

CHA 2010 WINTER SHOWS INFORMATION SHEET

Facts

- CHA is producing two shows at the Anaheim Convention Center, Anaheim, CA this January:
 - The 69th Annual Winter Convention & Trade Show
 - Sunday, January 24 through Wednesday, January 27 in Halls B through D
 - The CHA Craft SuperShow (Consumer)
 - Friday, January 22 and Saturday, January 23 in Hall A
- Exhibitors at the Craft SuperShow can be:
 - CHA member companies AND non-member businesses, including retail craft/hobby stores, professional crafters and internet/catalog retailer businesses
 - Manufacturer and distributor companies can participate by either:
 - Utilizing the show to educate, demonstrate, and conduct product research but cannot sell product directly to consumers
 - Partnering with a local retail business or regional distributor in order to do cash-and-carry sales or refer consumers to a retail partner to make purchases onsite at the show
 - Obtaining a CHA retailer designation as a store-front or internet/catalog business in order to sell directly to consumers
 - You must check with your business manager, accountant, or attorney to determine which local, state or federal requirements are necessary for you to sell at the Craft SuperShow
 - The business qualification and verification process will be used for all exhibitors, regardless of company type
- Craft SuperShow Booth Costs
 - CHA will be offering the free Make-N-Take booth when contracting space
 - Check the “Complimentary Booth Program” box on the CHA Craft SuperShow Exhibit Contract and conduct a minimum of three each day when you contract a minimum 10’x10’ booth and your total space will increase
 - There are two* pricing structures:
 - Member – Current or New will pay \$1,200 per 10’x10’ booth
 - **Will be qualified for craft and hobby industry and must pay appropriate 2010 dues**
 - Non-Member – Not a CHA Member and will pay \$2,400 per 10’x10’ booth
 - Will follow the Membership Application process but is not entitled to any Member Benefits
 - * Other charges may apply depending on booth type contracted
- There are no discounts for exhibiting in both shows, either for space fee, membership or contractor services since the two shows are considered separate. Individual contracts, costs, membership/dues, etc. to participate are required
- Placement within the Craft SuperShow is on a first-come first-served basis
 - Trade Show Priority Points do not affect placement
 - You do not earn Priority Points for the Craft SuperShow

- Booth size:
 - Contracted Trade Show Booth Space cannot be reduced to participate in the Consumer Show
 - Changes in booth size between the two shows require exhibiting within Hall A for the Craft SuperShow then relocating within a section to Halls B, C, or D for the Trade Show
 - If maintaining the size and set-up of your booth from the Consumer Show to the Trade Show, placement will occur in Hall A's front horizontal block on a first-come first-served basis
 - There are no sections, exhibitors will be intermingled within the Consumer Show
 - If considering a Make-N-Take booth at the Craft SuperShow, we highly recommend two separate booths unless your Trade Show configuration can accommodate a Make-N-Take area
- As details become available, we will post to our websites – www.chashow.org (trade) and www.craftsupershow.com (consumer)

Logistics

- Move in and out times:
 - Craft SuperShow: Thursday, January 21 (brief merchandising allowed the morning of Friday, January 22) with move out by 10 pm Saturday, January 23.
 - Trade Show: Thursday, January 21 through Saturday, January 23 with move out Wednesday, January 28 and Thursday, January 29
 - More detailed information will be available late October in the Exhibitor Service Manual at www.craftsupershow.com and www.chashow.org
- Craft SuperShow times: Opens Friday, January 22 at Noon; closes at 8:00 PM (PST) and Re-opens Saturday, January 23 at 10:00 AM; closes at 6:00 PM (PST)
- Consumer Show Material handling/drayage charges:
 - You may drive a Personally Owned Vehicle (POV) and unload Consumer Show items without incurring charges if:
 - you unload within 15 minutes at the Hall A Loading Dock;
 - immediately move the vehicle upon unloading; and
 - have a second person begin taking the load to your booth
 - All items shipped to the Anaheim Convention Center or GES' Advance Warehouse will incur charges
 - Details and costs will be presented within the Craft SuperShow's Exhibitor Service Manual at www.craftsupershow.com.
- Craft SuperShow Labor:
 - Exhibitors do not need to hire labor if they can set their booths up without the assistance of power tools, ladders, or industrial contractor equipment