

TO: SHOWPLACE Exhibitors

DATE: Fall 2010

**RE: High Point Market, Fall 2010,
*Important Show Documents***

MARKET DATES:

Saturday, October 16, 2010 – Thursday, October 21, 2010

Included In This Packet:

Lease Addendum or Exhibit B. The Planning Guide/Rules & Regulations section of all leases.

Temporary Exhibitor Space Sign Form. Complete and **Return by September 10, 2010.**

Exhibitor Badge Form. Exhibitor badges will be issued upon your arrival with picture ID. Complete and **Return by September 10, 2010.**

Insurance Coverage Request. As stated in your lease, SHOWPLACE must be provided proof of insurance. Certificate of Liability must be presented to SHOWPLACE by **September 10, 2010.**
The insurance company is to have HP SHOWPLACE Investors IV, L.L.C. listed as additional insurance, and under this name.

Payment Information. All payments should be made to **HP SHOWPLACE Investors IV, L.L.C**

PLEASE BE ADVISED:

1. ALL Showrooms need to be set up by Noon Friday, October 15, 2010 due to Buyers, Press Conferences and Ribbon Cuttings being held in the building.

2. 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.

3. ALL Exhibitors are expected to abide by all Market Dates and Times. Please make sure your Showroom is open and ready for Buyers at 8:00am on Saturday, October 16, 2010 through Thursday, October 21, 2010 at 5:00pm.

4. 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 Can Not be Disposed of Anywhere on SHOWPLACE Property.
For Example: Dumpster, Trash Cans, or Showplace Dock.

EXHIBIT B
PLANNING GUIDE
RULES & REGULATIONS

SHOWPLACE Fall 2010
High Point Market

Shipping address:

Your Company Name
(Subtenant Name, If Any)
Your Space #
C/O SHOWPLACE
211 EAST COMMERCE AVE.
HIGH STREET DOCK
HIGH POINT, NC 27260

Mailing address:

SHOWPLACE
P. O. Box 1521
High Point, NC 27261

Web Site

www.showplace-highpoint.com

Telephone: 336-886-4700

Facsimile: 336-886-4872

MARKET DATES:

Saturday, October 16, 2010 – Thursday, October 21, 2010

MARKET HOURS: 8:00 am - 7:00 pm Saturday-Wednesday
8:00 am - 5:00 pm Thursday

THE FOLLOWING consists of services provided by SHOWPLACE, helpful information, and building rules and regulations. All of this information is referenced in new leases as Exhibit B, and as a New Addendum to all other existing leases. In order to prevent any delay in services, please read carefully upon receipt and call our offices with any questions. **NOTE:** There are some differences between **TEMPORARY** AND **LONG TERM** rules. Please note the references to each and call if you have questions.

<u>COVER PAGE</u>	<u>1</u>
<u>RULES & REGULATIONS</u>	<u>2</u>
<u>FREIGHT HANDLING REGULATIONS</u>	<u>5</u>
<u>FREIGHT SCHEDULE</u>	<u>6</u>
<u>SERVICES</u>	<u>7</u>
<u>HELPFUL NUMBERS</u>	<u>8</u>

RULES AND REGULATIONS

PLEASE NOTE the following rules and regulations. If your company must make a special request which conflicts with these regulations, please call, fax or email us at your earliest convenience. **SHOWPLACE** will make every effort to assist you.

