



# welcome

*Thank you for being a part of  
Harmony Bazaar 2011 in Houston!*

*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](mailto:nancy@sweetadelineintl.org).



# Dates to Remember

## **August 29, 2011**

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

## **September 1, 2011**

Web Site Advertising Deadline  
Video Billboards Advertising Deadline



# General Information

## GENERAL INFORMATION

George R Brown Convention Center (GRBCC)  
1001 Avenida de las Americas  
Houston, TX 77010

## COMPETITION LOCATION

Toyota Center  
1510 Polk St  
Houston, TX 77002

## 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. George R. Brown Convention 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 (713) 675-1690. You may chat online with them at [www.ges.com/chat](http://www.ges.com/chat).

## PARKING

For driving directions, parking and maps at the George R Brown Convention Center, please click [here](#) for information.

## BOOTH AMENITIES

Each 10'x10' booth area will receive one 6' 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 GRBCC, 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 GRBCC 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

## **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:**

Sunday, October 16  
12:00 p.m. - 6:00 p.m.

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

## **EXHIBIT HOURS:**

Monday, October 17  
9:00 a.m. – 6:00 p.m.

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

Tuesday, October 18  
9:00 a.m. - 6:00 p.m.

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

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

Saturday, October 22  
9:00 a.m. - 2:00 p.m.

Exhibitors may enter the exhibit hall beginning at 12:00 p.m. on Sunday and 8:00 a.m. Monday - 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 22  
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.

