2025 Merchant Kit

Important Dates

Monday, September 15:
Booth fees due in full

Monday, November 10:
Orders for electricity, Wi-Fi, and extra tables due via our online ordering system.

Thursday, November 20:

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

Friday, November 21:

7:30 a.m.	Doors Open to Merchants to Finalize Booths
8:30 a.m.	Merchant Announcements & Reminders
9:00 a.m.— 9:00 p.m.	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 Tidy

Saturday, November 22:

7:30 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

Rogers 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 $189 per night for NWA Boutique Show merchants and shoppers. Stays include free made-to-order breakfast, complimentary evening reception, WiFi and free parking. Rooms feature living room, two TVs, wet bar, in-suite coffee maker, sofa bed, microwave, and refrigerator.

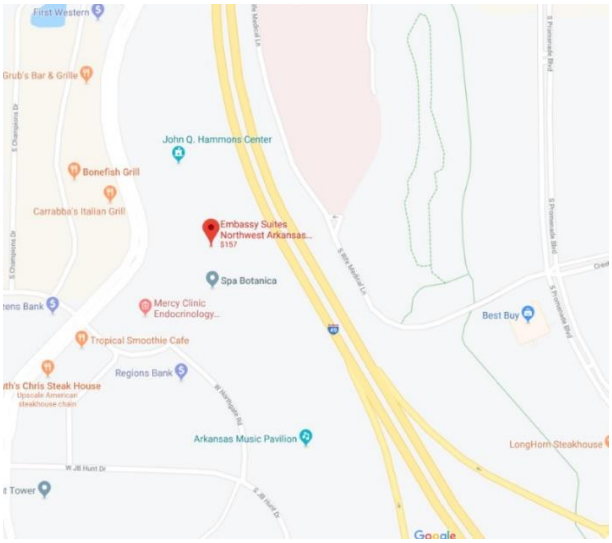
To receive the discounted group rate, reservations must be secured no later than 10/20/25.
(PLEASE NOTE: Our group code has limited availability. Reserve as soon as possible!)

You may reserve your room using any of the following methods:

1. Click on this direct booking link.

2. Call Embassy Suites directly at 479-254-8400 and request to be put in the "Boutique Show" Block, group code 92E.

3. Go to www.northwestarkansas.embassysuites.com and enter **92E** as the group code.



November 2025 Merchant Consent Agreement

To participate in the Fall 2025 NWA Boutique Show, each merchant must carefully read and consent to the following before applying:

- Applications should be submitted along with $200 deposit by May 1, 2025. Merchant Jury will meet May 1-15. Applicants will be notified of acceptance or wait list no later than May 15. Deposit will be refunded in full if put on waiting list. Full booth fees will be due no later than September 15, 2025.
- The criteria by which merchants are selected include quality/uniqueness of merchandise, booth decor/display, and timeliness of application. All merchants must supply photos or samples with descriptions of their product/service for evaluation by the NWA Boutique Show Merchant Jury.
- Merchants may only bring items that have been juried and approved. At the discretion of the NWA Boutique Show staff, merchant may be asked to remove unapproved items.
- Direct sales, franchises or national chains may be accepted on an EXTREMELY limited basis and will be considered case-by-case.
- There is to be no copying of other merchants' ideas or merchandise. Limited overlap is important for the success of all participants.
- 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.
- Cooking in merchant booths is allowed with permission from NWA Boutique Show producer. We will allow certain items, but they MUST be approved in advance. (Absolutely no broccoli, cabbage, or strong odorous smells.)
- Please keep booth displays to a reasonable height. Please respect the merchants around you.
- No unfinished backs of side displays over 3' tall will be tolerated as this is extremely disrespectful to your adjacent merchants. You must cover with black drape or create a pleasing back side.
- 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 15, 2025. Booth location will be assigned by the NWA Boutique Show staff based on availability. Booth numbers are typically published by October 1st.
- All booths (except Upstart Alley and outdoor spaces) include a black pipe and drape backdrop (8' tall back drape with 3' tall side drape,) one 6' skirted rectangular 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. Please note: Wi-Fi, electricity, and extra tables are offered a la carte for an additional charge via the Merchant Kit.
- 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 pitch in on P.R. for the show's social media campaign.
- 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. Merchants should carry a business liability policy.