- 1) **SMOKING will not** be permitted anywhere inside SHOWPLACE (including stairwells).
- 2) **ALL STORAGE AND ALL 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 Can Not be Disposed of Anywhere on SHOWPLACE Property.
For Example: Dumpster, Trash Cans, or SHOWPLACE Dock.
- 3) **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.
- 4) **ALL Exhibitors are expected to abide by all Market Dates and Times.** Please make sure your Showroom is open and ready for Buyers at 8:00am on Saturday, October 16, 2010 through Thursday, October 21, 2010 at 5:00pm.
- 5) **ALL EXHIBIT MATERIALS AND PRODUCT** must come through our dock. No side door or front door access for freight is allowed.
- 6) **MOVEMENT OF GOODS** through the dock during or after market hours **is not** permitted (without SHOWPLACE permission) until move out begins on Friday after Market at 7:00am. Containers will be returned Thursday night, the last day of the Market, after hours.
- 7) **ENTIRE 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.
- 8) **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.
- 9) **TEMPORARY WORKERS, (SET-UP & BREAKDOWN)** must enter on the dock and be issued a day pass with exhibitor name, space number and date. 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 October 21, 2010 workers are only allowed in the building between 5pm - 7pm to prepare for box return, 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. Please notify SHOWPLACE of any violation of these policies.
- 10) **CHILDREN** under 12 and **STROLLERS** are not permitted.
- 11) **DURING MOVE-IN & SET-UP,** the dock closes at 5:00pm. Exhibitors may stay to work in their spaces until 10:00pm.
- 12) **LEASEHOLDERS WILL BE CHARGED** for any labor or fees associated with damages or repairs to the SHOWPLACE property, extra housekeeping, security, etc.
- 13) **APPLIANCES** such as irons, refrigerators, coffee makers, popcorn machines, microwaves, drink machines, etc. **are not** allowed in any **TEMPORARY** space and in **LONG TERM** space only with prior approval.
- 14) **EXHIBITOR MARKETING MATERIALS** must be kept within booth space. No materials should be placed anywhere within SHOWPLACE other than your booth space. No handouts can be distributed outside of your booth on SHOWPLACE property.
- 15) **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 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, September 24, 2010.

- 16) **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 3% charge will be added for handling.
- 17) **CHECKS RETURNED** for any reason, we 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.
- 18) **LATE PAYMENTS** are subject to additional fees, per Exhibit (A) of your Lease.
- 19) **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.
- 20) **ALCOHOL** being served in exhibitors' space requires special permits from the Alcohol Law Enforcement (ALE) 336-315-7070 and NC ABC Commission 919-779-0700. Please contact directly.
- 21) **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.
- 22) **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.
- 23) **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 inform SHOWPLACE office of all photography requirements 48 hours in advance.
- 24) **CONSTRUCTION** of your **TEMPORARY** Exhibit Layout should include these rules:
 - **ALL** construction must be completed **before Thursday, October 14, 2010**.
 - **SHEETROCK is not** allowed in Temporary Space construction.
 - **DISPLAYS may not** be higher than 8 feet on the back and sides. Entranceways over 8 feet must have prior SHOWPLACE approval. No pipe and drape displays are allowed.
 - **OUR TEMPORARY WALL SYSTEM may not be painted or nailed into**, under any circumstances. The wall system is 8 feet high, made of white laminate and **may not** be painted. To attach to this system, you must use Velcro or "S" hooks and wire, **no nails**. Should additional support for the walls be necessary, steel "returns" may be installed and in some cases removed only by SHOWPLACE personnel. Walls **may not** be moved or adjusted without proper authorization. Should your company move the walls or request SHOWPLACE personnel move walls or returns and damages result to neighboring spaces, your company will be liable.
 - **CARPET may not** be taped, painted or cut. Two sided tape to secure overlaying carpet **must** be low residue tape.
 - **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 Department will check each space in question.
 - **OPEN FLAME is prohibited** by the current State of N.C. 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 MARSHALLS** enforce this code when inspecting SHOWPLACE.
 - **SIGNAGE may not** be placed in any areas outside of your space or hung from overhead. No handwritten signage is allowed.
 - **EXHIBITORS** who require assistance packing or unpacking will hire through the temporary labor supervisor at the dock. Do not hire anyone already working or anyone off the street. Day workers must wear passes, which will be obtained at the dock only.
 - **SHOWPLACE** provides carpeted floors, hard-wall dividers and one sign per temporary lease holder.

25) **ELECTRICAL REGULATIONS for TEMPORARY SPACES:**

- **OVERHEAD** lighting in the exhibit area is provided by metal halide fixtures.
- **ADDITIONAL ELECTRICAL CONNECTIONS** can be ordered at the reception desk and 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 OR MARKET** if there is an overload of electricity and a fuse is blown; the exhibitor will be charged **\$40 per fuse, after the first incident**.