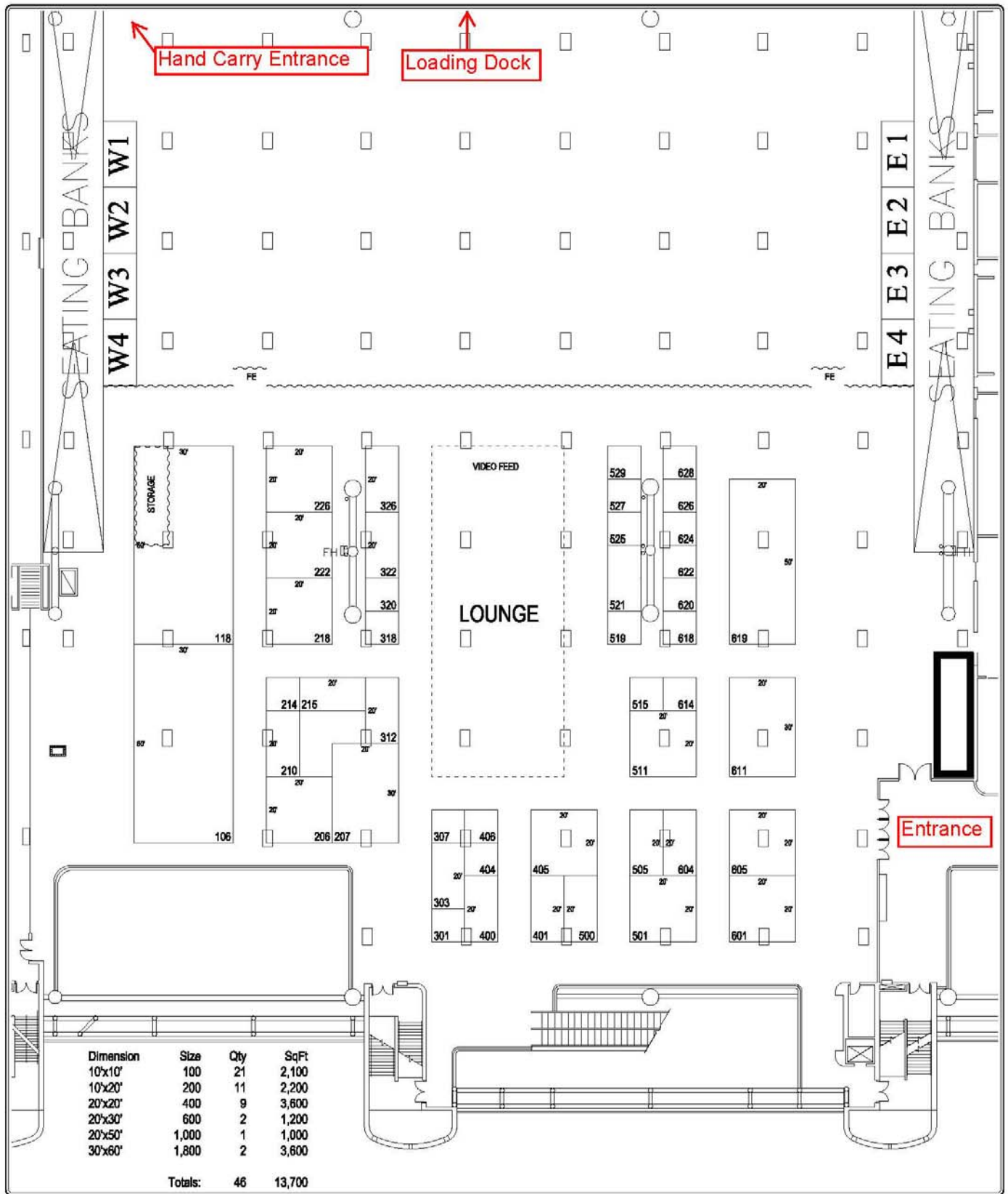


# List of Exhibitors

<u>Booth Number</u>	<u>Company Name</u>	<u>First Name</u>	<u>Last Name</u>
222	A Charming Affair	Rhonda	Steele
322	Barbershop Harmony Society	Rick	Spencer
505	Beau Ties	Dee	Turner
500	Boat-ique	Rosa Lee	Eacho
605	Coastal Reflections	Mary	Butler
318	Cookie Lee Jewelry	Amie	Larson
619	Coronet Club	Lee	Davis
406	Cynthia's Elegant Jewelry	Donald	Zeicher
215	Detti Originals	Ellen	Fandetti
521	Fashion Corner	Jeanne	Alor
405	Flights of Fantasy Jewellry	Margaret	Hillyard
515	Freedom Bag	DeAnna	Roegner
206	G.A. Heaton, Co	Julie	Rohlman
207	Gold Medal Ideas	Amy	Kritzman
301	Golden Lynx	David	Roth
303	Hand & Heart Body Pampering	Tammy	Ragsdale
501	Houston Horizon Chapter	Sally	Ison
614	It Works! The Ultimate Application	Kathyrn	Schutte
400	Jade Mountain Jewelry	Michael	Houseknecht
326	Janell's Ladies Wear	Janell	Brawley
307	Jewelry Haven	John	Guarisco
611	Kare Enterprises	Rob	Keithly
511	Lady Jayne	Nanci	Basch
601	Linda's Place	Linda	Shurly
210	L'Paige Cosmetics	Sandi	Zinsmeister
401	Ornament Xpress	Lorraine	Klinger
320	San Diego Chorus	Ethel	Lowther
519	Slimpressions	Jon	Pederson
218	So Danca	Ann	Polajenko
214	Stone Cat Jewelers	Brenda	Arriens
604	Styles Extended	Scott	Sarvis
118	Sweet Adelines International Sales	Brenda	Monroe
312	Taylor Made Iron-On Designs	Janet	Taylor
618	The Overtone Society	Anita	Larsen
404	Ultimate Creations	Chrissie	Lizer
226	Unique Fashions	Laurie	Verali
106	Young Singers Foundation	Keesha	Cashmore



# Harmony Bazaar Booths



**GES** Global Experience Specialists

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**Sweet Adelines International Harmony Bazaar**  
**October 17-22, 2011**  
 George R Brown Convention Center • Hall B3  
 Houston, Texas

CONFIDENTIAL PROPERTY OF GES  
 File: 840-100-0000-00-000  
 Rev: 04/11/11  
 By: COMED

EVERY EFFORT HAS BEEN MADE TO ASSURE THE ACCURACY OF ALL INFORMATION CONTAINED ON THIS FLOOR PLAN. HOWEVER, NO WARRANTIES, EITHER EXPRESS OR IMPLIED, ARE MADE WITH RESPECT TO THIS FLOOR PLAN. IF THE LOCATION OF BUILDING COLUMNS, UTILITIES, OR OTHER MECHANICAL 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.



