



## 2021 Merchant Kit

### Important Dates

**Thursday, September 30:**

Booth fees due in full

**Monday, November 8:**

Orders for electricity and extra tables due via our online ordering system.

**Thursday, November 18:**

10:00 a.m. — 9:00 p.m. Merchant Check-In and Set-Up

**Friday, November 19:**

7:00 a.m. Doors Open to Merchants to Finalize Booths

8:30 a.m. Merchant Meeting at Front of Convention Center

9:00 a.m.— 9:00 p.m. Holiday Shopping Hours (VIP 9-11 a.m., MAIN 11 a.m. -5 p.m., GNO 5-9 p.m.)

9:00 p.m. — 10:00 p.m. Re-stock and Sanitize

**Saturday, November 20:**

7:00 a.m. Doors open to Merchants to Re-stock Booths

9:00 a.m.— 6:00 p.m. Holiday Shopping Hours

6:05 p.m.— 9:00 p.m. Merchant Take-Down

## Show Location

### **John Q. Hammons Convention Center**

3303 S Pinnacle Hills Parkway  
Rogers, AR 72758  
479-254-8400

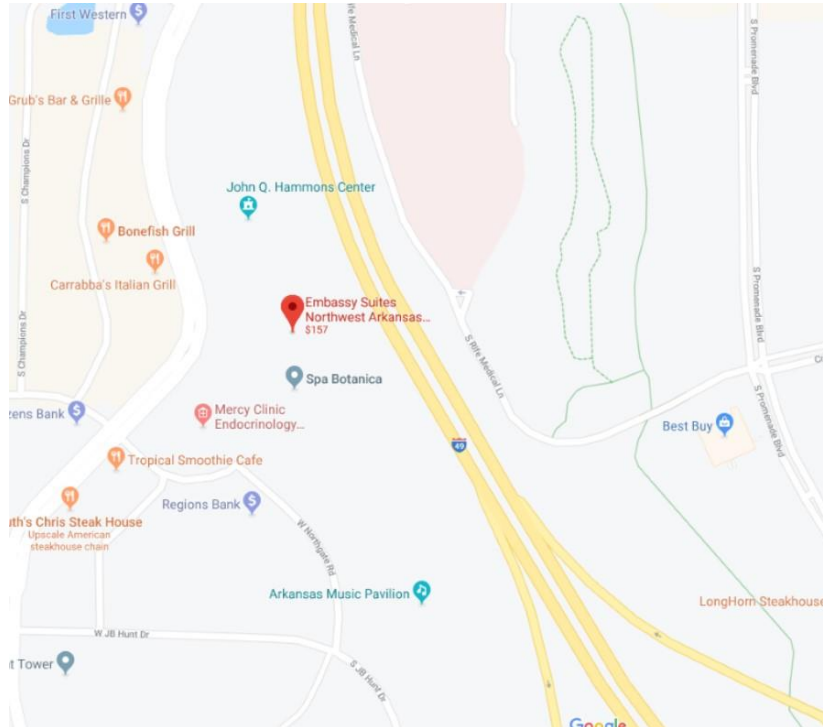
## Hotel Information

### **Embassy Suites Northwest Arkansas**

Embassy Suites has a special rate of \$149 per night for NWA Boutique Show merchants and shoppers. Stays include free made-to-order breakfast, complimentary evening reception and free parking.

To receive the discounted group rate, reservations must be secured no later than 10/18/21. You may reserve your room using any of the following methods:

1. Click on this [direct booking link](#).
2. Please call Embassy Suites directly at 479-254-8400 and request to be put in the "Boutique Show" Block, group code NBS.
3. Go to [www.northwestarkansas.embassysuites.com](http://www.northwestarkansas.embassysuites.com) and enter **NBS** as the group code.



