



WELCOME

*Thank you for being a part of
Harmony Bazaar 2010 in Seattle.*

*We are looking forward to a great
and profitable show!*

If you need information that is not included with this manual, or in the Exhibitor Service Kit from GES, please contact Nancy Aloway, at (800) 992-7464, ext. 136. You may also e-mail Nancy at nancy@sweetadelineintl.org.



Dates to Remember

August 13, 2010

Badge Request Form Due
Exhibitor 30-word Listing Due
Competition Tickets Form Due

September 1, 2010

Web Site Advertising Deadline
Video Billboards Advertising Deadline



General Information

GENERAL INFORMATION

Washington State Convention & Trade Center (WSCTC)
800 Convention Place
Seattle WA 98101
(206) 694-5000

COMPETITION LOCATION

Seattle Center – Key Arena
305 Harrison Street
Seattle WA 98109
(206) 684-7206

LABOR

Exhibitors are allowed to use their own employees and equipment for loading and unloading, installing and dismantling, and handling of show materials with the show.

SECURITY

Sweet Adelines International will provide security during closed hours only. During open hours, exhibitors are responsible for their own merchandise and personal belongings left unattended. Security will be instructed that no one is allowed in the exhibit hall during closed hours. Exhibitors may enter the hall one hour before the show opens each day.

STORAGE

The storage of packing materials and surplus merchandise must be confined to areas away from the exhibit booths. However, one day's supply of merchandise is permitted. The convention center has no facilities for storage of exhibits or exhibitor materials not shipped through the decorator.

CONVENTION CENTER INFORMATION

Now that you have booth space at the convention, it's up to you to manage the details. The Washington State Convention & Trade Center facilities are easy to access and the employees are helpful. From loading docks to rigging rules, click [here](#) for the information you need.

SHOW DECORATOR

Please refer to the Exhibitor Kit from GES for questions about moving in or out of the convention center. You may contact them directly at (800) 475-2098 or local at (702) 515-5970. You may chat online with them at www.ges.com/chat.

PARKING

For driving directions, parking and maps at the Washington State Convention and Trade Center, please click [here](#) for information.

BOOTH AMENITIES

Each 10'x10' booth area will receive one 8' skirted table and two chairs, an identification sign, an 8' backwall drape and a 3' sidewall drape around each booth. If your booth is 10'x20', you will receive two tables and four chairs. If your booth is 20'x20', you will receive four tables and eight chairs.

ASSIGNMENT OF SPACE

Whenever possible, space assignment will be made by show management in keeping with the desires of the exhibitor. However, show management reserves final determination of space assignment, and assignments will be made and may be changed at anytime in the best interest of the show as determined by show management.

Transferring or Subleasing Space

No exhibitor shall reassign, sublet or share allotted space without the consent of show management.

Liability and Insurance

The exhibitor assumes responsibility and hereby agrees to protect, indemnify, defend, and hold harmless Sweet Adelines International and the WSCTC Convention Center, their employees and agents against all claims, losses and damages to persons or property, government charges or fees and attorney fees arising out of or caused by the exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or part thereof, excluding such liability caused by the sole negligence of Sweet Adelines International or the WSCTC Convention Center, their employees and agents. In addition, the exhibitors acknowledge that Sweet Adelines International does not maintain insurance covering the exhibitors. Exhibitors are advised to obtain business interruption and property damage insurance covering such losses.



Exhibit Space Information

PHYSICAL LIMITATIONS

Standard booths (one or more units in a straight line) will be confined to a maximum height of 8 feet. All display fixtures and products over four feet in height and placed within 10 lineal feet of an adjoining exhibit must be confined to the back half of the exhibit.

LIMITATION EXCEPTIONS

Exceptions to exhibit space physical limitations may be made by show management. For example, if two adjoining exhibitors wish to extend the eight feet height limitation to the front of the booth, show management may approve such an exception. Show management will be responsible for contacting the adjoining exhibitors to seek approval.

ISLAND EXHIBITS

Island exhibits are blocks of space with aisles on all four sides, no height restrictions on center core. Contact show management if high walls are planned. Since an island exhibit is automatically separated from neighboring exhibits, full use of the exhibit floor space is permitted. Pre-approved banners may be hung from the ceiling in most buildings. Contact show management for approval and cost to hang banners.

