



May 20-22, 2010

ARLINGTON, TX

Arlington Convention Center

EXHIBIT SPACE APPLICATION

All requests for exhibit space must be made on this form. Please fill out in full and return with payment to: Martha Pullen Company, 149 Old Big Cove Road, Brownsboro, AL 35741 or fax to (256) 533-9630.

We, the undersigned, hereby apply for space at Martha's Sewing Market. We agree to comply with all exhibit regulations, instructions and conditions contained herein and with all conditions under which the facilities are provided to Martha Pullen Company. We further understand that the rental fee per booth includes only those services listed under the Exhibit Information. We request Martha Pullen show management to assign us what it considers the best exhibit space based on a first come, first served basis. We understand that this application becomes a contract when signed by us and accepted by Martha Pullen Company, and we agree to remit rental for the exhibit space with this application.

Vendor/Company \_\_\_\_\_ Contact Name \_\_\_\_\_
Address \_\_\_\_\_
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_
Phone \_\_\_\_\_ Fax \_\_\_\_\_
E-mail \_\_\_\_\_
Website URL \_\_\_\_\_

Please write a detailed description of products or services to be exhibited \_\_\_\_\_
\_\_\_\_\_
\_\_\_\_\_

I participated as an Exhibitor last year and would like my same booth(s) \_\_\_\_\_.

I did not attend last year, and would like # \_\_\_\_\_ of booth(s) in Arlington.

Booth Choices (see floor plan): # \_\_\_\_\_, # \_\_\_\_\_, # \_\_\_\_\_
(1st choice) (2nd choice) (3rd choice)

No application will be accepted nor space held without a 50% deposit. Booth assignments will be made on a first come, first serve basis or based on your "grand-fathered" space from previous markets. We will try to give you your first choice for booth space. ALL BOOTHS MUST BE PAID IN FULL BEFORE SPACE CAN BE OCCUPIED! Please refer to Market Information page for Vendor Cancellation and Refund Policy.

Booth Prices and Discounts: 2 to 5 booths----- 10% off 6 + booths-----15% off
one 10' x 10' (inline) \$750.00
one 10' x 10' (corner) \$800.00
one 10' x 20' (endcap) \$1800.00

Total Booth Fee \$ \_\_\_\_\_
Less: Deposit \_\_\_\_\_ (50% of total due upon application)
Balance \$ \_\_\_\_\_ (Due April 16, 2010)

\_\_\_\_\_ I am paying by check # \_\_\_\_\_
\_\_\_\_\_ Please charge deposit and balance to my credit card.

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

- We will send you a confirmation of your booth rental upon receipt of the application and deposit.
• Yes, please send me \_\_\_\_\_ (50, 100, 150) show fliers that I may give out to my customers or send to my mailing list to let them know that I will be at Martha's Sewing Market.

I/We have read, understand and agree to abide by the rules and regulations listed on the contract, which are made part of this agreement.

Signature of authorized agent: \_\_\_\_\_ Date \_\_\_\_\_

Contact Angie Daniel for more information about Martha's Sewing Market at 1-800-547-4176, ext. 111 or email at angie@marthapullen.com



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## **MARKET INFORMATION**

Please complete the enclosed application for exhibit space at Martha's Sewing Market. Attach a check, made payable to Martha Pullen Company for 50% deposit or payment in full of total amount of booth space; or pay by credit card. Mail completed application to:

Martha Pullen Company  
149 Old Big Cove Road  
Brownsboro, AL 35741

Application will be reviewed and tentative space will be assigned. Space is assigned on a first-come, first-serve basis. We will do our best to accommodate your requests.

### **Exhibit Hours:**

Wednesday, May 19.....Exhibitor Move-In ..... 8:00am – 7:00pm  
Thursday, May 20 .....Exhibit Show..... 10:00am – 6:00pm\*\*  
Friday, May 21 .....Exhibit Show..... 10:00am – 6:00pm\*\*  
Saturday, May 22 .....Exhibit Show..... 10:00am – 4:00pm\*\*

Move out may not begin until 4:00 pm on Saturday, May 22. Should any of the above times change exhibitors will be notified in writing.