## Fall 2021 Merchant Consent Agreement

To participate in the Fall 2021 NWA Boutique Show, each merchant must read and consent to the following:

- Applications should be submitted along with \$200 deposit by June 15, 2021.\* Applicants will be notified of acceptance or wait list no later than June 30, 2021. Deposit will be refunded in full if on wait list. Full booth fees due no later than September 30, 2021. *\*All Booth Fees will increase by \$100 after June 15, 2021.*
- The criteria by which merchants are selected include quality of merchandise, uniqueness of merchandise, timeliness of application and booth decor/display. All merchants must supply photos or samples with descriptions of their product/service for evaluation by the NWA Boutique Show Merchant Jury. (Returning merchants must also submit photos or samples. Our jury changes from year to year.)
- Merchants may only bring items that have been juried and approved. At the discretion of the NWA Boutique Show staff, a merchant may be asked to remove unapproved items.
- There is to be NO copying of other merchants' ideas or merchandise. Limited overlap is important for the success of all participants.
- Franchise or national chain businesses may be accepted on a very limited basis and will be considered case-by-case.
- We do NOT allow ANY music, microphones, or speakers in individual merchant booths. We create an atmosphere with house music and periodic announcements and will not tolerate any conflicts.
- No cooking in merchant booths without express permission of NWA Boutique Show producer. We will allow certain items under certain conditions, which MUST be approved in advance.
- Please keep booth displays to a reasonable height.
- No unfinished back sides of displays will be tolerated as this is extremely disrespectful to your adjacent merchants.
- We are known for our festive, positive, and uplifting environment. Therefore, merchants are expected to be courteous, respectful, and professional at all times. Foul language, negative attitudes, and unprofessional behavior will not be tolerated.
- Booth assignments will be made after the jury selection process is complete AND booth fees have been received. All booth fees must be received in full by **September 30, 2021**. Booth location will be assigned by the NWA Boutique Show staff based on availability.
- ALL booths include a black pipe and drape backdrop (8' tall back drape with 3' side drape,) one 6' skirted table (two for doubles, three for triples, etc.) two chairs, a small trashcan, early set-up the day prior to the show and full access to our merchant hospitality lounge. Electricity, wi-fi and extra tables

are offered a la carte for an additional charge.

- Merchants must keep booth area clean and tidy during the show and are responsible for removing individual trash after the show. All supplies and props must be removed upon departure. Any remaining merchandise and/or supplies will be discarded.
- Merchants will be asked to help distribute advertising materials and pitch in on P.R. for the show's e-marketing and social media campaign for the benefit of all vendors.
- In the rare case that someone is injured during the show, the Boutique Show as a whole and its organizers will not be held responsible. Each individual merchant will be held responsible for what happens in their area. **Merchant must maintain their own liability policy.**
- The Boutique Show will not be held responsible for collecting/recording taxes or collecting payments for items. Arkansas state tax forms will be distributed each day of the show and it is the merchant's responsibility to either file directly or drop off tax payments at the front desk.
- **Each merchant is required to honor three \$15 "gift certificates" to be used for volunteer incentive, door prizes and marketing/promotion purposes. These "gift certificates" will be printed by the NWA Boutique Show and MUST be honored by said merchant at time of surrender. Gift certificates will expire at the end of the show and carry no cash value. Please thank the volunteers if they come to your booth to redeem a gift certificate. If not for our wonderful volunteers, your booth price would be much higher. In some cases, a volunteer may work several shifts. Two certificates is the maximum a volunteer may use at any one booth.**
- Booth fees for approved merchants are locked in and non-refundable past September 15, 2021. Before that date, full booth fees (less the \$200 deposit) may be refunded upon request and approval. (Merchants on the waiting list or whose category is full will receive 100% refund of any submitted fees.)
- A \$25.00 fee will be charged for all returned checks.

## Booth Details

Booth sizes are 10' x 10', 10' x 20', 10' x 30', 10' x 40' or 20' x 20'. Each includes:

- 8' Tall Back Drape with 3' Side Rails (black)
- 6' Skirted Table (2 for doubles, 3 for triples, 4 for quads)
- 2 Chairs
- Wastebasket
- Access to merchant coffee lounge

