

## Cottontail's Arts, Crafts & Gifts Show

February 28-March 1, 2020

Facility Location: Birmingham Jefferson Convention Complex\*  
2100 Richard Arrington Jr. Blvd. North  
Birmingham, AL 35203

\*This is the address for the convention center. You will need to circle the building until you find your assigned loading dock.

Show Hours: Friday, Feb. 28: 9am – 8pm      Saturday, Feb. 29: 9am – 7pm      Sunday, March 1: 11am – 5pm Please note, the advertised hours for the show time begin one hour later than these. Advanced ticket holders enter at the times listed above.

Hotel: The Sheraton Birmingham Hotel (adjacent to the BJCC) has offered an excellent discounted rate for exhibitors. To make a reservation, call (205)324-5000 or click the link under exhibitor information on our website.

Trailer, and Vehicle Parking: View parking maps and prices on our website [www.christmasvillagefestival.com](http://www.christmasvillagefestival.com) under "Exhibitor Info". Currently there is no RV parking provided by the convention center/city. We are trying to work out something with local businesses. Updates will be available on our website.

Registration: Accepted exhibitors will have a booth assignment, set-up time and drive-in pass mailed to the address listed on their application. Please complete the drive-in pass info and place the pass on the dash of your vehicle (only one vehicle per exhibitor allowed in the building at a time). This pass will allow you to lineup on the street outside of your assigned loading dock. While you are waiting to drive-in, please put on your nametag and leave it on until you leave the building. After returning to your vehicle, please wait in line until you are directed to drive into the building.

Drive-In: Your time to drive into the building on February 27th to unload and your booth number are listed on your invoice. If you arrive to setup before your assigned time, your booth will not be ready. If you arrive after your drive-in time you will have to dolly into the convention center from the parking area. Please note: if you are assigned a 7am drive-in time, you may unload February 26th between 3pm and 7pm. We offer this time as a courtesy, so please plan to unload only! Return to setup on Thursday, February 27th. You do not need to call to notify us if you choose to unload on February 26th.

Unloading Assistance: As a service to our exhibitors, we hire men to help you unload. These men are allowed to help you for a brief period of time (tips are appreciated). If you need assistance for more than an hour, it is up to you to negotiate an hourly wage for our workers.

Booth: A 10x10 booth has an eight-foot-tall pipe frame with black curtains in the back of the booth. There is no separation or curtain between you and the exhibitor beside you. A 10x20 booth has the same black curtain and two corners you can use to display.

All booths are unfurnished and do not include telecommunications or electricity. The top four most uniquely decorated booths will be awarded a free booth for the 2021 Cottontail's show. Judging takes place during the show on Sunday, March 1st.

Late Arrival: If you will be delayed past 2pm CST on February 27th, please call (205)458-8601 and leave a detailed message including telephone number. If you have not contacted our office by 2pm, your booth will be donated to charity and no refund will be given. Exhibitors assigned a move-in after 2pm do not need to call unless you are delayed.

Collegiate: We strictly enforce the guidelines supplied by the Collegiate Licensing Company. The entire show could be closed if there are any items representing any university on display which are not licensed. We have recently been informed that licensed fabrics made into items for resale are in violation of the law. If you have questions, contact the CLC at (770)956-0520.

Food Samples: Vendors selling and giving samples of food product should download a Jefferson County Temporary Food Service questionnaire. This form must be completed and returned to the address listed on the form 14 days prior to the show opening.

Candles or Oil Lamps: Open flames are strictly prohibited by the City of Birmingham Fire Code. This code is not new but has recently been enforced for all shows.

Name Badges: Included in your registration packet on move-in day will be six name badges in the name of the person on the application. Two additional name badges may be purchased anytime throughout the show for \$8 apiece. Name badges are you and your employees' pass to enter the show. Please do not give your name badge to anyone you do not know.

Tear down and Move Out: On Sunday evening once all customers have left the show (around 5:15pm), you may begin to tear down and pack up. After your booth is packed and you are ready to load your vehicle, you may pick up a pass at the loading dock where you entered the show. **DO NOT DRIVE INTO THE BUILDING WITHOUT A PASS. NO PARKING IS ALLOWED ON THE LOADING DOCK SUNDAY UNLESS YOU ARE INSTRUCTED TO DO SO BY SECURITY.**

Sales Tax: Be prepared to write three checks on Sunday evening. Total sales tax is 10%. It divides into three envelopes given to you at registration. State tax is 4%, county tax is 2%, and city tax is 4%. Local exhibitors must provide each agency with their tax ID number before they leave the show. **TAXES MAY NOT BE MAILED.**

Telephone and Electrical Services: If you chose to have telecommunication or electrical services installed in your booth, it is your responsibility to order these services from: <https://app.bjcc.org/ExhibitorOrderForm?lacuNum=37&Event=2002008&Type=2> Please note the difference in cost between advance orders and floor orders. Do not delay in ordering. Deadline for advance orders is February 17, 2020.

Things to consider if you are using a cellular device for processing credit card payments: • Cellular service may not be guaranteed no matter where you are trying to use it • The construction of many buildings downtown may prevent ample cellular coverage especially when the building has a large number of users (it may work on setup day and not when customers are in the building) • Always have a backup plan for processing payments. Suggestions: 1. Have a backup cellular device with a different carrier 2. Have a manual credit card slider 3. When taking credit card payments, get the customer contact info in case there are issues 4. Utilize a credit card machine with an analog line 5. Utilize a credit card machine that uses an Ethernet connection

Table and Equipment Rental: All booths are unfurnished therefore, if you have rental needs you must order your equipment from George Fern Exposition Services. They can be reached at (205)458-8741.

Shipment: Due to the overwhelming number of packages shipped during the show, Fern Exposition Services has been contracted to handle all shipments. Any shipment not handled by Fern will be refused. No exceptions!

Tickets: To order advance tickets for your friends and family, call (205)836-7173 or visit [www.christmasvillagefestival.com](http://www.christmasvillagefestival.com) (online tickets available for purchase through PayPal only).

Suggestions for a successful show:

- Leave your accommodations in plenty of time to have your booth open 15 minutes before the show opens.
- Wear comfortable shoes and bring a jacket. Temperature in the BJCC can fluctuate.
- Keep detailed records of orders (great for creating mail list for next show).
- Give each customer a receipt with your contact information (our goal is to have them contact you directly rather than calling our office).
- Bring enough change for three days! We have a limited amount of \$1 and quarters only.

Thank you for choosing our company! We hope you have a successful show! We know you have many choices in promotion companies and many different venues to display and sell your merchandise!