**\*\*Note:** Free seminars begin at 8:00 am Thursday – Saturday.

### **Exhibit Space Includes:**

8' high back drape, 3' high side drape  
6' draped table and 2 chairs  
Booth Sign with company name and booth #  
Listing in Show Program  
Exhibitor Show Badges for names submitted with application  
24 Hour Security

**\*\*Please Note:** All booths are 10' x 10' with an 8' high draped back and 3' draped dividers. Sidewalls may be 8' high out to 5' of the side-walls. All decorations, signs, etc. must be contained within this space.

### **Show Location**

Arlington Convention Center  
1200 Ballpark Way  
Arlington, TX

### **Show Decorator**

George Fern Company, 647 Westport Parkway, Grapevine, TX 76051; 817-481-0043 or fax 817-481-0692 is the official show decorator. Decorator information is included in your packet or can be downloaded from our website at [www.marthapullen.com](http://www.marthapullen.com) under Martha's Sewing Market. Applications are included for electrical and phone service which need to be ordered directly from the convention center.

### **Security**

The exhibit hall will be secured by a licensed security company affiliated with the convention center starting at 5:00pm on Wednesday, May 19, through 4:30pm on Saturday, May 22. Admittance to exhibit hall by vendors only, wearing exhibitor badges, each day at 7:00am before show begins.

### **Vendor Cancellation and Refund Policy:**

In the event that a contracted vendor should have to cancel attendance of show, management request a written explanation to be mailed, emailed or faxed to Martha Pullen Company before the exhibitor's fees will be refunded. A full refund will be made if cancellation is received before March 31, 2010. Between April 1-16, 2010, the cancellation refund will be 50% of the fee. After, April 16, 2010, no refund will be made.

### **Taxes**

Tax will be payable on sales made during the show. You can register online at <http://www.window.state.tx.us/taxinfo/sales/index.html>. Texas tax applications will also be included in vendor packets.





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## **EXHIBITOR BADGES**

Everyone that is working on the exhibit floor must wear a badge at all times during the show. There will be no admittance without a badge. The badges are for those working in your booth only. We ask that you please not request extra badges for family members, dealer reps, friends, etc. Badges may be picked up at the exhibitor registration on move-in day, Wednesday, May 19, 2010.

We will need all working personnel's names in advance, **no later than April 30, 2010**. You may either fax the form to our office at (256) 533-9630 or email the list to Angie Daniel at [angie@marthapullen.com](mailto:angie@marthapullen.com). If you would prefer you may also mail it to: Martha Pullen Company, Attn: Angie Daniel, 149 Old Big Cove Rd, Brownsboro, AL 35741. If we do not receive the requested information by April 30, 2010 we will provide two (2) generic badges for your use.

**Exhibitor Company Name** \_\_\_\_\_

(This will appear on your badge under your name. Please print clearly)

Please list all personnel working in your booth (Please Print)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_

Please fax or email back to Martha Pullen Company by **April 30, 2010**.

(256) 533-9630 fax or email: [angie@marthapullen.com](mailto:angie@marthapullen.com)



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**RECOMMENDED AREA LODGING INFORMATION**

*Our Host Hotel:*

**Sheraton Arlington Hotel**

1500 Convention Center Dr.

Arlington, TX 76011

817-261-8200

Complimentary airport shuttle. Complimentary shuttle within 5 mile radius.  
Be sure to mention Martha's Sewing Market to receive special rate of \$125 plus tax.

*Other nearby lodging:*

**Baymont Inn & Suites**

2401 Diplomacy Dr.

Arlington, TX 76011

817-633-2400

**Crowne Plaza Suites**

700 Avenue H East

Arlington, TX 76011

817-394-5000

**Hilton Arlington**

2401 E. Lamar Blvd.

Arlington, TX 76006

817-640-3322

**Holiday Inn Express Hotel & Suites**

2451 East Randol Mill Rd.

Arlington, TX 76011

817-640-5454

**Howard Johnson Express Inn**

2001 E. Copeland Rd.

Arlington, TX 76011

817-461-1122

**Hyatt Place Arlington**

2380 E. Rd. to Six Flags Rd.

Arlington, TX 76011

817-649-7676

**La Quinta Inn & Suites Arlington**

825 N. Watson Rd

Arlington, TX 76011

817-640-4142



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