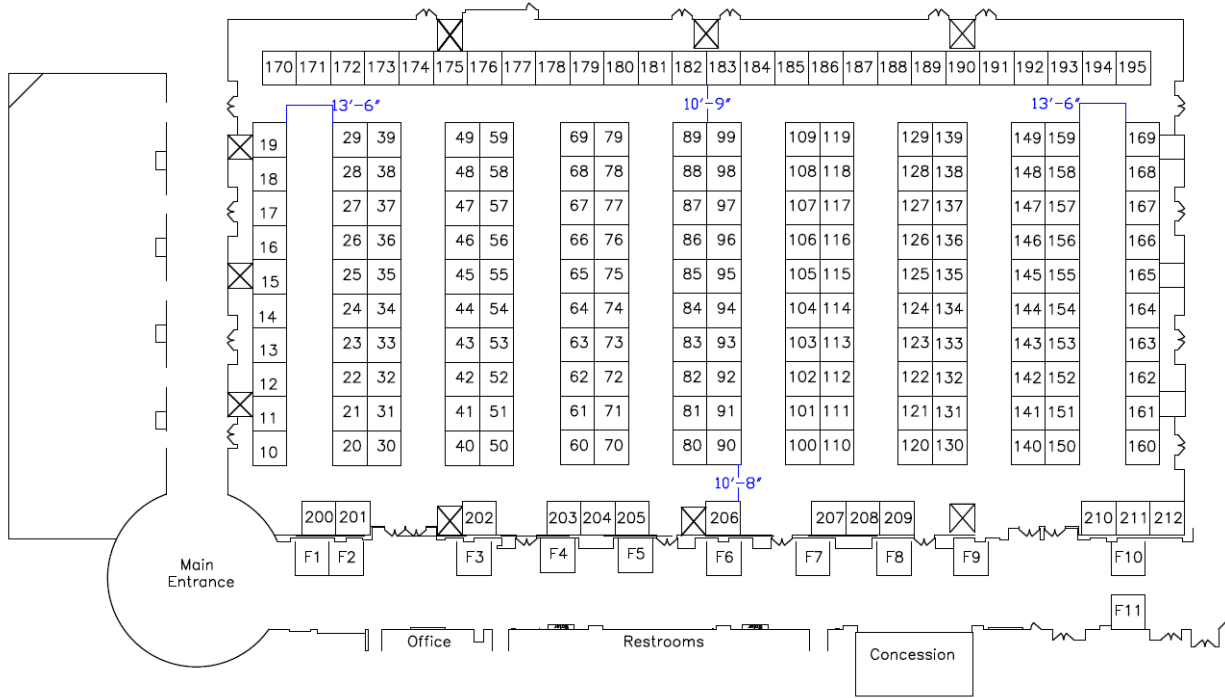
Electricity, wi-fi, extra tables and visqueen floor covering (for food merchants) are available a la carte for an additional fee and must be ordered by November 8, 2021.

***If you require electricity or extra tables and did not order it with your initial registration, please click here to order and pay.***

**We must receive orders for wi-fi, electricity and other extras no later than November 8, 2021.** The Convention Center will **NOT ALLOW FLOOR ORDERS** at the show. After November 8, the prices will double due to the logistics of ordering and setup.

# 2021 NWA Boutique Show Map

## NWA Boutique Show 2021



## Booth Tips and Ideas

Your booth represents YOU! Your personal creativity is at the heart of your business – it **IS** your business. Show the world who you are! Use your “store front” to sell AND help build your future business. You are establishing your image to the public.

Here are a few tips to help when designing your booth:

- Make your booth inviting and comfortable to guests.
- Provide good traffic-flow.
- Put down a rug or floor covering! Convention Center carpet is typically dark, heavily-patterned and probably won't match your color palette. Define your space and keep the attention on your products.
- Showcase your work in an appealing and creative way. Look online for thousands of creative ideas.
- Keep your booth stocked, but uncluttered. Store extra inventory under tables or in your trailer until you need it.
- Make the most of vertical space! Go up! Display merchandise at various levels.
- Display and group items in a way that makes sense to shoppers.
- Use easy-to-read signage. (pricing, custom order information, etc.)
- Use signage to offer sales suggestions. (e.g. Great Teacher Christmas Gifts!)
- Lighting can help create a mood in your booth.
- Your booth is a window to your business. This is your storefront and YOU are the key salesperson.
- Price EVERYTHING in your booth!

The creative props you guys find amaze us! We love how you use ordinary items in extraordinary ways to give your booth impact!

Our booths have black backdrops but most merchants bring props to define and decorate their space. We've seen everything from baker's racks, shelving, old doors or shutters hinged together, wire frame panels, hanging racks, furniture, self-standing closet organizers, wire frame tent stands with fabric accents, etc... the sky's the limit. Be on the lookout for interesting booth props. You'll be amazed at what you can find in your own home or at a neighborhood thrift store! Paint items a fun color! Put knobs on them! Hinge them together! Add feet! Paint them with chalkboard paint! This is YOUR storefront... have fun with it!