DISPLAY OF PRODUCTS/SERVICES

No exhibitor shall exhibit, or be permitted to exhibit in the space allowed, any goods or services other than those specified on the exhibitor space application (or later approved in writing by show management).

DECORATIONS

Booth decorations must be flameproof. Electrical wiring and equipment must conform to the National Electrical Code Safety Rules.

EXPOSED AREAS

Display backs or sides must be finished or covered so they do not present an unsightly appearance when viewed from adjoining exhibits or aisles.

EXHIBIT APPEARANCE

Exhibitors are expected to keep their exhibit spaces clean and neat during show hours. Exhibit personnel must be dressed in acceptable attire. Management reserves the right to approve the character of all exhibits. Any exhibit, or content of an exhibit, that does not meet show management's approval, shall be removed from the show.

BANNERS/SIGNS

Signs must be professional, of appropriate size and nature, and displayed within the limits of the leased exhibit space. Show management reserves the right to remove any sign deemed unacceptable, and will not approve signs such as the following: "Truckload Sale;" "Going Out of Business Sale;" "Prices Slashed;" "Wholesale Prices." Only island and peninsula exhibits, sponsors or pavilions are allowed to hang pre-approved overhead signs in the show. All overhead signs must be approved by show management.

NOISE

Exhibits which include the operation of equipment, musical instruments, radios, audio/visual equipment, public address systems, or any other noise-making machines or equipment, must be arranged so that noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons.

DAMAGE OF FACILITIES

Exhibitors must protect exhibit hall tables, chairs, walls, columns, and floor from any damage. Exhibitors will be charged for any building and grounds damage, or for any cleanup of paint, oil, grease, floor abrasive, or for excessive debris left in exhibitor's space.



Future Event Dates

2011

October 17 – 22
Houston, TX

2012

October 29 – November 3
Denver, CO

2013

November 4 – 9
Honolulu, HI

2014

November 3 – 8
Baltimore, MD

2015

October 5 – 10
Las Vegas, NV

2016

October 17 – 22
Las Vegas, NV

2017

October 9 – 14
Las Vegas, NV



Hours of Operation

EXHIBIT MOVE-IN:

Monday, October 18
10:00 a.m. - 5:00 p.m.

Exhibitors will not be allowed to set up displays during show hours.

EXHIBIT HOURS:

Monday, October 18
5:00 p.m. – 8:00 p.m.

Thursday, October 21
9:00 a.m. - 6:00 p.m.

Tuesday, October 19
9:00 a.m. - 6:00 p.m.

Friday, October 22
9:00 a.m. - 6:00 p.m.

Wednesday, October 20
9:00 a.m. - 6:00 p.m.

Saturday, October 23
9:00 a.m. - 2:00 p.m.

Exhibitors may enter the exhibit hall beginning at 10:00 a.m. on Monday and 8:00 a.m. Tuesday - Saturday. All exhibitors must close their booths promptly at the end of the day and vacate the exhibit area at closing time to achieve maximum security.

