

22ND ANNUAL
HIGH NOON
Western Americana

2012 Antique Show Table/Booth Information Contract Sheet

Keep this portion of your contract for reference

SHOW & AUCTION LOCATION

Show:

Mesa Convention Center
263 N Center St
Mesa, AZ 85201

Auction Preview & Auction:

Our host hotel
Phoenix Marriott Mesa
200 N Centennial Way
Mesa, AZ 85201
Ask for our special High Noon Rate: \$119 Single/Double
Includes buffet breakfast
#800-835-9873 or #480-898-8300
<http://www.marriott.com/phxmm>
Enter group code: hnwhnwa
Last day to make your reservations and receive
the High Noon special rate: January 7, 2012,
High Noon (12pm) - AZ time

2012 SCHEDULE OF EVENTS:

Thursday, January 26:

Auction Preview/Bidder Registration: 3-7pm
Dealer Packet Pickup: 3-7pm

Friday, January 27:

Auction Preview/Bidder Registration: 9-5
Dealer Packet Pick-up/Load-in/Dealer set-up: 8-6
Early Entry: \$50 pp/ Approx 11-6 (Upon fire marshal
approval)
Non-Exhibiting Exhibitors can call the office for info

Saturday, January 28:

Auction Preview: 9-4:30/Auction: 5pm
Bidder Registration: Begins at 9am
Show open to dealers/Early Entry: 8-9am
Show open to public: 9-4:30

Sunday, January 29:

Show open to dealers/Early Entry: 9-9:30am
Show open to public: 9:30-3

TABLE & BOOTH PRICING:

TABLES

8' x 2.5' - \$275 each
2 - table/space maximum/2 badges per contract
Extra badges for people helping at your table(s): \$100 pp
(If you are physically disabled & need an extra badge for
a helper, please contact the office)

At the 2011 High Noon show, if you were a **TABLE DEALER** in the **Main Hall** or the **Mesa Room**, you have a showcase option:

\$250 per COUNTER showcase + \$275 per space
Counter Showcase: 70" w x 18" d x 37" h / opens from
the back / 2 shelves
Electricity to light a showcase and / or your own
lighting: \$95

BOOTHS

Booth prices:

8' x 8': \$750 / 2 badges
8' x 10': \$900 / 3 badges
8' x 16' end caps: \$1410 / 4 badges
8' x 20': \$1750 / 4 badges

Extra badges for people helping in your booth: \$100 pp
(If you are physically disabled & need an extra badge for
a helper, please contact the office)

Track lighting: (determined by booth size – same as 2011)

8' x 8' & 8' x 10' – 7 bulbs: \$125
8' x 16' end caps – 10 bulbs: \$185
8' x 20' – 14 bulbs: \$250

(High Noon will not comp your track lighting or
electricity. You are responsible for your booth needs)

Electricity for booths (same as 2011):

To light track lighting and / or showcases in booths: \$95

Showcases (same as 2011):

Column – 2' w x 2' d x 72" h: \$240 (3 shelves)
Counter – 70" w x 18" d x 37" h: \$250 (2 shelves)
Tall – 72" w x 17" d x 70" h: \$300

Available in WALL (8 shelves) or SEE-THRU (6 shelves)

Paper Color Choices:

Beige	Black	Charcoal
Deep Green	Gray	Leaf Green
Midnight Blue	Russet	
Sand	White	

**MESA CONVENTION CENTER
SHOW SPACE****The PALO VERDE BALLROOM (same as 2011):**

Booths will consist of 9' tall walls / Access to electricity for booths only / Display tables & chairs must stay inside your booth boundary; Table dealers will have no access to electricity;

The GALLERY (same as 2011):

Table dealers only / No access to electricity / No showcases; As per the fire marshal: Tables will be pushed up against the wall & dealers must sit beside their table(s). Heads up: As per the MCC - There is only one electrical outlet in the Gallery, and if your table is next to it & you decide to plug into it for a minute or for the entire weekend, you will be charged the full cost of electricity;

The MESA ROOM (same as 2011):

This entire room has access to electricity; Booths will have 8' tall walls due to ceiling height / Display tables & chairs must stay inside your booth boundary; Table dealers okay to have counter showcases and / or electricity. Please note this room is poorly lit;

The MAIN HALL (same as 2011):

This entire room has access to electricity; Booths will have 9' tall walls / Display tables & chairs must stay inside your booth boundary; Table dealers okay to have counter showcases and / or electricity. Please note this room is poorly lit.