**NOTE: Please remember to respect the booth next door and behind you. Always keep the height of your displays to a reasonable level and finish out the back side of a display that adjoins your neighbor.**

## Marketing 101

We have an extremely comprehensive and well-rounded marketing plan that includes print, television, radio, outdoor billboards, yard signs, email blasts, social media and more. But, it takes all of us to really make the show a success and make sure EVERYONE knows about it! Here's how you can help:

### **Facebook**

If you haven't already done so, please join our Facebook page... and invite all your friends to join! Our posts feature YOU... our incredible merchants! You won't want to miss out on valuable P.R. for your business! <http://www.facebook.com/pages/NWA-Boutique-Show/130367947042342?sk=wall>

### **2021 Facebook Event**

Please share the Facebook event on your business and personal Facebook walls. And, please invite as many friends as you can by clicking on this link and clicking on "invite" to add friends.

<https://fb.me/e/1NXPCS0wB>

### **Instagram**

Please follow, like, comment and share!

<https://www.instagram.com/nwaboutiqueshow/>

### **Your Website**

Don't forget to include a link to [www.nwaboutiqueshow.com](http://www.nwaboutiqueshow.com) on your blog, etsy store, website, Facebook, Instagram, etc. Promote the show on ALL OF IT. Let people know how to find you!

### **Postcards**

Help us help YOU by distributing our full-color postcards! Place them in your customer orders, in your stores and at your other shows to let shoppers know where to find you next! Take a stack to your favorite retailers/restaurants, church, pediatrician, doctor, dentist, playgroup, work, etc. Place the cards where your kids go to school, dance, tumbling, karate, etc. Keep a stash in your car and have them ready to take in with you wherever you go! Repeat customers are GREAT for your business! Postcards will be delivered via mail to all merchants within a two-hour radius. If you are outside this radius and would like to distribute cards, please e-mail us and we'll get them to you!



## Social Media Promotion

Social Media promotion is CRUCIAL to your success! Let's work together to let shoppers know that the NWA Boutique Show is happening, and that YOU will be there!

No need to send us photos this year! We will hand-pick beautiful photos that we find on your Instagram or Facebook, choosing photos that represent the Boutique Show and fit our social media aesthetic. Then we will use those to show you off to our 25,000+ audience! We won't promise shoppers that they will find that EXACT item at the show, unless you have promoted it that way. These will be representative of the Boutique Show as a whole. Please email [julie.nwaboutiqueshow@gmail.com](mailto:julie.nwaboutiqueshow@gmail.com) if your company has specific stipulations about copyright or sharing.

### MERCHANT SOCIAL MEDIA CHECKLIST

- **SHARE OUR EVENT on Facebook! Event is titled "NWA Boutique Show 2021"**
- **Share one of our event graphics on your Instagram and Facebook, TAG US, and tell your audience they can find you at the NWA Boutique Show November 20 & 21! [Click here for a link to the color image below.](#)**



- **TAG us in your posts! We will be looking for high quality photos to highlight on our accounts. Tagging us is the best way for us to see your posts and increases the chance of your business being featured!**

## Swag Bags for VIP Shopping Event

Due to Covid-19 safety regulations, we will not be doing a swag bag for our 2021 VIP Event.

## Safety Precautions for November 2021 Event

Following are just a few of the measures we are taking to create a safe experience, exceeding state and federal regulations. We will send an update if further measures are needed per the CDC or Arkansas Dept of Health.

- Reduced number of booths will allow for wider 13'6" aisles.
- Hand sanitizer stations throughout the venue.
- Merchants will be expected to keep their booths clean and safe.
- Additional cleaning and sanitizing by the JQH Convention Center team, keeping shared spaces and restrooms clean around the clock.

## Guidelines for Food/Beverage Merchants

### **Arkansas Dept of Health Guidelines & Temporary Food Permit**

Merchants should follow safety guidelines set forth by the state. At the two links below, you will find The Arkansas Department of Health Guidelines for Temporary Food Service and the 2021 Temporary Food Permit Application.