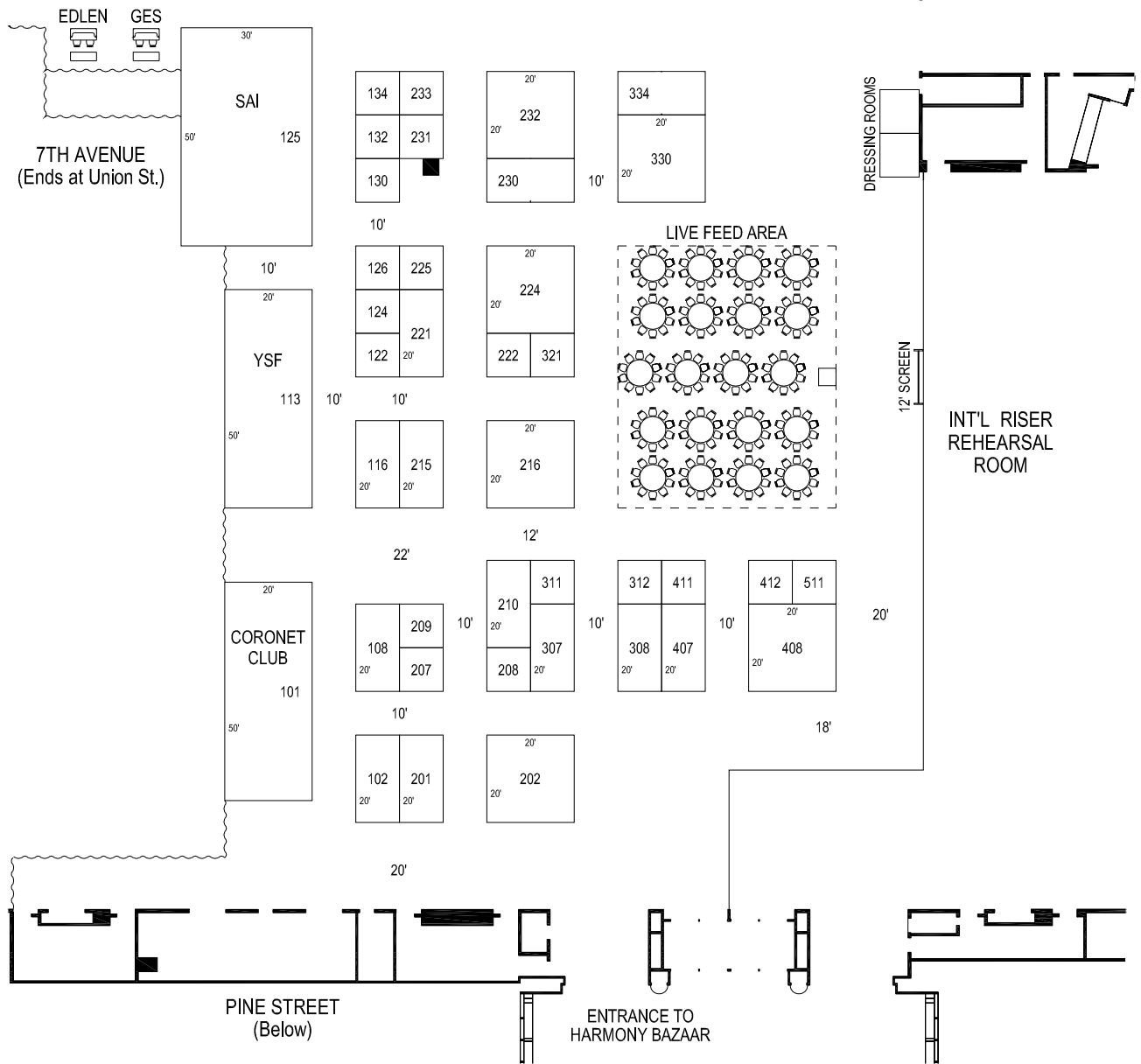
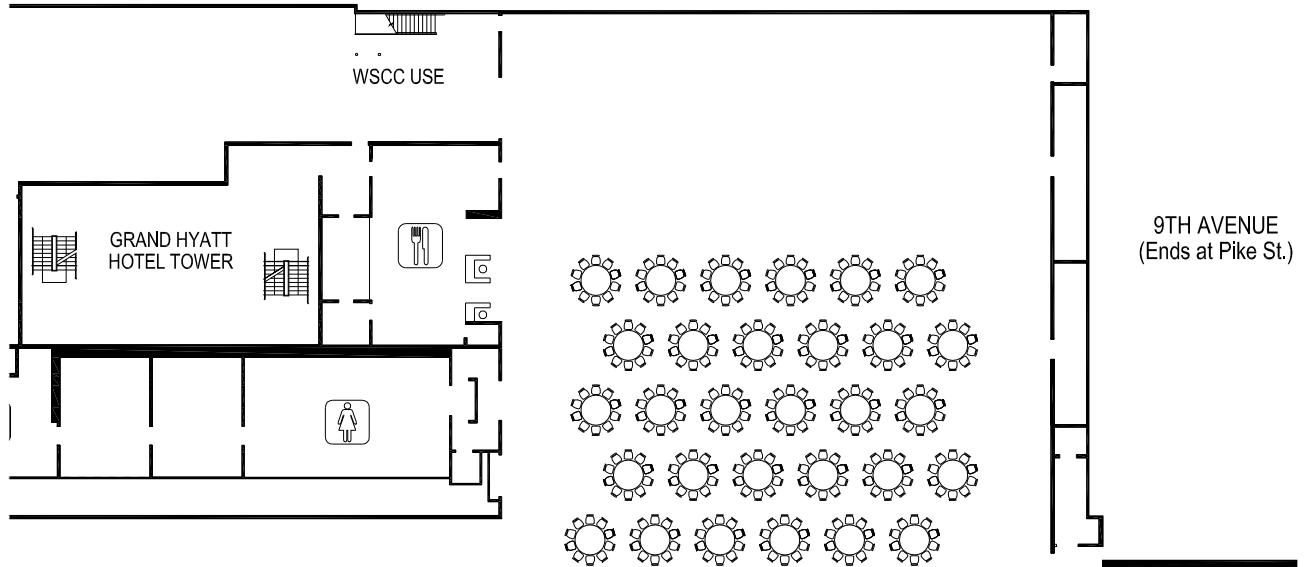
EXHIBITOR MOVE-OUT:

Saturday, October 23
2:00 p.m. – 6:00 p.m.

All exhibitors are required to keep their booths open until 2:00 p.m. on Saturday and may not dismantle or pack up before that time.

Exhibitors must begin packing their goods for shipment immediately following the close of booths at 2:00 p.m. on Saturday.

PIKE STREET



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SWEET ADELINES INTERNATIONAL
 October 18-23, 2010
 WSCC Seattle Washington

CONFIDENTIAL PROPERTY OF GES

File: sd-1007-wscoc-1.dwg
 Plotted: Aug 16, 2010
 By: JH2010
 EVERY EFFORT HAS BEEN MADE TO INSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER, NO WARRANTIES, EITHER EXPRESSED OR IMPLIED, ARE MADE WITH RESPECT TO THIS FLOOR PLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES, OR OTHER ARCHITECTURAL COMPONENTS OF THE FACILITY IS A CONSIDERATION IN THE CONSTRUCTION OR USAGE OF AN EXHIBIT, IT IS THE SOLE RESPONSIBILITY OF THE EXHIBITOR TO PHYSICALLY INSPECT THE FACILITY TO VERIFY ALL DIMENSIONS AND LOCATIONS.



List of Exhibitors

<u>Booth Number</u>	<u>Company Name</u>	<u>First Name</u>	<u>Last Name</u>
224	A Charming Affair	Rhonda	Steele
221	Boat-ique	Rosa Lee	Eacho
216	Coastal Reflections	Mary	Butler
134	Cookie Lee Jewelry	Amie	Larson
101	Coronet Club	Lee	Davison
321	Designing Women	Sandy	McDonell
208	Detti Originals	Ellen	Fandetti
408	Flights of Fantasy Jewellrey	Margaret	Hillyard
209	Freedom Bag	DeAnna	Roegner
334	G.A. Heaton Co	Julie	Heaton
330	Gold Medal Ideas	Amy	Kritzman
126	Groupanizer	Tom	Metzger
108	HZ Designer Jewelry	Holly	Zhang
233	Illinois Designs	Stuart	Addis
201	It Works!	Kathryn	Schutte
307	Jade Mountain Jewelry	Michael	Houseknecht
116	Jewelry Haven	John	Guarisco
232	Kare Enterprises	Rob	Keithley
132	Kato Enterprises-Massaging Insoles	Janet	Kato
202	Lady Jayne	Nanci	Basch
102	Linda's Place	Linda	Shurly
412	L'Paige Cosmetics	Sandi	Zinsmeister
411	Mission Valley Chorus	Jody	Hacker
210	Northwest Designs Ink	Matthew	Pruett
308	Ornament Xpress	Lorraine	Klinger
231	Pacific Barbershop Summit	Judy	Galloway
312	Pacific Empire Chorus	Wendy	Gibson
230	Rivar's Inc	Beth	Slusher
225	San Diego Chorus	Ehtel	Lowther
124	Silver Sensations Jewelry	Catherine	Gazie
222	Snoqualmie Falls Candy Factory	Wes	Sorstokke
207	Stone Cat Jewelers	Brenda	Arriens
215	Styles Extended	Scott	Sarvis
125	Sweet Adelines International	Brenda	Monroe
407	Taylor Made Iron-On Designs	Janet	Taylor
122	The Overtone Society	Anita	Larsen
311	Ultimate Creations	Chrissie	Lizer
130	Universal Cell Wrap	Garrison	Ross
113	Young Singers Foundation	Keesha	Cashmore