- Merchant must agree to the following Liability Policy: *Exhibitor or third party representative shall be fully responsible to pay for any and all damages to property owned by the Rogers Convention Center or NWA Boutique Show, their owners or managers, which results from any act or omission of Exhibitor or third party representative Exhibitor or third party representative agrees to defend, indemnify and hold harmless, Rogers Convention Center or NWA Boutique Show and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from their use of the property, including attorney fees and expense. Exhibitor's or third party representative's liability shall include, without limitation, all losses, costs, damages, or expenses arising from or out of or by reason of any accident, property damage, bodily injury or other occurrences to any person or persons or property, including the Exhibitor or third party representative, its agents, employees, and business invitees which arise from or out of the Exhibitor's or third party representative's occupancy and use of the exhibition premises, Hotel or any part thereof. Exhibitor or third party representative agrees to provide a certificate of insurance to hotel which names the Rogers Convention Center and NWA Boutique Show as additional insureds to their policy.*
- Merchants are provided with the Arkansas Department of Finance Tax Forms and must fill them out daily and submit sales totals.
- Delivery of items is between individual merchant and customer. Prompt delivery of custom items is expected.
- 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.
- Booth deposits for approved merchants are locked in and non-refundable past May 1, 2025. Before that date, the 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’, apart from a few specialty booths such as “Upstart Alley.” Each booth includes:

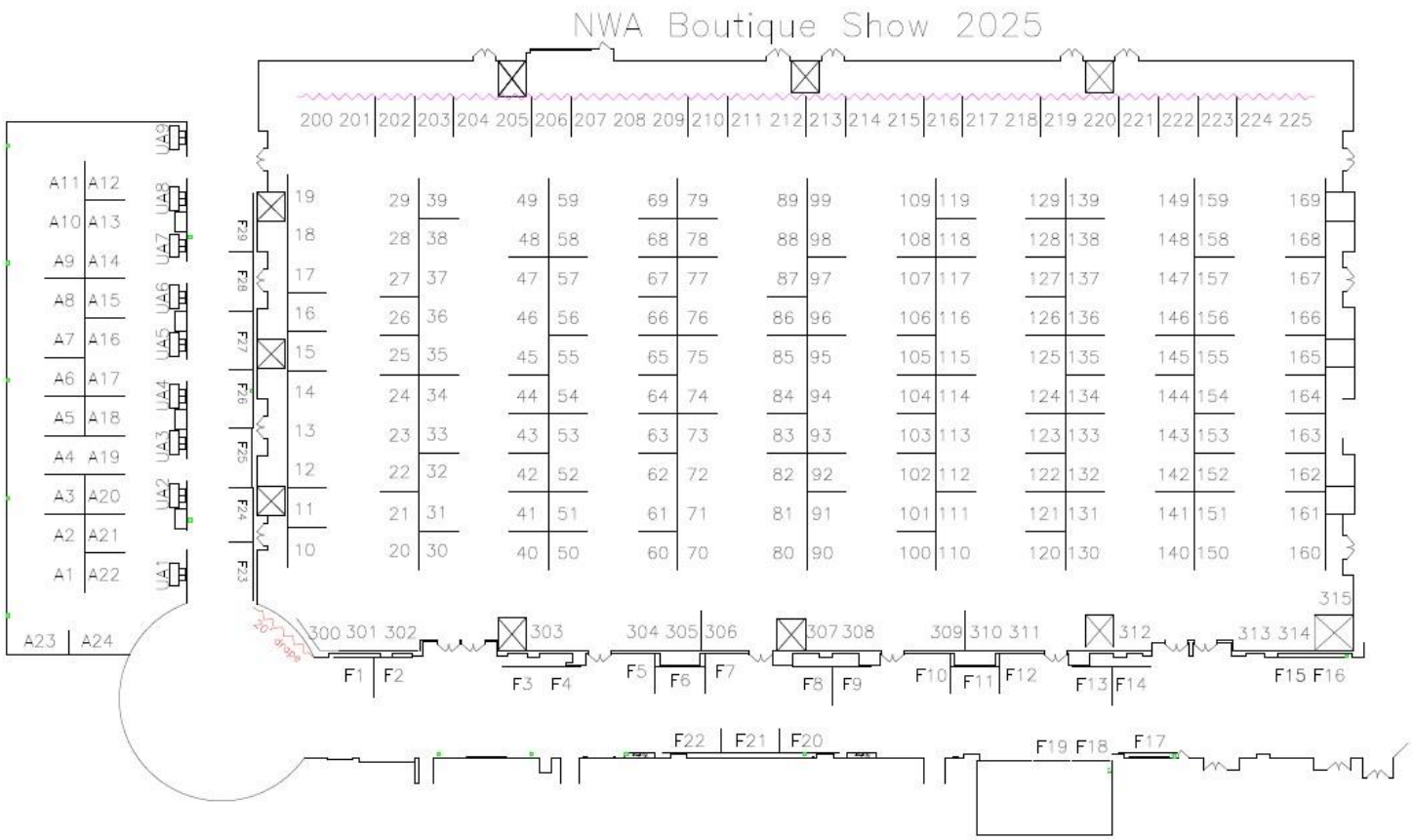
- 8’ Tall Back Drape with 3’ Side Rails (black)
- 6’ Skirted Table (2 for doubles, 3 for triples, 4 for quads)
- 2 Chairs
- Wastebasket
- Access to merchant coffee lounge

Electricity, Wi-Fi, extra tables and plastic floor covering (for food merchants) are available a la carte for an additional fee and must be ordered by November 10, 2024.

If you require electricity, Wi-Fi, or extra tables please click here to order and pay.