[The Arkansas Department of Health Guidelines for Temporary Food Service](#)

[2021 Temporary Food Permit Application](#)

*NWA Boutique Show Vendors,*

*We have a new process available for issuing Temporary Food Permits in advance of the event. Completing this process allows us to concentrate on the inspection rather than collecting permit fees on the day of the event. To participate, [please fill out the first three sections of the application](#): Application, Checklist and Floorplan. Please also review the [Temporary Food Service Guidelines](#).*

*Please mail the Application and Payment together. The Checklist and Floor plan can be e-mailed to Sherry Rodriguez. [sherry.sallings@arkansas.gov](mailto:sherry.sallings@arkansas.gov) Make the check or money order (NO cash) for \$10.00 payable to "ADH" and mail it along with the application to the address below:*

*Arkansas Department of Health  
c/o Sherry Rodriguez, EHS  
1200 W Walnut St #2200  
Rogers, AR 72756*

*Please ensure the application and payment are received at the above location by November 17<sup>th</sup> for processing. If you prefer to pay by cash, then other arrangements must be made in advance. Please contact Sherry immediately.*

*If the set up meets the Temporary Food Guidelines, a temporary food permit will be issued, at the time of the inspection, on the first day of the event.*

### **Food/Beverage Merchants Must Cover Floor at the John Q. Hammons Convention Center**

JQH states, "Visqueen is required for booths with food or water features." You are more than welcome to bring and put down your own floor covering. Or, this can be purchased and set up in advance of your arrival for \$35. **Orders may be placed by clicking this link before November 8th.** After that, they will charge double. If food has been prepped off-site, you are not required to do put down floor covering. But, if you are cooking or doing any prep in your booth, it is a must.

## **Following are top reminders for your food/beverage booth:**

### 1. Hand Washing Sink with Waste Bucket

- Warm water
- Soap
- Paper towels
- Water dispenser (must be able to turn on and off without having to hold while washing hands)

### 2. Dish Washing

- 3 compartments (or 3 trays)
- Bleach (non-scented)
- Test strips (50 to 100ppm)

### 3. Hot holding 135 F or above

### 4. Cold Holding 41 F or below (Thermometers needed in cold holding units)

### 5. Safe Food Handling:

- Thawing food either under refrigeration (41F or below) or under running cold water as a cooking process
- If foods are going to be cooled and then reheated later: Must cool within 2 hours from 135F to 70F Then cool within 4 hours from 70F to 41F Reheat foods to 165F or above
- Scoops must have handles (otherwise no using bowls, cups, or non handle containers as scoops)
- Food prep workers need hair restraint (ex: hat, long hair can be pulled behind ears)
- No jewelry (except plain wedding bands)
- No smoking, chewing gum, eating while preparing or serving foods
- Do not work if you are sick (have open sores or cuts on hands and arms)
- Use tongs or gloves (no bare hand contact with ready-to-eat foods)
- Separate raw foods from ready to eat foods If stacking on shelves, stack in this order: Ready to eat foods On TOP /Raw fish/ Raw Beef / pork/ Raw Chicken and Eggs On BOTTOM

### 6. Wash Hands

- Before starting work
- When hands are contaminated
- After handling Money
- After handling raw meats and raw eggs
- After smoking, eating, and drinking
- After using the restroom, must wash hands at food prep station too, not just in bathroom.
- Before putting on gloves (every time)
- Must change gloves and wash hands between tasks

### 7. Must Drain Ice Covering Foods and Soda Cans

8. Protect Ice Used for Consumption

9. Food Source:

- Foods stored or prepared at private homes are not allowed
- Must prepare food in an approved kitchen or buy at store and prepare on-site in approved temporary set up

## Frequently Asked Questions

### **Where is my booth?**

Specific booth numbers will be emailed to you in October and may also be viewed by clicking on the “2021 Merchants” tab on our website at that time.

### **What time may Merchants move in?**

Thursday, November 18, between 10:00 a.m. and 9:00 p.m. Final adjustments to your booth may be made between 7:00 – 8:30 a.m. on Friday, November 19. We will have a quick meeting at 8:30 a.m. on Friday to run through details of the weekend. Please have your booth completely ready by that time. Doors open at 9:00 a.m. Friday for the VIP Shopping Event.

### **Where should we unload?**

Merchants may unload from the front or back of the building on Thursday. (Except middle doors in front.) Please refrain from using the front entrances Friday morning as our VIP Event will be set up in the foyer.