Convention Schedule

Monday, October 18, 2010

RMT Forum/Reception*	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Riser Rehearsals (Harmony Classic)	11:00 a.m. - 11:00 p.m.	WSCTC Convention Center
Headquarters Office	11:00 a.m. - 8:00 p.m.	WSCTC Convention Center
Ticket Office	11:00 a.m. - 8:00 p.m.	WSCTC Convention Center
Harmony Classic Briefing	3:00 p.m. - 4:00 p.m.	Key Arena
Harmony Bazaar Opening Day	5:00 p.m. - 8:00 p.m.	WSCTC Convention Center

Tuesday, October 19, 2010

Riser Rehearsals	7:00 a.m. - 11:00 p.m.	WSCTC Convention Center
Headquarters Office	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Ticket Office	9:00 a.m. - 4:00 p.m.	WSCTC Convention Center
Ticket Office	5:00 p.m. - 7:00 p.m.	Key Arena
Harmony Bazaar	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Tech Rehearsal & Briefing	9:30 a.m. - 1:00 p.m.	Key Arena
Coronet Club Front Row Rehearsals	12:00 p.m. - 2:00 p.m.	Westin Seattle Hotel
Coronet Club Quartet Reception/Reunion	2:00 p.m. - 3:00 p.m.	Westin Seattle Hotel
Coronet Club Rehearsal	3:00 p.m. - 6:00 p.m.	Westin Seattle Hotel
Harmony Classic/YWIH Festival	6:00 p.m. - 10:30 p.m.	Key Arena

Wednesday, October 20, 2010

Riser Rehearsals	7:00 a.m. - 11:00 p.m.	WSCTC Convention Center
YSF Liaison Breakfast*	7:30 a.m. - 9:00 a.m.	Sheraton - Capitol Hill Room
YWIH Coordinator Breakfast*	8:00 a.m. - 9:30 a.m.	Sheraton - Everett Room
Coronet Club Rehearsal	8:30 a.m. - 11:00 a.m.	WSCTC Convention Center
Headquarters Office	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Ticket Office	9:00 a.m. - 6:00 p.m.	Key Arena
Harmony Bazaar	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Quartet Semifinals	10:45 a.m. - 10:30 p.m.	Key Arena
Quartet Finalist Briefing	10:45 p.m. - 11:15 p.m.	Key Arena

Thursday, October 21, 2010

Riser Rehearsals	7:00 a.m. - 11:00 p.m.	WSCTC Convention Center
PIPs' Breakfast*	8:00 a.m. - 9:30 a.m.	Sheraton Seattle Hotel
Family Chorus Rehearsal	8:30 a.m. - 9:30 a.m.	WSCTC Convention Center
Headquarters Office	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Ticket Office	9:00 a.m. - 6:00 p.m.	Key Arena
Harmony Bazaar	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Chorus Semifinals	10:45 a.m. - 7:45 p.m.	Key Arena
Chorus Finalist Briefing	8:00 p.m. - 8:30 p.m.	Key Arena
Intl. President's Reception*	9:00 p.m. - 11:00 p.m.	Sheraton - Cirrus Room