26) **BOX STORAGE** information for **TEMPORARY SPACES:**

- **BOXES** to be stored should be broken down by someone with your company.
- **WHEN COMPLETELY READY** to store your boxes. Sign the **BOX STORAGE REQUEST FORM** located at the freight elevator on your floor.
- **BOX STORAGE PERSONNEL** will come to your space and provide the number of labels needed.
- **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 taken to your space **at the option** of SHOWPLACE shipping personnel.
- **CARDBOARD BOXES** that you are storing on your truck or in your space, **must be** clearly marked **and you must advise** your Floor Supervisor. Should these instructions not be followed, the boxes will be destroyed.
- **ANY EXHIBITOR** requiring excessive box storage of more than 1 trailer will be charged \$500 for each additional trailer or portion of trailer.
- **LONG TERM EXHIBITORS** may store some boxes on site for the duration of the Market only. There is **no** Long Term storage available. All items returned from box storage must be removed from building by Sunday, October 31, 2010 or be subject to disposal.
- **CRATING AND BOXES** will be returned overnight on Thursday, October 21, 2010. Workers may not enter until 5pm to prepare for box return, and must enter through the dock. 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. You **may not** remain in your space after 7:00pm to pack. You may begin packing and moving out on Friday, October 22, 2010 at 7:00am. Boxes stored in private vehicles or off site may be brought back to the building at 7:00am on Friday morning, October 22, 2010.

FREIGHT HANDLING REGULATIONS

SHOWPLACE PROVIDES, free of charge:

PRODUCT moved from SHOWPLACE Dock to Exhibitors Space.

PRODUCT moved from Exhibitors Space to SHOWPLACE Dock.

SHOWPLACE is in charge of all freight handling:

CONTACT: SHOWPLACE Dock

TELEPHONE: 336-886-4700 **FAX:** 336-886-4872

211 East Commerce Avenue

High Point, NC 27260

SHIPPING LABEL EXAMPLE

<p>Your Company Name (Subtenant Name, If Any) Your Space # C/O SHOWPLACE High Street Dock 211 East Commerce Avenue High Point, NC 27260</p>
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SHOWPLACE personnel will be stationed at SHOWPLACE during the move-in and move-out times. **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 SHOWPLACE Dock.

NO DOCK APPOINTMENTS WILL BE GIVEN. FIRST COME, FIRST SERVE BASIS.

ANY OVERAGE, SHORTAGE, or DAMAGES will be the responsibility of the Exhibitor.

SHOWPLACE will not act as consignee for international shipments. Arrangements must be made through a broker.

MOVE-IN

- **NOTE PROPER SHIP TO ADDRESS ABOVE AND USE THIS FORMAT TO ASSURE PROPER ARRIVAL IN YOUR SPACE.**
- **PRODUCT** arriving on pallets or oversized crates will be broken down on the docks and then taken to the space, if necessary.
- **DO NOT SHIP C.O.D. or FREIGHT COLLECT** - These shipments will be **REFUSED** by SHOWPLACE which creates delays and additional shipping charges for your company.
- **THERE ARE 2 WEEKS** of move-in and set-up time before each Market. Thursday and Friday before the Market will be for final preparation only. **THE DOCKS ARE CLOSED.** Emergency shipments may be accepted with **prior** SHOWPLACE approval.
- **ALL FREIGHT** must be received by 4:00pm on Wednesday, October 13, 2010, preceding Market. **LATE ARRIVALS** may only enter with Management approval and could incur additional charges.
- **ALL STORAGE AND WASTE REMOVAL** must be completed by 10:00pm on Thursday before Market.

MOVE-OUT

- **Absolutely NO Move-Out** before 7:00am Friday, October 22, 2010.
- **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.
- **ALL PRODUCT** left in SHOWPLACE by temporary exhibitors after **Sunday, October 31, 2010**, will become property of SHOWPLACE.