REQUIRED:

There are no proposed tax increases for the City at this time. Total tax rate is: 9.05% (1.75% City of Mesa; 7.30% State of AZ)

Taxes & Licenses:

Please download the tax forms listed below from our "dealer" page on the High Noon website, and follow the instructions. If you do not have access to a computer, ask a friend to download them for you.

To download tax forms from our website:

- 1) <http://www.highnoon.com/hndlrinfo.htm>;
- 2) Look for "Quick Links & Downloads;"
- 3) Look for & click on "Download Dealer Tax Forms"

State:

The State of AZ requires one form: The AZ Department of Revenue Transaction Privilege Tax Application (Short Form).

Please follow the directions, fill out the form completely, sign & date, and return to the address at the top of the AZ Dept of Rev form. Please include a check for \$12 payable to: Arizona Dept of Revenue (do not send cash). The department will issue a license **up to 6 months in advance of the show**. Questions regarding State tax & forms: Contact Peggy Creamer, License Compliance Manager; P: 602-716-6438/E: pcreamer@azdor.gov. Our 2nd contact person: Marie Dibello, P: 602-716-6230/E: mdibello@azdor.gov

City: (TWO FORMS)

The City of Mesa requires the two forms listed below. Please follow the directions and fill them out completely:

- 1) Licensing Eligibility form – You have to fill out the form AND include a copy of your documentation (ie if you check the box that says "A United States passport," then you have to provide a copy of your passport).
*Please note if you check the box that says "A driver license issued by a state that verifies lawful presence in the United States," but YOUR driver's license was issued in Hawaii, New Mexico, Utah, or Washington, the City of Mesa does not acknowledge your existence. You'll have to choose another form of documentation from the list;
- 2) Application for Mesa Convention Center Exhibitor License form. Include a check for \$5 payable to: City of Mesa;

Questions regarding City tax forms: Contact Brenda Gange: P: 480-644-5906/F: 480-644-3999/

E: Brenda.Gange@mesaaz.gov;

Office hours: Monday – Thursday 7am – 6pm, except holidays.

* **Put all of your CITY forms & documents together in one envelope and mail to:** City of Mesa Licensing Office, Attn: Brenda, PO Box 1466, Mesa, AZ 85211-1466

** **Please do not dillydally – you'll need to have your CITY forms, documentation, etc, in the mail no later than Tuesday, November 1st to allow enough time for mailing, processing.** IF YOU DO NOT HAVE YOUR CITY FORMS, ETC. TURNED IN ON TIME, THE CITY CAN SHUT DOWN OUR SHOW BEFORE WE EVEN OPEN OUR DOORS TO THE PUBLIC, SO PLEASE GET YOURS IN, ON TIME. Thank you for your cooperation!

*** Please note when filling out the State & City forms, only use your *physical* address. **They will NOT accept a PO Box as your address.**

GENERAL INFORMATION:**Deposit & Contract:**

50% deposit (that's 50% of your total bill) required

with your signed contract, due 10/31/2011. Remaining 50% due in Mesa at dealer packet pick-up, either Thursday or Friday.

Cancellation Policy: (same as 2011)

More than 60 days prior to dealer set-up day: Full Refund (minus \$100 office fee). Within 60 days prior to dealer set-up day: Deposit refunded (minus a \$100 office fee) IF we can re-sell your space. This takes into consideration all illnesses, weather, family emergencies or other short notice cancellations.