Friday, October 22, 2010

Riser Rehearsals	7:00 a.m. - 11:00 p.m.	WSCTC Convention Center
Coronet Club Rehearsal	8:00 a.m. - 11:00 a.m.	Key Arena
Music Education Class	9:00 a.m. - 10:30 a.m.	WSCTC Convention Center
Headquarters Office	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Ticket Office	9:00 a.m. - 6:00 p.m.	Key Arena
Harmony Bazaar	9:00 a.m. - 6:00 p.m.	WSCTC Convention Center
Rising Star Reception	9:30 a.m. - 10:30 a.m.	Key Arena
Rising Star Briefing	10:30 a.m. - 11:15 a.m.	Key Arena
Mass Sing	11:15 a.m. - 11:45 a.m.	Key Arena Plaza
Quartet Finals	12:00 p.m. - 5:00 p.m.	Key Arena
Coronet Club Show	8:00 p.m. - 10:30 p.m.	Key Arena

Saturday, October 23, 2010

Riser Rehearsals	7:00 a.m. - 11:00 a.m.	WSCTC Convention Center
Family Chorus Rehearsal	8:00 a.m. - 9:00 a.m.	WSCTC Convention Center
Ticket Office	8:00 a.m. - 4:00 p.m.	Key Arena
Rising Star	9:00 a.m. - 1:00 p.m.	Key Arena
Harmony Bazaar	9:00 a.m. - 2:00 p.m.	WSCTC Convention Center
Headquarters Office	9:00 a.m. - 2:00 p.m.	WSCTC Convention Center
Chorus Finals	3:00 p.m. - 9:00 p.m.	Key Arena
Coronet Clubhouse	9:30 p.m. - 12:00 a.m.	Westin Seattle Hotel

*By invitation only
Times and locations subject to change



Exhibitor Badge Request Form

- Each person working your booth will need a badge and Exhibitor ribbon to enter the exhibit hall before it opens to the attendees. If you do not ask for a badge for all of your booth personnel they will not be able to enter the exhibit area to help set up your booth. If your booth personnel are Sweet Adelines attending the convention, they need an exhibitor ribbon to enter before hours.
- Please indicate the number of ribbons you will need for volunteers who will not have Exhibitor badges.
- For those exhibitors who did not receive their badges and ribbons in the Exhibitor Packet mailing, they will be available for pick-up on-site during setup Monday, October 18, at the Headquarters Office in the WSCTC Convention Center.
- All booth personnel will need a badge and exhibitor ribbon to enter the exhibit hall each morning before show hours.
- Fundraiser/chorus booths will receive badges for booth personnel not registered for convention. Exhibitor ribbons will be given to booth personnel who have convention badges.
- Name changes and badge forms turned in on-site will be subject to a surcharge in the amount of \$5 for each badge produced on-site.

Company Name:

Contact person:

Name: _____

Phone number: _____

E-mail: _____

Booth Personnel Name on Badge:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Number of Exhibitor ribbons needed for volunteer staff:

Return this form via fax
by **August 13, 2010**, to:

Sweet Adelines International
Attention: Nancy Aloway
Fax: (918) 388-8083

Or via e-mail to nancy@sweetadelineintl.org



Competition Ticket Order Form

As a paid exhibitor, you are eligible to receive **two complimentary single-event tickets**. To request your tickets, please complete and return this form to the address below. Complimentary ticket orders must be submitted before August 13, 2010.

Please mark which event you would like to attend.
Only two complimentary tickets will be included in your packet.

Tuesday, October 19, 2010

- One Harmony Classic ticket (6:00 p.m. - 10:30 p.m.)
- Two Harmony Classic tickets (6:00 p.m. - 10:30 p.m.)

Wednesday, October 20, 2010

- One Quartet Semifinals ticket (10:45 a.m. - 11:15 p.m.)
- Two Quartet Semifinals tickets (10:45 a.m. - 11:15 p.m.)

Thursday, October 21, 2010

- One Chorus Semifinals ticket (10:45 a.m. - 7:45 p.m.)
- Two Chorus Semifinals tickets (10:45 a.m. - 7:45 p.m.)

Friday, October 22, 2010

- One Quartet Finals ticket (12:00 p.m. - 5:00 p.m.)
- Two Quartet Finals tickets (12:00 p.m. - 5:00 p.m.)

Saturday, October 23, 2010

- One Chorus Finals ticket (3:00 p.m. - 9:00 p.m.)
- Two Chorus Finals tickets (3:00 p.m. - 9:00 p.m.)