# Convention Schedule

## Monday, October 17, 2011

Riser Rehearsals (Harmony Classic)	7:00 a.m. - 11:00 p.m.	GRBCC**
RMT Forum/Reception*	9:00 a.m. - 6:00 p.m.	GRBCC**
Harmony Bazaar Opening Day	9:00 a.m. - 6:00 p.m.	GRBCC**
Headquarters Office	9:00 a.m. - 6:00 p.m.	GRBCC**
Ticket Office	9:00 a.m. - 6:00 p.m.	GRBCC**
Harmony Classic Briefing	3:00 p.m. - 4:00 p.m.	Toyota Center

## Tuesday, October 18, 2011

Riser Rehearsals	7:00 a.m. - 11:00 p.m.	GRBCC**
Headquarters Office	9:00 a.m. - 6:00 p.m.	GRBCC**
Ticket Office	9:00 a.m. - 7:00 p.m.	GRBCC**
Harmony Bazaar	9:00 a.m. - 6:00 p.m.	GRBCC**
Tech Rehearsal & Briefing	9:30 a.m. - 1:00 p.m.	Toyota Center
Coronet Club Front Row Rehearsals	11:00 p.m. - 1:00 p.m.	Hilton Grand Ballroom J
Coronet Club Reunion/Quartet Reception	1:30 p.m. - 3:00 p.m.	Hilton Grand Ballroom J
Coronet Club Rehearsal	3:00 p.m. - 6:00 p.m.	Hilton Grand Ballroom J
Harmony Classic/YWIH Chorus Performance	6:00 p.m. - 10:30 p.m.	Toyota Center

## Wednesday, October 19, 2011

Riser Rehearsals	7:00 a.m. - 11:00 p.m.	GRBCC**
YSF Liaison Breakfast*	7:30 a.m. - 9:00 a.m.	Hilton Americas
YWIH Coordinator Breakfast*	8:00 a.m. - 9:30 a.m.	Hilton Americas
Coronet Club Rehearsal	8:00 a.m. - 11:00 a.m.	TBD
Headquarters Office	9:00 a.m. - 6:00 p.m.	GRBCC**
Ticket Office	9:00 a.m. - 6:00 p.m.	GRBCC**
Harmony Bazaar	9:00 a.m. - 6:00 p.m.	GRBCC**
Quartet Semifinals	10:45 a.m. - 10:30 p.m.	Toyota Center
Quartet Finalist Briefing	10:45 p.m. - 11:15 p.m.	Toyota Center

## Thursday, October 20, 2011

Riser Rehearsals	7:00 a.m. - 11:00 p.m.	GRBCC**
PIP's Breakfast*	8:00 a.m. - 9:30 a.m.	Hilton Americas
Headquarters Office	9:00 a.m. - 6:00 p.m.	GRBCC**
Ticket Office	9:00 a.m. - 6:00 p.m.	GRBCC**
Harmony Bazaar	9:00 a.m. - 6:00 p.m.	GRBCC**
Chorus Semifinals	10:45 a.m. - 7:45 p.m.	Toyota Center
Chorus Finalist Briefing	8:00 p.m. - 8:30 p.m.	Toyota Center
Intl. President's Reception*	9:00 p.m. - 11:00 p.m.	Hilton Americas

## Friday, October 21, 2011

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

## Saturday, October 22, 2011

Riser Rehearsals	7:00 a.m. - 11:00 a.m.	GRBCC**
Family Chorus Rehearsal	8:00 a.m. - 9:00 a.m.	GRBCC**
Ticket Office	8:00 a.m. - 4:00 p.m.	GRBCC**
Rising Star	9:00 a.m. - 1:00 p.m.	Toyota Center
Harmony Bazaar	9:00 a.m. - 2:00 p.m.	GRBCC**
Headquarters Office	9:00 a.m. - 2:00 p.m.	GRBCC**
Chorus Finals	3:00 p.m. - 9:00 p.m.	Toyota Center
Coronet Clubhouse	9:30 p.m. - 12:00 a.m.	Hilton Grand Ballroom J

\*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 Sunday, October 16, at the Headquarters Office in the GRBCC.
- 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 after the cut-off date** 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 29, 2011**, to:

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

Or via e-mail to [nancy@sweetadelineintl.org](mailto: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 29, 2011.

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

## Tuesday, October 18, 2011

- 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 19, 2011

- 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 20, 2011

- 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 21, 2011

- 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 22, 2011

- 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 29, 2011, to:

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

Or via e-mail to [nancy@sweetadelineintl.org](mailto: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:

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Contact Name:

---

Company Phone Number:

---

Company E-mail Address:

---

Company Web Site:

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Description of products and/or services:

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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 29, 2011**, to:

[nancy@sweetadelineintl.org](mailto: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, 2011.** (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, 2011.** (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, 2011.** (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](mailto: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.