



# Exhibitor Kit

Welcome to the Vaporpalooza 2019 in Grand Rapids, Michigan! We are proud of the growth of the show and excited about the opportunities available for all of our Exhibitors. You'll find this to be a unique and energetic event.

This Exhibitor Kit will guide you through the process of exhibiting at the Vaporpalooza 2019. It outlines helpful hints about the Show as well as useful information. Reference the Exhibitor Manual for promotional information and ways to maximize your exposure at the Show, operational recommendations for smooth move in, run of show and move out details, and frequently asked questions. We look forward to your arrival and working with you to ensure another great event!

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## SHOW SCHEDULE

### FREIGHT DELIVERY HOURS

Wednesday, April 10	8:00 am - 3:00 pm
Thursday, April 11	8:00 am - 3:00 pm
Friday, April 12	8:00 am - 3:00 pm

Contact the venue's Shipping/Receiving Supervisor Roger 616-881-3058 and let him know estimated time of arrival. For smaller deliveries prior to these dates contact Wendy Bell at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500

### SET UP HOURS-

Friday, April 12	10:00 am - 6:00 pm
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## SHOW HOURS

B2B Hours:	Saturday, April 13 Sunday, April 14	10:00 am – Noon 10:00 am – Noon
B2C Hours:	Saturday, April 13 Sunday, April 14	Noon – 6:00 pm Noon – 6:00 pm
VIP Hours:	Saturday, April 13 Sunday, April 14	11:00 am – 6:00 pm 11:00 am – 6:00 pm
B2B Mingle	Saturday, April 13 (Invite Only)	8:00 pm - midnight
Showroom Hours:	Saturday, April 13 Sunday, April 14	10:00 am – 6pm 10:00 am – 6pm

## LOAD OUT & DISMANTLING HOURS

Sunday, April 14 6:00 pm (No early Dismantling)

## VENUE DETAILS

**Address:** 4-Mile Showplace, 1025 4 Mile NW, Grand Rapids, Michigan 49544

**Dock doors:** Two are 12x12 doors. Additional double-doors (without center pole) for loading as well.

**Ceiling Height:** 11.6” foot Max

**Venue Contact’s-** Shipping/Receiving Roger 616-881-3058 Stan (Venue Mgr.) 616-432-0719

## OVERVIEW OF WHAT EXHIBITORS GET

### BOOTH EQUIPMENT

Exhibit space includes:

- Table(s)
- Booth Signage
- Chairs(s)
- Waste Basket

**There will be a fee for any damage to booth equipment, including damage made by nails and staple holes.**

Upgrade options are available – please complete the Booth Upgrade Order Form or call Wendy Bell with inquiries. 616-855-1500

### BOOTH IDENTIFICATION SIGN

All exhibitor spaces will be identified with a clean, simple booth sign that includes COMPANY NAME only. Line listings will not be listed. As necessary, multiple signs will be available for large spaces to help attendees navigate the show floor.

### COMPLIMENTARY WIRELESS INTERNET ACCESS

Wifi is available on the Show Floor for Exhibitors. Since we have seen some area with a weak signal, we strongly **recommend bringing your business mobile hot-spot anything critical for your business (credit card transactions).**



## BOOTH EQUIPMENT & SERVICES

### BOOTH CLEANING

As part of our service, we ensure that all booths will be clean prior to the first day of the event at no charge. If you require additional cleaning services, please complete the Booth Upgrade Order Form (see below) and we will gladly respond to your request.

### BOOTH ELECTRICAL SERVICES

To order electrical, please see the Booth Upgrade Order Form (see Below). Questions regarding the acceptability of your electrical set-up may be directed to Wendy Bell at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500.

### BUSINESS SERVICES/SERVICE DESK

The Exhibitor Service Desks, located at the front entrance at Exhibitor check-in, offers business services, including photocopying. The Service Desk can also respond to questions about shipping, materials handling, billing, and will be happy to assist you in placing orders for booth services or equipment.