Name: _____

Company Name: _____

E-mail: _____

Return this form by August 13, 2010, to:

Sweet Adelines International
Attention: Nancy Aloway
Phone (918) 388-8036
Fax: (918) 388-8083

Or via e-mail to nancy@sweetadelineintl.org



Exhibitor 30-Word Listing Form

Each exhibitor will have a brief description of their products and/or services on our Web Site. Please include a brief list of your products so the attendees know what you are selling. Complete the following information and return the form by the deadline so your company description can be included on the website. All the information below will be included on our website.

Company Name:

Contact Name:

Company Phone Number:

Company E-mail Address:

Company Web Site:

Description of products and/or services:

30-word Listing Example:

Sweet Adelines International is a worldwide organization of women singers committed to advancing the musical art form of barbershop harmony through education and performances. This independent, nonprofit music education association is one of the world's largest singing organizations for women. "Harmonize the World" is the organization's motto.

Return this form via e-mail

by **August 13, 2010**, to:

nancy@sweetadelineintl.org

OR via fax to:

Sweet Adelines International

Attention: Nancy Aloway

Fax: (918) 388-8083



Advertising Specifications

VIDEO BILLBOARDS

Advertiser must provide Sweet Adelines International with the advertising ready to be displayed on the screen. All slides must be in Microsoft Power Point On-Screen format. There should be no text smaller than 36 point. Ads should not be longer than 20 seconds in duration. Final output will be presented at a 1024 x 768 screen resolution. The use of color is acceptable. **Space reservations, materials and full payment are all due by September 1, 2010.** (Layout and design services are available for \$35 an hour.)

CONVENTION PROGRAM

Native applications with supporting files are preferred. Copy should be professionally typeset, and ads should be prepared with the dimensions specified in your advertising package. Only ads formatted in Quark Xpress 4.1 for Macintosh or as an eps or tif will be accepted electronically. Please include a positive proof copy (photocopy or laser print) with each ad. **Space reservations, materials and full payment are all due by September 1, 2010.** (Layout and design services are available for \$35 an hour.)

WEB SITE BANNER ADS

Banner ads will run for three months and should not exceed 12K in size. Gif or JPEG format is recommended. Animation is allowed, but should be 266 pixels x 52 pixels (2.861" x .722"). **Space reservations, materials and full payment are all due by September 1, 2010.** (Layout and design services are available for \$35 an hour.)

RECOGNITION IN *THE PITCH PIPE*

If eligible for this option, advertisers should e-mail Joey Michelle Stenner at joey@sweetadelineintl.org to discuss how they would like to be listed in *The Pitch Pipe*.



Official Insignia

The "double treble clef" is the official corporate insignia of Sweet Adelines International. It is the exclusive insignia to be used to represent the organization. The name "Sweet Adelines International" and the insignia are registered with the U.S. Patent and Trademark Office.

When the insignia is used on articles other than official printed material, the exact symbol must be used without modification of any kind and may appear in any solid color on any solid background. Sequins and metallic are considered solid when all one color. When used for jewelry items, the logo may be gold or silver and stones may be any solid color.

The type face for "SWEET ADELINES INTERNATIONAL" is Times New Roman, and the style is large and small capital letters as shown. When used in conjunction with the "double treble clef" symbol, the words should appear in this typeface and style, stacked in two lines and centered under the symbol whenever possible.

When the corporation's name, "Sweet Adelines International" or "Sweet Adelines," is used without the insignia, it should not appear in script typeface.

The "double treble clef" symbol shall not be modified or integrated with another symbol. If a Sweet Adelines International member, quartet, chorus, region, or area wishes to use the double treble clef symbol or logo as well as its own quartet, chorus, regional, or area symbol, on its stationery or other items, the two insignia should be separated by sufficient space so that they do not appear to be a composite symbol.

Sweet Adelines International may grant a non-exclusive license to members and nonmembers to use the registered trademark commonly known as the "double treble clef," the name "Sweet Adelines International," and/or any of the corporation's official insignia on products created for sale to members of Sweet Adelines International.

Permission and design approval must be obtained from the Director of Communications at international headquarters if the items on which the symbol, logo and/or name appear are offered for sale.