

FACT SHEET

Where

Knoxville Convention Center
701 Henley Street
Knoxville, TN 37902

Show Hours

Friday, February 19 - 10 a.m. - 8 p.m.
Saturday, February 20 - 10 a.m. - 8 p.m.
Sunday, February 21 - 11 a.m. - 5 p.m.

Booth Preference

Booths are assigned on a first-come first-served basis. Contracts are dated as they are received and booth assignments are awarded according to date contract is received. To maximize promotional value, return completed and signed contract with deposit by October 20, 2009.

Booth Space

Each 10'x10' booth includes an 8-foot-tall backdrop drapery, 3-foot draped side rails, 6-foot skirted table, two chairs, an ad in the show program/special section, a listing on dogwoodarts.com, included in exhibitor list in promotional ads, 10 complimentary tickets and four parking passes, plus exhibitor badges and general lighting.

Move-in

Wednesday, February 17 - 7:00 a.m. - 6:00 p.m.
Thursday, February 18 - 7:00 a.m. - 3:00 p.m.

Move-out

Sunday, February 21 - 5:00 p.m. - 9:00 p.m.
Booths may not be broken down before 5:00 p.m. Sunday.
A \$200 fine will be assessed to those breaking down their booth prior to show closing.

Accommodations

Crowne Plaza - Dogwood Arts Festival Official Hotel - 401 W. Summit Hill Drive - 865.522.2600
Holiday Inn Select Downtown - 525 Henley Street at Clinch Avenue - 865.522.2800 or 865.345.8082
Marriott Hotel - 500 Hill Avenue, SE - 865.637.1234
Four Points by Sheraton Knoxville - 1109 White Avenue - 877.971.4632 or 865.971.4663
Hilton - Knoxville - 501 W. Church Avenue - 865.523.2300 or 865.215.2578

Exhibitor Appreciation

At exhibitor check-in company name will be entered into a drawing for a complimentary 10x10 booth at the 2011 Dogwood Arts House & Garden Show. Winner will be notified at the show.

Equipment Rental

Booth equipment is available for rental from the show decorator prior to the event's setup. Order forms will be included in your exhibitor package. To receive a pre-show discount, advance order forms must be received 14 days prior to move-in date.

Decorations

All materials in booth must be flame-retardant, and electrical wiring and equipment must conform to National Electrical Code Safety Rules. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor must request information concerning facilities or regulations from Show Management.

Electrical Service and Phone Service

The Knoxville Convention Center will provide electrical and telephone services for the show. Request forms will be provided to you in the exhibitor packet or you can download forms at www.knoxvilleconventioncenter.com [event management services]. To receive pre-show discount payment for advance orders must be received by the convention center 14 days prior to move-in date

Sales Tax

9.25 % must be collected on all sales.

Special Section/Show Program

Each exhibitor package includes an ad in the special section/show program that will be distributed in the News Sentinel on February 14 to more than 229,500 print readers. In addition, copies will be distributed to guests each day of the show.

Admission

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|------------|--------------|
| Adults | \$10 per day |
| 65+ years | \$8 per day |
| 6-12 years | \$5 per day |
| Under 6 | no charge |

For more information, visit
dogwoodarts.com or call 865.637.4561.

