

HSRA Spring Tradeshow Confirmation and Move In Information

Show Dates & Times: February 7-8, 2017

9:00 a.m. - 5:00 p.m.

Location: Hilton Waikiki Beach Hotel

3rd Floor Ballroom

2500 Kuhio Ave.

Waikiki, Oahu, Hawaii

Your Assigned Booth:

Your specific booth assignment will be sent to you via email.

As stated in the original application space assignments were made according to the following criteria –

- Long standing members who submit application and payment by deadline were placed FIRST according to their preference and space availability on a first applied and paid, first assigned basis.
- New members who submit application and payment by deadline were placed SECOND according to their preference and space availability on a first applied and paid, first assigned basis.
- Applications received after the deadline were placed LAST according to their preference and space availability on a first applied and paid, first assigned basis.

Preparing for the Show:

- Read this document in its entirety so that you'll know what's happening when.
- Get the word out about the show to ALL of your buyers.
- A simple buyer invitation is available to download from the HSRA website. Send it to all of your buyers.
- Encourage buyers to make an appointment to see you at the show.
- Inform Neighbor Island buyers of our Neighbor Island Travel Incentive Program (see below for details)
- Offer show specials to attract buyers.
- Do NOT depend on walk up traffic! Do your part to get buyers to attend.
- Plan your booth set up and order display equipment, if needed, from Derrick at The Store Fixture Outlet. Derrick can help with all of your equipment needs. He will deliver and set your equipment up in your booth and collect it after the show. His contact info is: Phone (808)593-0711; email derrick@87zerohi.com
- If you need a sleeping room during the show, consider:

- AT THE HILTON WAIKIKI BEACH HOTEL–You may call 1-800-HILTONS and request "CTR" rate or Kamaaina rate (if you are local resident) also check for internet rates online @ Hilton.com
- AT ASTON PROPERTIES - Use HSRA's special Corporate Travel Account for discounted rates. To reserve, go to astonhotels.com and input RV5229 as promo code.

Neighbor Island Buyer Travel Incentive Program:

HSRA has designated a budget to offer Traveler Incentives to Neighbor Island retailers. The Traveler Incentive that will be offered is \$50 Hawaiian Airlines Gift Certificate* (one per store/company). Incentive will be offered on a first qualified, first served basis until the fund is exhausted. To be eligible, a buyer must:

Pre-register for the show by the pre-registration deadline (Jan 15) by sending an email to gwright@hawaiisalesreps.org

1. Store Name
2. Buyer Name
3. Store Mailing Address with City, State & Zip
4. Buyer Phone Number
5. Buyer Email Address
6. Email should also include the names of FIVE (5) reps with whom the buyer has MADE APPOINTMENTS to see at the show. A complete list of reps whom they may contact who will be in the show is listed on our website www.hawaiisalesreps.org.

To receive the travel gift card, the preregistered buyer will need to:

- Attend the show
- Meet with and obtain signatures from the five buyers with whom they made appointments (HSRA will provide the buyer with an appointment verification form on which to get signatures when they arrive at the show).
- Return the appointment verification form to the HSRA desk when they leave the show.

Once attendance and appointments have been verified, HSRA will purchase the gift certificate and Hawaiian Airlines will email it to the buyer.

Regarding Move In:

Move in will commence at 3:00 p.m. on Monday, Feb 6.

You may request a specific move in time, please Ginny at gwright@hawaiisalesreps.org by January 15. While I cannot guarantee you will get your requested time, I will try my best to accommodate you.

ALL REPS MUST USE BELL OR PORTER SERVICE FOR MOVE IN UNLESS ALL OF YOUR THINGS ARE IN ROLLING SUITCASES AND NO HOTEL STAFF WILL EVER TOUCH YOUR THINGS. THOSE USING BELL OR PORTER SERVICE WILL BE CHARGED \$41.80 PER BOOTH FOR MOVE IN/MOVEOUT SERVICE BY THE HOTEL STAFF WHO HANDLES YOUR BELONGINGS. THEY WILL GIVE YOU A CREDIT CARD FORM TO FILL OUT ON THE SPOT. FORM MUST BE COMPLETED BEFORE YOUR THINGS WILL BE MOVED. THOSE WHO ARE SHIPPING ITEMS - HOTEL STAFF WILL HAVE YOU COMPLETE CREDIT CARD FORM WHEN THEY DELIVER YOUR BOXES.

At your assigned move in time, drive your vehicle to the loading area (a side lane behind the hotel off of Liliuokalani Ave. - it is just past the hotel parking exit). Porters will be waiting to unload your goods and deliver them to your booth in the ballroom. Follow porter instructions regarding re-parking your car.

IF YOU HAVE A SLEEPING ROOM IN THE HOTEL AND REQUIRE NO HOTEL STAFF ASSISTANCE – YOU CAN SELF MOVE IN AFTER 3:00 P.M.

NO MOVE IN THROUGH MAIN LOBBY ENTRANCE unless EVERYTHING you are bringing is in suitcases and you will not be using ANY hotel staff for assistance.

An HSRA staff person will remain onsite until 6:00 p.m on move-in day. You must be done with set up by this time or plan on finishing up early on Tuesday morning (I will open at 7:00 a.m. to accommodate those needing extra set up time). If you have extraordinary set up needs we suggest you hire additional help so that you can set up during the time allotted.

Move Out Sign Up:

You may request a specific move out time by contacting Ginny at gwright@hawaiisalesreps.org by January 15. While I cannot guarantee you will get your requested time, I will try my best to accommodate you. Ginny will confirm final move out time with you by January 20th. Move out appointments start at 5:45.