High Point Market

Market Dates:

Saturday, October 16, 2010 - Thursday, October 21, 2010

FREIGHT SCHEDULE / MARKET SET UP AND MOVE OUT

<u>MOVE-IN & SET-UP</u>	Monday-Friday	Oct. 4- 8	<u>Dock open:</u> 8:00am - 5:00pm <u>Building open:</u> 8:00am - 7:00pm
	Saturday-Sunday	Oct. 9-10	<u>Dock open:</u> (No Dock Assistance on Sunday) 8:00am - 5:00pm <u>Building open:</u> 8:00am - 7:00pm
	Monday-Tuesday	Oct. 11-12	<u>Dock open:</u> 8:00am -5:00pm <u>Building open:</u> 8:00am - 10:00pm
	Wednesday	Oct. 13	<u>Dock open:</u> 8:00am -7:00pm <u>Building open:</u> 8:00am - 10:00pm
<u>SET UP ONLY</u>	Thursday-Friday	Oct. 14-15	<u>Dock Closed</u> (Friday Open to Buyers & Press) <u>Building open:</u> 8:00am - 10:00pm
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<u>SHOW DATES</u>	Saturday-Wednesday	Oct. 16-20	<u>Building Open:</u> 8:00am - 7:00pm
	Thursday	Oct. 21	<u>Building Open:</u> 8:00am - 5:00pm (Open to Buyers) 5:00pm - 7:00pm (Exhibitor Breakdown)
<u>BOX STORAGE RETURN</u>	Thursday	Oct. 21	7:00pm - until complete (Building Closed)
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<u>MOVE-OUT BEGINS</u>	Friday	Oct. 22	7:00am - 10:00pm
	Saturday-Sunday	Oct. 23-31	8:00am - 5:00pm

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, October 21, 2010 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, October 26, 2010 Please note that SHOWPLACE will not be responsible for any samples left for pick up.

SERVICES AVAILABLE

SHOWPLACE and North State Communications are pleased to offer Wireless Internet or Wi Fi services throughout the SHOWPLACE facility. Visitors with a Wi Fi ready laptop can access the Internet from most areas in the building. Check your email, surf the Internet, download and upload files, instant message your colleagues – all without the hassle and tangle of wires. For more information, please visit <http://www.northstate.net/showplace.html>.

Service provided by SHOWPLACE powered by



OTHER AVAILABLE SERVICES / SUPPLIES:

SHOWPLACE RECEPTION DESK

VELCRO

S HOOKS

ELECTRICAL CONNECTIONS

HELPFUL NUMBERS

RENTALS

SHOWPLACE WILL PROVIDE UPON REQUEST, TWO CHAIRS AND A TRASH CAN PER LEASEHOLDER.

FOR ADDITIONAL CHAIRS, TABLES, LIGHTING, OR OTHER RENTALS:

HAPPY RENTZ	336-883-1313
TCS	336-437-0534
PARTY PLUS	336-852-0881

FLOWERS OR GREENERY

ENVIRONMENTS	828-963-1900
LAZY DAISY FLORAL CREATIONS	336-889-2800
RANDY MCMANUS DESIGNS	336-691-0051
THE PLANT SHOP	336-884-4100
NELSON'S GREENHOUSE	336-454-4427

TEMPORARY LABOR FOR YOUR SETUP OR BOOTH REQUIREMENTS

LABOR READY	336-761-1290
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MARKET HOUSING

Hotels & Motels Only

MARKET AUTHORITY HOUSING	336-869-1000/800-874-6492 US & CANADA www.highpointmarket.org
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The Wright Place	336-887-1234
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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



TEMPORARY EXHIBITORS
SPACE SIGN ORDER FORM: Fall 2010

COMPANY NAME AND SPACE NUMBER TO APPEAR ON SIGN

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ADDITIONAL SIGNS@ \$50.00 EACH

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PLEASE RETURN THIS FORM BY September 10, 2010

FAX # 336.886.4872

SIGNATURE

DATE



Exhibitor Pass Authorization Form

Return to above address or fax to: 336-886-4872

Please make additional copies if necessary.

Please return by September 10, 2010

Request for Fall 2010 Passes

Company Name _____
Booth # _____ Contact _____
Address _____
Address _____
City, State, Zip _____
Phone: _____ Fax: _____

Name
Exhibitors

Title

Sales Reps

Guests