Cut-Off Dates:

Last date to make any changes with your booth or tables: 11/01/11;

Last date to make badge changes: 12/30/11

Confirmation Packets:

A confirmation packet will be mailed to you prior to the show, probably in early January. If you're going to be on the road most of January, please call me with an alternate mailing address or email address that I can send your packet to.

4-Sided, Floor-Length, Fire Retardant Table Covers:

4-SIDED, FLOOR-LENGTH, FIRE RETARDANT TABLE COVERS ARE REQUIRED. You may bring your own or rent them on dealer set-up day at the show. Covers come in black only; 6' & 8'; \$20 each. Table covers may not be flipped up to expose items under your table for any reason. The High Noon Show is NOT A FLEA MARKET!

Food & Beverages:

The Mesa Convention Center says we are not permitted to bring our own food or beverages into the Mesa Convention Center. They have a contract with the City & it has nothing to do with High Noon. Except for the hours of operation (that we pay for), we do not buy the food, cook the food, serve the food, or make money on the food. This goes for ALL beverages, including the cash bar.

Pets:

Animals and pets are not permitted in the building except as aids to the disabled.

Dealer Packet Pick-up:

Thursday: 3-7pm (cash, check, or charge)

Friday: 8-6 (cash or check only)

(Overnight parking permits can be purchased @ dealer packet pick-up/Cash only)

For those of you who plan to come in Thursday, we appreciate your coming & picking up your packet. It makes for a faster Friday load-in. We ask that you please refrain from walking through the Mesa Convention Center buildings. The guys are on a deadline to get the show set up, and it's only fair that we stay out of their way.

Load-in/Dealer Set-up @ MCC:

Friday: 8-6

As per the fire marshal: YOU MAY NOT LEAVE YOUR VEHICLE PARKED ON THE PLAZA at any time. On Friday (dealer set up day) you may drive your vehicle onto the plaza, unload your vehicle, and then move it to the THIRD PLACE parking lot. **Your vehicle may not stay parked on the plaza at any time. On Sunday, you may not pull your vehicle onto the plaza until AFTER the show (when the public is no longer in the buildings).**

To download "load-in & parking maps" from our website:

1) <http://www.highnoon.com/hndlrinfo.htm>;

2) Look for "Quick Links & Downloads;"

3) Look for "Download Dealer Maps & Photos"

Hand Trucks & Porters:

There is a possibility that we will be unable to find hand trucks for the porters, so if you have one, we encourage you to bring it with you. Please remember to have your "tip" money ready for the porters at load-in & load-out. They really appreciate it!

Parking (same as 2011):

Unless you're parking overnight at the MCC, parking is FREE at the THIRD PLACE Parking Lot. The Mesa Convention Center has designated the THIRD PLACE parking lot to be OUR parking lot. This will free up the parking area closest to the show, for our attendees.

The THIRD PLACE parking lot is located on the corner of Center Street & University. Look for the Mesa Convention Center marquee on the corner. Please park here after you've unloaded your vehicle on Friday, and park here again on Saturday & Sunday. This is an open lot so there are no height or length restrictions, and it doesn't matter if you have a regular-size vehicle, an RV, a truck, or a vehicle pulling a trailer, parking is free. (Attendees with over-sized vehicles are also welcome to park here)

Overnight Parking (same as 2011):

The THIRD PLACE parking lot is the only place at the Mesa Convention Center where you can park overnight. It doesn't matter if you have a regular-size vehicle, an RV, or are pulling a trailer. (No hook-ups, water or dump facilities are available) If you plan on leaving your vehicle parked overnight on Thursday, Friday and/or Saturday, you must park in the THIRD PLACE parking lot, and you are required to purchase a permit, which at this writing is \$10 (good for all three nights). Anything past 10pm Thursday, 12am Friday and/or 12am Saturday is considered "overnight." You can purchase your "overnight" permit when you pick up your dealer packet, either Thursday or Friday.

Beginning Saturday morning: Overnight permits will be available for purchase at the ticket table by the public show entrance.

RULES & REGS

Outside:

It is illegal to "trunk trade" in the parking lot of the Mesa Convention Center. Sorry!

