

24<sup>TH</sup> ANNUAL  
**HIGH NOON**  
Western Americana

**2014 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

Special HN rate: \$134 Single/\$144 Single with breakfast/\$154 Double or Standard King with breakfast  
#800-835-9873 or #480-898-8300

<http://www.marriott.com/phxmm>

Enter group code: hnwhnwa

Special rate cut-off date: until sold out or January 13, 2014 - 12pm AZ time

**2014 SCHEDULE OF EVENTS:**

**Thursday, January 23:**

*At the Marriott*

Auction Preview/Bidder Registration: 3-7pm  
Dealer Packet Pickup: 3-7pm/Cash, Check or CC

**Friday, January 24:**

*At the Marriott*

Auction Preview/Bidder Registration: 9-5

*At the Mesa Convention Center*

Dealer Packet Pickup in Lobby C/Cash or Check: 8-6

Dealer Load-in/Set-up: 8-6

Early Entry: \$50 pp/ Approx 11-6 (Upon fire marshal approval)

Non-Exhibiting Exhibitors call office for info

**Saturday, January 25:**

*At the Marriott*

Auction Preview: 9-4:30/ Auction: 5pm

Bidder Registration: Begins at 9am

*At the Mesa Convention Center*

Show open to dealers & Early Entry: 8am

Show open to public: 9-4:30

**Sunday, January 26:**

*At the Mesa Convention Center*

Show open to dealers & Early Entry: 9am

Show open to public: 9:30-3

Moving of dealer vehicles & load-out begins when all attendees are out of the building

## TABLE & BOOTH PRICING:

### TABLES

8' x 2.5' - \$310 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 extra badge for helper, please contact the office)

Main Hall & Mesa Room Table Dealers have a showcase option (in place of their table):

\$250 per COUNTER showcase + \$310 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': \$820 / 2 badges / (2) 6' tables

8' x 10': \$985 / 3 badges / (1) 6' & (1) 8' table

8' x 16' end cap: \$1540 / 4 badges / (1) 6' & (2) 8' tables

8' x 20': \$1910 / 4 badges / (3) 8' tables

Booth walls are 9' (h) hard walls.

Extra badges for people helping in your booth: \$100 pp

(If you are physically disabled & need extra badge for helper, please contact the office)

#### Track Lighting (determined by booth size):

8' x 8' & 8' x 10' – 7 bulbs: \$125

8' x 16' end caps – 15 bulbs: \$285

8' x 20' – 14 bulbs: \$265

#### Electricity for booths (same as last year):

Required for lighting track lights and/or showcases and/or your own lighting: \$95

#### Booth Showcase Choices (same as last year):

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 20" d x 70" h: \$300

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

#### Booth Paper Color Choices:

Cream

Black

Charcoal

Deep Green

Gray

Leaf Green

Midnight Blue

Russet

Forsythia

Sand

White

To view these colors online: [www.dynamiceventsdenver.com/walls.html](http://www.dynamiceventsdenver.com/walls.html)

## GENERAL INFO / Q & A:

#### Q: When is my Contract Due?

A: Your signed contract is due 10/31/13 along with your 50% deposit of your total. Remaining 50% due in Mesa at dealer packet pickup (Thu or Fri).

#### Q: What happens if I don't get my Contract in by the due date?

A: If we do not receive your contract & deposit by the due date we will release your space to someone on the wait list.

#### Q: What is High Noon's Cancellation Policy?

A: 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 \$100 office fee) IF we can re-sell your space;

This takes into consideration all illnesses, weather conditions, family emergencies or other short-notice cancellations.

**Q: What are the Cut-Off Dates?**

A: Last date to make any changes with your booth or tables: 11/15/13. Last date to make badge changes: 12/30/13.

**Q: When will Confirmation Packets be mailed to the dealers?**

A: Early January via USPS.

**Q: When/Where can I pick up my Dealer Packet in Mesa?**

A: Thursday @ the Marriott: 3-7pm; Cash, Check or CC / or Friday @ Lobby C at MCC: 8-6; Cash or Check. Your packet must be picked up before you load-in.

**Q: If I arrive in Mesa before Friday, is it ok if I mosey into the Convention Center and look around?**

A: The answer is no, unless you want T to chase you down on her horse (aka her little red scooter), lasso you & drag you out of the building! Yeehaw!

**Q: Where do I load-in on Friday?**

A: Look in your confirmation packet for your show location & floor plan, then download "load-in & parking maps" from the HN website to find the closest place to load in: <http://www.highnoon.com/hndlinfo.htm>

**Q: Will there be porters to help with load-in & load-out?**

A: Yes, porters working for tips will be available to help you.

**Q: After I load-in my merchandise can my vehicle stay parked in the same spot all day on Friday?**

A: No. The fire marshal would like you to move. You have 2 nearby parking options after you load-in:

- 1) Marriott guests can park in their lot for free, or;
- 2) Free daytime parking at our designated THIRD PLACE dealer parking lot @ Center & University. Okay for any size vehicle. Look for the marquee on the corner.