### **How can I register workers for my booth?**

When you check in on Thursday, please provide us with names of workers for your booth. They will simply check in at the front desk upon arrival.

### **What are the overall show shopping hours?**

Friday, November 19, 9:00 a.m. — 9:00 p.m.

Saturday, November 20, 9:00 a.m. — 6:00 p.m.

### **What is provided in my booth?**

Your space will be draped to the specification of your booth size along with a 6' skirted table (per each 10x10 section of your booth), 2 chairs, and a small wastebasket. If you require electricity, wifi or additional tables, please click here to order by 11/8/21.

### **Is wi-fi available?**

Yes. We will have wi-fi passwords available for a small fee. Those orders will be due by November 8, 2021. Click here to order. Or, hop onto our website and look under the Merchant FAQ section.

### **How do I order and pay for Wi-fi, Electricity and/or Extra Tables?**

Add-ons are contracted and supplied by the Convention Center. You must order electricity and/or extra tables via this link by 11/8/21 Orders placed after that date must be ordered directly through the Convention Center and will be charged at twice the standard rate. **ORDERS WILL NOT BE ACCEPTED DURING SET-UP OR ANY TIME DURING THE SHOW.**

**How tall are the backdrops? What color are they? Can I hang things?**

Backdrops are 8' tall with 3' side rails. Backdrops are all black. Yes, you may hang light items from your backdrop with "S" hooks.

**How should we collect customer payments and taxes?**

Each vendor is responsible for collecting their own payments and taxes from customers.

**What is the current tax rate in Rogers, AR?**

As of 8/30/19, the combined sales tax rate for Rogers, AR is 9.5%. This is the total of state, county and city sales tax rates. The Arkansas state sales tax rate is currently 6.5%. The Benton County sales tax rate is 1%. Rogers sales tax rate is 2%.

**Does the Boutique Show collect commission on my sales?**

No.

**Do most merchants take credit cards?**

Some do and some don't. Obviously, it is a huge convenience for customers, so you should consider it if you'd like to boost your overall sales. Square, PayPal, etc. offer swipers as attachments to your mobile phone. (Set up your account online several weeks before the show.)

**Do you provide a Merchant Lounge?**

We discourage eating, drinking, texting and talking on the phone while in your booth and offer a merchant coffee lounge in the front foyer for a QUICK place to eat or grab a drink. If you would like to take a more leisurely break, the hotel side offers a beautiful and peaceful atrium and bar area. It's a nice break from the busy shopping floor if your booth is covered by your team!

**Where can I find lunch/dinner?**

Snacks, sodas and boxed lunches are available at the Concession Stand. Sandwiches, wraps and salads are typically offered 11:00 a.m – 2:00 p.m and 4:00 – 7:00 p.m. on Friday and 11:00 a.m – 2:00 p.m on Saturday. In addition, the Cedar Bistro on the hotel side serves an all-day menu.

**What if I need a quick break during the Show and I'm alone in my booth?**

If you need a 5-minute break, reach out to your aisle hostess! Our hostesses will be coming around periodically to check on you! She/he can also help you purchase water, food, drinks, etc.

**Will there be an ATM Machine at the show?**

Yes.

**Do you offer change for merchants?**

No. Please make sure you have plenty of cash and change on hand.



**What is the temperature inside the Convention Center?**

The Convention Center is a BIG place and the temperature fluctuates. Please layer your clothing accordingly!

**What time can we break down after the show?**

Saturday, November 20, between 6:05 p.m.— 9:00 p.m. Early take-down is strictly prohibited and will result in a fine and exclusion from future shows. Please show respect to your fellow merchants.

**Do I need to clean up my booth after I pack it up?**

Please make sure you take ALL your items from your booth and leave a clean booth behind. The Convention Center will handle vacuuming. Any booth that is left messy will be charged a cleanup fee from the Convention Center. Any items left behind will be discarded.

**How can I submit a door prize?**

If you would like to contribute a door prize, we would love to announce you over the P.A. system and give you some free P.R.! Just bring your donation to the front with your booth name and number.

**What if I have questions that aren't answered on this page?**

Please e-mail us your question at [info@nwaboutiqueshow.com](mailto:info@nwaboutiqueshow.com).