We must receive orders for Wi-Fi, electricity and other extras no later than November 10, 2025. The Convention Center will NOT ALLOW FLOOR ORDERS at the show. After November 10, the prices will double due to the logistics of ordering and setup.

2025 Map


NWA Boutique Show 2025
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F22 F21 F20
F19 F18 F17

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!** The Convention Center carpet is bright orange, 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 (with the exception of Upstart Alley) 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 signage, 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

2025 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 the link and then clicking on "invite" to add friends.
https://www.facebook.com/events/1473970920308497/?rdid=kYMw8GpwWqDW7IhW&share_url=https%3A%2F%2Fwww.facebook.com%2Fshare%2F17Hkj2H9QV%2F

Instagram
Please follow, like, comment and share!
https://www.instagram.com/nwaboutiqueshow/

Link To Us
Don't forget to include a link to 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!

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!

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** if your company has specific stipulations about copyright or sharing.

MERCHANT SOCIAL MEDIA CHECKLIST

- SHARE OUR EVENT on Facebook! ***(Link to be sent in the fall)***
- Share our event graphic on your Instagram and Facebook, TAG US, and tell your audience they can find you at the NWA Boutique Show November 21 & 22! ***(Link graphic to be sent in the fall)***
- TAG us in your high-quality photos, reels, stories and Tik Toks! We will hand-pick beautiful photos/videos that fit the Boutique Show vibe and fit our social media aesthetic. Then we will use those to show you off to our 30,000+ audience! Our usernames for each service:

  Instagram - @nwaboutiqueshow
  Facebook - @NWA Boutique Show

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 Temporary Food Permit Application.

The Arkansas Department of Health Guidelines for Temporary Food Service

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 Kandice Clark at Kandice.Clark@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 Kandice Clark, EHS
1200 W Walnut St #2200
Rogers, AR 72756

Please ensure the application and payment are received at the above location by November 15th for processing. If you prefer to pay by cash, then other arrangements must be made in advance. Please contact Kandice 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 $40. **Orders may be placed by clicking this link before November 10th.** After that, they will charge double. If food has been prepped off-site, you are NOT required to 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

Questions about Food/Beverage Permits?

Kandice Clark / Environmental Health Specialist
Benton County Health Unit
Arkansas Department of Health
1200 W. Walnut St. #2200, Rogers, AR 72756
P: (479) 986-1364 M: (479) 422-1947
Kandice.Clark@arkansas.gov

FAQ about Food Freedom Act

As of 2021, the "Cottage Food Act" is now the "Arkansas Food Freedom Act". Find details and FAQ below.

https://www.uaex.uada.edu/business-communities/local-foods/AR-food-freedom-act.aspx

https://www.uaex.uada.edu/business-communities/local-foods/Arkansas%20Food%20Freedom%20Act%20Guidelines.pdf

Frequently Asked Questions

What are the overall show shopping hours?
Friday, November 21, 9:00 a.m. — 9:00 p.m.
Saturday, November 22, 9:00 a.m. — 6:00 p.m.

Where is my booth?
Specific booth numbers will be emailed to you in October and may also be viewed by clicking on the "2025 Merchants" tab on our website at that time.

What time may Merchants move in?
Thursday, November 20, between Noon and 9:00 p.m.
Final adjustments to your booth may be made between 7:30 – 8:30 a.m. on Friday and between 7:30-8:45 on Saturday. 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, back or sides of the building on Thursday. Please check in at the front desk when you arrive. CLICK HERE FOR YOUR ZONE MAP. Please refrain from using the front entrances Friday morning as our VIP Event will be set up in the Grand Foyer.

Do you have move-in helpers?
If you need a hand moving in, we will have a few guys working for your generous TIPS on Thursday.

Where is Merchant Parking?
After unloading, parking for merchant trailers is behind the Convention Center on the east side that faces 1-49

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 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, Wi-Fi or additional tables, please click here to order by 11/10/25.

Is Wi-Fi available?
Yes. We will have wi-fi passwords available for a small fee. Those orders will be due by November 10, 2025. 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 and other suppliers. You must order electricity and/or extra tables via this link by 11/10/25 Orders placed after that date 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. (*Please note: The back wall with booth number 200-225 will have 7' tall drape on the back wall of their booth due to fire flashers that cannot be covered due to fire code.)

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 7/1/25, the combined sales tax rate for Rogers, AR is 9.5%. The 9.5% sales tax rate in Rogers consists of 6.5% Arkansas state sales tax, 1% Benton County sales tax, and 2% Rogers tax.

Does the Boutique Show collect commission on my sales?
No.

Do most merchants take credit cards?
Yes. 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?
Yes! Since we discourage eating, drinking, texting and talking on the phone while in your booth, we offer a merchant coffee lounge 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 for purchase at the concession stand on the south end of the Grand Foyer. 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 a dinner menu. You may also pack a cooler or utilize services such as "Uber Eats" and "Door Dash."

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 22, 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 unreasonably 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 hello@nwaboutiqueshow.com