**Q: When can I move my vehicle to begin load-out on Sunday?**

A: Please wait until the public has physically left the building on Sunday afternoon before moving your vehicle for load-out. If the Fire Marshal sees any vehicles parked on the plaza or in a fire lane while the public is in the building, he can shut down the show, whereby we would have to ask the public to leave.

**Q: I'm not staying at the Marriott so where should I park my vehicle Saturday & Sunday during the show?**

A: Your vehicle (any size) should be parked at our designated THIRD PLACE dealer parking lot @ Center & University. Parking here is free unless you're parking overnight. All other parking lots are for your customers.

**Q: I'll need to park at the THIRD PLACE lot overnight. What is the cost & do I need a permit?**

A: If you plan on leaving your vehicle parked after 10pm Thursday, 12am Friday and/or 12am Saturday, you are required to purchase a permit, which at this writing is \$10 (good for all three nights); cash only. You can purchase your permit when you pick up your dealer packet. (Suggestion: jot down your license plate number before you get in line for your permit)

For more dealer Q & A, including shipping info, booth walls, pets, etc: [www.highnoon.com/hnsafaq.htm](http://www.highnoon.com/hnsafaq.htm)

**SHOW REQUIREMENTS / ALL DEALERS:**

It is YOUR responsibility to share all dealer information with your show partner(s)

**TABLE COVERS REQUIRED:**

- 4-Sided, Floor-Length, Fire Retardant Table Covers; Okay to place your blankets, rugs, hides, or other coverings on top of the required table cover
- BYO or rent black covers from the decorator on Fri, in 6' & 8' lengths for \$20 each at the show office in Lobby C. First-come, first-served
- During public show hours: 1) Covers may not be flipped up to expose items / merch under your table, and; 2) You may not keep your merch covered-up on your table(s)

**Blue light specials & posting signs declaring sales:**

You may not post signs declaring sales or discounts

## SHOW REQUIREMENTS / BOOTH DEALERS:

- If you're sharing your booth with someone: On your contract please include the correct spelling of their name & business name as they would like it to appear in the auction catalog & on their booth sign
- As per the fire marshal, when planning your booth layout, remember to allow room inside your booth for your chairs, etc
- Your merchandise, tables, chairs, displays, etc, may not "spill out" into the aisles
- If you have outer booth walls, you may use them to display your FLAT items only (ie rugs, blankets, paintings, etc)
- You may not remove chairs, showcases, tables, etc from unattended booths. If you need something, please see the ladies at the show office in Lobby C

## SHOW REQUIREMENTS / TABLE DEALERS:

- As per the Fire Marshal, the space in front of & behind your table is an AISLE
- If you wish to display large items such as saddles, art, etc, you may display these items "in place of" your table, as long as you stay within your 8' x 2.5' boundary (the size of a table)
- As per the Fire Marshal, you may not bring your own tables or move existing tables to change or create your own space
- It is NOT okay to use the Convention Center walls for any purpose
- 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 our table
- As per the Fire Marshal & in consideration of your HN neighbors & attendees: walls, dividers, display stands, free-standing shelving units, tables on top of tables, etc will not be permitted

## TAX REQUIREMENTS / ALL DEALERS:

### Taxes & Licenses:

- The tax rate at this writing: 8.05% (1.75% City of Mesa; 6.3% State & County)
- Check website for tax updates: [www.azdor.gov](http://www.azdor.gov); then "Tax Updates" for links
- Download all necessary tax forms: [www.highnoon.com/hndlrinfo.htm](http://www.highnoon.com/hndlrinfo.htm)
- When filling out tax forms, only use your physical address

### State (ONE FORM):

- Fill out the AZ Dept of Rev Trans Priv Tax App (short form), sign & date
- Make check for \$12 payable to AZ Dept of Revenue (do not send cash)
- Mail form w/ check to: AZ Dept of Revenue/Attn: TPT License and Compliance Unit/1600 W Monroe St, Ste 620/Division Code: 16/Phoenix, AZ 85007
- The dept will issue a license up to 6 months in advance of the show
- State tax questions? Contact Peggy Creamer / #602-716-6438 / [pccreamer@azdor.gov](mailto:pccreamer@azdor.gov) / or Patricia Glasscock/602-716-6157 / [PGlasscock@azdor.gov](mailto:PGlasscock@azdor.gov)

### City (TWO FORMS):

- Licensing Eligibility form (Include a copy of your documentation)
- Application for Mesa Convention Center Exhibitor License form (Include a check for \$5 payable to: City of Mesa)
- By December 2nd: Place CITY forms & documents together in one envelope and mail to: City of Mesa Licensing Office/Attn: Brenda/PO Box 1466/Mesa, AZ 85211-1466
- City tax questions? Contact Brenda Gange /480-644-5906/ [Brenda.Gange@mesaaz.gov](mailto:Brenda.Gange@mesaaz.gov) / Office Hours: M-Th 7-6, except holidays