### TECH TEAM

Vaporpalooza Tech Team will be available during show hours. They will be located at the front entrance near Exhibitor check-in. They will offer technical help on the downloading the Vaporpalooza app, push notification options, question on how to use the app and a charging area. We will be happy to assist you.



## VENDORS AND SERVICES

### AV EQUIPMENT

If you are interested in AV Equipment for your booth space, we suggest

KVO Communications Inc., 14205 Ironwood Dr. NW., Grand Rapids, MI 49534. Luke Engelsma, Project Manager, Cell:616-292-3176, Office:616-677-0100. Website: [www.kvoav.com](http://www.kvoav.com)

### FURNITURE RENTAL

Need some add on pieces? Bar table and chairs, couches, lounges or any furniture required, directed all requested to Wendy Bell at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500.

### MODELS

If you are interested in hiring models or actors for your booth space, we suggest the following agencies:

Unique Models & Talent. Vonda Poll-Hartung / Owner, 2855 44th Street SW, Suite 165, Grandville, MI 49418. Office:616-827-8420 Cell: 616-813-5445  
Website: [uniquemodelsandtalent.com](http://uniquemodelsandtalent.com)

### FOOD AT EVENT

A food-service provider is conveniently located within the event hall. If you need catering, please contact Wendy Bell at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500

### FLORAL

The preferred vendor for floral arrangements is Alpine Floral & Gifts, Inc, 5290 Alpine Ave NW, Comstock Park, MI 49321. Office:(616) 784-0626  
Website: <http://www.alpinefloralandgifts.com>



## GRATUITY

All members of the Vaporpalooza staff are a team. Show Management requests that exhibitors do not offer gratuity for labor.

## INSURANCE

All companies are required to carry Show Insurance to cover any incidentals that occur prior to, during, or after the show. Insurance should cover shipping, labor, and damage to any goods or property.

## SECURITY

Show security will be on duty from move-in to move-out, but cannot and should not be counted on to provide more than a presence to inhibit theft. To help provide for the security of merchandise in your booth, we always advise you to staff your booth and not to leave valuables unattended. Any exhibitor requiring special guard services may request such services with the approval of Show Management.

Matt Monroe | 616-855-1500 | [matt@vaporpalooza.com](mailto:matt@vaporpalooza.com)

## TABLE DRAPES/LINENS

Vaporpalooza does not provide draping for tables. You can make arrangements for table draping by contacting Wendy Bell at (616) 855-1500. We will have table cloths available during move-in for \$25 fee or pre-order (Booth Upgrade Order Form Below)

Please keep in mind that any damage to tables and booth equipment, including damage left by nails or staplers, will result in a fee.

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## STORAGE

### EMPTY CONTAINER STORAGE

Due to Fire Ordinances, packing materials may not remain on the show floor while the show is open. Flammable containers must be removed from the floor. Please store your containers, if you need assistance please contact the Exhibitor Service Desk. Please remember that if exhibitor service holds your containers you will not have access to these containers during the show and that no boxes will be distributed before Show close.

**Please do not request your empty boxes prior to breakdown.**

## THINGS to KNOW

### MUSIC AT BOOTHS

Music at booths are not permitted. We have a PA system throughout the venue and are happy to make announcements. We also will have music and stage activities throughout the day. Contact Wendy at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500 or see the Exhibitor Service Desk during the event.

### GIVEAWAYS

Unfortunately, regulations **do not** allow giveaways. The Vaporpalooza team has a great program that can help promote your company brand. Just sign up for our "Advocacy Awareness Program" (see details below). All donations will be given away on stage. Your company will receive recognition for your wonderful contributions. Please see Advocacy Awareness Program below for more details Attendees will have a chance to win your donations and the drawings occur each hour. If you have any



## Exhibitor Kit

questions, contact Wendy at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500 or see the Exhibitor Service Desk during the event.