Inside:

You may not wholesale to the general public, nor have signs declaring discounts or sales. We'd like to avoid looking like a flea market! Any or all "newer" items must be clearly marked as such.

Please READ and FOLLOW THE RULES & REGS and play nice with your High Noon neighbors, our staff, and most importantly...the FIRE MARSHAL. ☺

Important Information for Table Dealers (Rules & Regs):

- 1) You are not permitted to pack up and leave before closing on Sunday. If you have an emergency situation and you absolutely must leave, please notify someone at the show office, then tell your High Noon neighbors that you're leaving & ask them to spread out their merchandise on your tables. If you've rented table covers from us, please leave them on your tables & ask one of your neighbors to return them for you at the end of the show;
- 2) If you choose to display your rugs or blankets on your tables, YOU ARE REQUIRED to have a (4-sided, floor-length) fire retardant table cover underneath them;
- 3) You MAY NOT leave your tables "covered up" during public hours;
- 4) The space in front of & behind your table is an AISLE. There should be nothing in front of your table, and there should be nothing behind your table except your chair(s), wheelchair(s) or scooter(s);
- 5) A booth MAY NOT be created behind your table. If you know that you absolutely cannot get all of your merchandise "on" or "in place of" an 8' x 2.5' table, please bring less merchandise;
- 6) If you have LARGE items such as saddles, furniture, or clothing racks, you may place those items "in place of" your table(s), staying within your 8' x 2.5' boundary;
- 7) You MAY NOT bring your own tables or move the existing tables to change or create your own space. This goes for everyone, including those on end caps. The decorator places the tables to our specifications to match our floor plan. This floor plan had to be approved, in advance, by the Fire Marshal from the City of Mesa, prior to set up. Any changes in the floor plan have to go through High Noon, the Fire Marshal, and the decorator, otherwise we are all at risk;
- 8) You may have STURDY display shelves or gun racks "on" your table, as long as they do not exceed 4' up from the tabletop, and do not exceed the length (8') or width (2.5') of your table;
- 9) In consideration of your High Noon neighbors & attendees: walls, dividers, display stands, free-standing shelving units and tables on top of tables will not be permitted;
- 10) It is YOUR responsibility to share ALL information, including rules & regs with your partner(s). You can do this by directing them to our website.
- 11) As per the Fire Marshal, empty cardboard boxes and wood crates must be stored away from the convention center.

Important Information for Booth Dealers (Rules & Regs):

- 1) You are not permitted to pack up and leave before closing on Sunday. If you have an emergency situation and you absolutely must leave, please notify someone at the show office, then tell your High Noon neighbors that you're leaving & ask them to spread out their merchandise in your booth. If you've rented table covers from us, please leave them on your tables & ask one of your neighbors to return them for you at the end of the show;
- 2) Your merchandise, tables, chairs, displays, etc may not "spill out" into the aisles, as per the Fire Marshal;
- 3) When planning your booth layout, remember to allow room inside your booth for your chair(s), etc;
- 4) If you're in an end booth or in an end cap, you may use your outside wall(s) to display FLAT items like paintings, rugs, blankets, etc, but you MAY NOT place items on the floor outside of your booth, no matter where your booth is located;
- 5) You MAY NOT remove chairs, showcases, tables, etc from unattended booths. It's the same as stealing. If you need more chairs, more tables, different size tables, or would like to rent a showcase, please go to the show office located in the back lobby and someone will be there to help you;
- 6) If you choose to display your rugs or blankets on your tables, YOU ARE REQUIRED to have a (4-sided, floor-length) fire retardant table cover underneath them;
- 7) As per the Fire Marshal, empty cardboard boxes and wood crates must be stored away from the convention center;
- 8) If you're sharing a booth with someone: On your contract, please include their name and business name as they'd like it to appear in the HN auction catalog & on their HN booth sign;
- 9) It is YOUR responsibility to share ALL information, including rules & regs with your booth partner(s). You can do this by directing them to our website.