

**Rocky Mountain Christmas Fest Exhibitor Fact Sheet**  
**Utah State Fair Park**  
**155 North 1000 West**  
**November 20<sup>th</sup> - 21<sup>st</sup>**  
**Friday 10a.m. - 8 p.m. & Saturday 10 a.m -6 p.m.**

**GENERAL INFORMATION**

**ADVERTISING:** We are firm believers that advertising is key to the success of the Festival. We will be conducting an exciting advertising campaign. All of our advertising and publicity will stress The Rocky Mountain Christmas Fest is not only a place to buy original and unique Christmas gifts or Home Decorations, but also that our guests will have a great experience they won't forget! We are committed as Media One will work hard at getting an appropriate combination of newspaper, radio, magazine and direct mailings. One of the best advertising strategies is word of mouth, so spread the work! We also hope you will participate in distributing flyers and posters. If you are interested in donating any of your merchandise for giveaways, please write it on a business card along with the day and time you want the drawing and drop it off when you check in.

**EXHIBITOR BOOTH INFORMATION**

Because of the atmosphere of the Festival is largely dependent upon the quality and interest of the exhibitor's booths. It is important that you take the time and effort necessary to create an interesting booth display. Be assured, this doesn't mean we expect you to spend a fortune creating your booth. Please decorate your booth with twinkle lights, a small tree or some festive decorations. Power is included with your booth at this event. We would encourage you to help us make this event a memorable experience.

**MOVE IN:** We will be ready to move in on Thursday, from 1 p.m. until 7:00 p.m. Please bring a hand cart or dolly if you have one available. It makes move in go a lot quicker. There is no setup on Friday morning. If you plan to sell, the Utah State Tax commission will be around before the show opens to give you a temporary tax number. You must have this filled out and returned to them 10 days after the show closes to avoid fines.

Exhibitors must man their booths at all show hours, we will not responsible for stolen items. You will receive a table, chair, wastebasket and company identification sign.. If needed, call GES 801-908-8822 has carpet, chairs, tables, etc. available for rent. You will be getting information from them on prices for extras. All material used in exhibits must be fire retardants. No paper banners. No straw bales. All accounts must be paid in full before move in. Early move out is prohibited. There should be no hazardous material of any kind brought onto the premises. Exhibits must meet safety and fire regulations. The Fire Marshall or authorized agent reserves the right to confiscate or demand removal of any exhibit materials not meeting regulations.

Media One will not be responsible for any accidents or theft that may occur at the show. Please be aware to remove any items you feel will be at risk.

**OPENING:** The doors for vendors will open at 8:30 a.m. The show will open to the public at 10:00 on Friday. Please use this time to do last minute touchups to your booth.

**Move out:** is Saturday night 6:00 – 10:00 p.m. Please don't take down early. It looks unprofessional and you never know the best customer might be there at the end of the show!

Remember the best way to get a customer is to be interested in them. Don't sit down and read a book for the weekend. Bring an extra pair of shoes to wake your feet up! If you need to sit down, bring a tall chair so that you will be eye level as people are walking by. Staff must remain within the perimeters of your booth. 3 people is the maximum per 10x10 space. Microphones must be low as not to disturb your neighbors. Please be courteous of others.

**Alcohol:** No selling or drinking alcohol of any kind is allowed on the premises.

For questions please contact:

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