Regarding Buttonholing:

We have had increased complaints about buttonholing during the show. Buttonholing is:

- Conducting any business outside your booth space.
- Talking to a buyer while they are in another rep's booth.
- Engaging/talking to a buyer (other than simple greeting) while they are in the registration, breakfast or lunch line or areas.

Buttonhole infractions will be handled as follows:

- First incident - verbal warning
- Second incident - written warning and \$100 fine
- Third incident - immediate expulsion from show

**Saying "Come see me" or "I'm in booth #..." or anything like unto these statements will be considered buttonholing.

**"Simple greeting" means - "Hi" "Good to see you" "How are you?" and other statements like unto these.

**You may tell a buyer your booth # or location if you they ask you first.

**YOU (the member) are responsible for the actions of your helpers!

Parking:

The hotel is a VALET PARKING ONLY facility. Parking charge is \$12 – good for 12 hours - one time in/out. Pay at Hotel Front desk.

TRADESHOW RULES

1. Your booth must be manned during show hours.
2. Entering another rep's booth is with permission only.
3. Buttonholing and sample selling is strictly prohibited.
4. No non-member reps allowed in the show – do NOT allow a non-member rep to share your booth! If you allow a non member to sell out of your booth we will assess YOU a \$200 fine.
5. Member is responsible for any/all damage to exhibit space
6. Sharing of exhibit space MUST have prior approval by HSRA
7. No refunds within 30 days of the show
8. \$300 fine for each rule violation (see previous note regarding buttonholing infractions)

In addition to fines stated above, violators may be banned from future shows. HSRA does have a grievance procedure should you feel you were issued a violation notice in error or unjustly. Appeals should be made in writing and addressed to: Grievance Committee, HSRA, 46-316 KAUHAA PLACE, Kaneohe, HI 96744

HSRA will provide:

- 1 six foot table (covered) and 2 chairs per exhibit space. Additional tables, chairs, wastebasket, power packages should have been ordered on your original application form. If you need to make changes, please do so by revising your application and emailing it to Ginny by Jan. 15. No refunds on items ordered and not used
- List of preregistered buyers will be emailed to you approximately 1 week before the show. Use it to make appointments with buyers who have already committed to coming.
- 1 sign for each booth.
- A final packet will be given to you on the first day of the show. The packet will include name badges for all people you listed on your tradeshow application and one tradeshow directory for each booth/vendor.
- Buyer Attendance List – will be sent to you via email after the Feb. 13, 2017

- Continental breakfast, lunch & snack. Lunch tickets limited to 1 per booth per day.

Show Features and Opportunities:

- Qualifying Buyers/Visiting Reps & Manufacturers - HSRA tradeshow are open to buyers for retail stores only. You can help control who walks the show by reminding your buyers when you call to make appointments with them that they MUST register at the desk before going to see you.
- Buyers Browsing Area – Will feature display grids that were preordered and paid for (on your original application). The Buyer Browsing Area will be located in the 3rd floor ballroom. To set up your grid display see Ginny on move in day between 3:00 p.m.-6:00 p.m. You will be responsible to set up your display by 6:00 p.m. on move in day and take down the display by 3:00 p.m. on move out. If your grid is not set up by 7:30 a.m. on Tuesday YOU WILL LOSE THE GRID SPACE & WE WILL NOT REFUND YOUR GRID FEE.

Shipping to the show

- If you are shipping to hotel AND are a hotel guest - ship boxes to yourself at hotel - note your arrival date.
- If you are shipping to hotel AND NOT a hotel guest - label boxes as follows – (if NOT labeled as below hotel might not accept your shipment)
YOUR NAME/HSRA TRADESHOW
C/O Joann Dicion, CATERING
HILTON WAIKIKI BEACH HOTEL
2500 KUHIO AVE.
HONOLULU, HI 96815
Also, please call Joann at 922-0811 to inform her as to how many boxes you are shipping.

Show Promotion:

In preparation for the show -

- We have updated our mailing list & will be sending invitations to more than 1100 buyers in the Pacific, Hawaii, & the U.S.
- We are also sending out a series of 3 email newsletters about the show to buyers highlighting the show, listing who is offering show specials, etc. Let us know if you are offering a show special.

DO NOT DEPEND ON WALK UP TRAFFIC!!! Help us spread the word about the show by contacting all of your buyers and inviting them!

Advertising Information:

ATTRACT ATTENTION BY PLACING AN AD IN THE DIRECTORY DISTRIBUTED TO ALL ATTENDEES.

- Full page BLACK AND WHITE ads (4 " width x 5") height for \$125.
- Place a second, third, or fourth ad for \$75.00 each.
- COLOR is available for \$225 – no discounts allowed.

CAMERA READY ADS should be emailed to HSRA at gwright@hawaiisalesreps.org by Jan. 21, 2017.

PREMIUM PLACEMENT AD CHARGE – Premium placement is on a first requested/first placed basis and is at the discretion of HSRA and the printer. Your PREMIUM PLACEMENT AD CHARGE will be refunded if you do not get the placement requested.

- Outside back cover – add \$50 to above fee
- Inside front or inside back cover/Left center/Right center – add \$25

If ad is not completely camera ready you will be charged an additional set up fee.

If interested in doing an ad, send it via email to gwright@hawaiisalesreps.org. Include the following info in your email:

- Number of ads attached
- Whether you want ads printed as Black and White OR Color
- If premium placement is desired, where you want ad place

Follow up with payment to:

HSRA
c/o Ginny Wright
46-316 Kauhaa Pl
Kaneohe, HI 96744