conclusion of the show, with a "must be present to win" criteria. We will be gifting (One Grand Prize of \$1,000 Cash from the GCAA, Five (5) \$100 Cash Prizes from the GCAA, and a Team Spirit Costume Award for the best & most creative team shirts. Voting for this award will take place online after the Trade Show.

## SOCIAL MEDIA

We have implemented Social Media Hashtags for this year's Trade Show. Be sure to use them when you are posting photos before and during the show.

- #GCAACarnival
- #GCAA2023TradeShow
- GCAA2023
- GreaterIsComing
- WeAreGCAA

## LODGING INFORMATION FOR OUT-OF-TOWN EXHIBITOR

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

- **Uptown Hotels (near the Park Expo & Conference 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

## **DIRECTIONS & PARKING INFORMATION**

### **Directions to Park Expo and Conference Center**

#### **From I-85**

##### Driving South

- Take the exit I-77 (right turn).
- Once on the exit, follow the directions from Brookshire Freeway East.
- Drive 2 miles and take the East Independence Blvd.
- Exit (Left Turn)
- Once on Independence Blvd., drive 2.2 miles to Briar Creek Road and turn right.
- The Park Expo parking areas are just ahead, on both sides of the street.

##### Driving North

- Take the Brookshire Blvd. (Highway 16) exit
- Turn right at top of the exit ramp
- Drive 4 miles and take East Independence Blvd Exit
- Once on East Independence Blvd., drive 2.2 miles to Briar Creek Road and turn right.
- The Park Expo parking areas are just ahead, on both sides of the street.

#### **From I-77**

##### Driving North

- Take the John Belk Freeway Exit
- Drive 2.3 miles and take the East Independence Blvd. exit (right turn)
- Once on East Independence Blvd., drive 2.2 miles to Briar Creek Road and turn right.
- The Park Expo parking areas are just ahead, on both sides of the street.

##### Driving South

- Take the Brookshire Freeway exit
- Once on the exit, follow the directions from the Brookshire Freeway East
- Drive 2 miles and take the East Independence Blvd. exit (right turn)
- Once on East Independence Blvd., drive 2.2 miles to Briar Creek Road and turn right.
- The Park Expo parking areas are just ahead, on both sides of the street.