4370 Chicago Drive, Suite B#130, Grandville, MI 49410 and email [info@vaporpalooza.com](mailto:info@vaporpalooza.com) and let her know when the shipment is expected.

### BE NICE POLICY

We support the “be nice” policy. We are sure we don’t need to mention this. This is a community event and we expect individuals to act and react appropriately. We do reserve the right to ask any attendee or vendor to leave the premises if an issue arises that cannot be resolve.

### ADVOCACY A WARNESS SESSION

Share your knowledge! Deadline to participate is **Friday March 22<sup>nd</sup>, 2019**

Please submit your topic by the deadline above. Complete the submission form (form below). After your submission is approved your topic will appear on the seminar schedule. Sessions are up to 30 minutes and are held on stage or in the seminar area. Show your passion.

### BEST FLAVOR CONTEST

It is easy to participate! Deadline to participate is **Friday, March 22, 2019**

Let us know that you would like to participate (before deadline). Your name/logo listed on the Best Flavor Gamification app (sample below). Each attendee will have access to play via the Vaporpalooza app. Attendees will sample the flavor you submit and vote on their absolute favorite.

All that is needed from you to participate...



- Name of flavor and category (fruit, dessert etc.)
- Bring enough juice for sampling
- Give attendee your sample code (we provide you the code)
- Provide Vaporpalooza a donation gift card/item from your store/website.

Attendees cannot vote unless they have scored enough points from each participating booth.

The winner will be awarded a Vaporpalooza Best Flavor Trophy. There will be multiple categories. Categories will be determined by the Vaporpalooza team. Only one entry per vendor.



## ADVOCACY AWARENESS PARTICIPANT

It's easy to participate and is very popular (also known as Vendor Awareness)! **Deadline to participate is Friday, March 22, 2019**

Let us know that you would like to participate (before deadline). Your name will be listed on the Advocacy Awareness App (sample below). Each attendee will have access via the Vaporpalooza App. Attendees will need to visit each vendor on the app to have a chance to win a ticket. When the attendee receives the tickets they can bring them to the Ballot table for their chance to win advocacy prizes. Prizes are drawn each hour on stage.

The attendees only receive tickets from the participating vendors. Vaporpalooza will supply you (the vendor) with tickets that you can give away at your booth. Some people use them in their games (spin to win, etc.), some give a ticket with every purchase and other create an advocacy event. We leave that up to your creativity.

All that is needed from you to participate...

- Give out tickets to attendees who visit your booth. Again, be as creative as you like. Spin to win, every purchase, or whatever works for your theme. Vaporpalooza team will supply the tickets.
- Provide Vaporpalooza a donation. For Each Donations you will get a shout out on the stage when the winner is picked. There will be 6 drawings a day. You may donate up to 12 times (one for each drawing) or even just once. We leave that up to you.
- Please send all donations via mail (address below) or drop off (during event times to at the Exhibitor Service Desk). Include the Advocacy Donation Form (form below) Note premium timeslots will be given to vendor who send products early. We will do our best to accommodate all of our participants. Include a description of the product and your company name (Advocacy Awareness Donation form below). Send donations to: 4370 Chicago Drive, Suite B#130, Grandville, MI 49410 and email [info@vaporpalooza.com](mailto:info@vaporpalooza.com) and let her know when the shipment is expected.





## Exhibitor Kit

If you have any questions, contact Wendy at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500 or see the Exhibitor Service Desk during the event.

### B2B MINGLE

FOUNDERS BREWING CO-Centennial room Saturday | April 13th 2019| 8:00 p.m. Located at 235 Grandville Ave. SW, Grand Rapids, MI 49503. Must be 21+ to enter.

This is our exhibitors favorite event! The Mingle is by invitation only with limited space. If you would like to attend and are an exhibitor please make email your request to Wendy prior to **Friday, March 22<sup>nd</sup>, 2019.**

We will do our best to accommodate everyone. You will receive your invitation during your exhibitor registration. We look forward to seeing you there.

If you have any questions, contact Wendy at [info@vaporpalooza.com](mailto:info@vaporpalooza.com) or 616-855-1500 or see the Exhibitor Service Desk during the event.

# Forms

## ADVOCACY SESSION



### SPEAKER INFO

Company \_\_\_\_\_

Speaker Name \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_

### SESSION INFO

Title: \_\_\_\_\_

Target Audience: \_\_\_\_\_

Abstract:

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 \_\_\_\_\_  
 \_\_\_\_\_

**Deadline**  
**MARCH 22, 2019**

### OFFICE USE

<input type="radio"/> Mods	<input type="radio"/> APR	<input type="radio"/> Educational
<input type="radio"/> Accessories	<input type="radio"/> ARV _____	<input type="radio"/> Other _____
<input type="radio"/> Juice	<input type="radio"/> TME _____	<input type="radio"/> WNR _____
<input type="radio"/> CBD _____	<input type="radio"/> CES	<input type="radio"/> NOTE _____
<input type="radio"/> Health & Beauty	<input type="radio"/> COMP	

## BOOTH UPGRADE ORDER



### COMPANY INFO

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### PAYMENT

#### PAYMENT INFO

Check   
  VISA   
  MASTERCARD   
  AMEX

CC# \_\_\_\_\_

EXP. DATE \_\_\_\_\_ SECURITY CODE \_\_\_\_\_

Name as appears on Credit Card \_\_\_\_\_

AUTHORIZED PAYMENT SIGNATURE \_\_\_\_\_

I Authorize this Payment

### ADDITIONAL ITEMS AVAILABLE    OFFICE USE

<input type="radio"/> Electrical	\$75.00
<input type="radio"/> Table 8'	\$25.00
<input type="radio"/> Table 6'	\$25.00
<input type="radio"/> Chair	\$10.00
<input type="radio"/> Tablecloth (90x156) Black	\$25.00
<input type="radio"/> Booth Cleaning (night, 2-day)	\$100.00
<b>Total</b>	<b>\$</b>

BT# \_\_\_\_\_

ARV \_\_\_\_\_

TME \_\_\_\_\_

CES \_\_\_\_\_

COMP \_\_\_\_\_

WNR \_\_\_\_\_

NOTE \_\_\_\_\_

**Deadline**  
**MARCH 22<sup>nd</sup> 2019**

Email Completed Form To:  
[info@vaporpalooza.com](mailto:info@vaporpalooza.com)

If you missed the deadline, bring your completed form to:  
 the Exhibitor Service Desk (during event hours)

If you have any questions, contact Wendy.  
 Email: [wendybell@vaporpalooza.net](mailto:wendybell@vaporpalooza.net) Office:  
 616-855-1500 or see the Exhibitor Service Desk during the event.

## ADVOCACY DONATION



### COMPANY INFO

Company \_\_\_\_\_

Contact \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_

### CATEGORY

Mods

Accessories

Juice

CBD \_\_\_\_\_

Health & Beauty

Custom Clothing

Other \_\_\_\_\_

### OFFICE USE

QTY \_\_\_\_\_

ARV \_\_\_\_\_

TME \_\_\_\_\_

CES \_\_\_\_\_

COMP \_\_\_\_\_

WNR \_\_\_\_\_

NOTE \_\_\_\_\_

### DONATION INFO

Item: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Deadline for Shipments  
MARCH 22, 2019

**Please Print and Send this Form with Donations to:**  
 Vaporpalooza, Attn: Wendy Bell, 4370 Chicago Drive, Suite B#130, Grandville, MI 49410  
 Email Wendy with your delivery date: info@vaporpalooza.com

If you missed the shipment delivery deadline bring your forms and donations to:  
 the Exhibitor Service Deck during event hours