

*2017 Variety Distributors  
Annual National Show  
April 20-22, 2017- Kansas City, MO.*



*Are You A Returning Vendor?  
All Your Contact Information The Same?  
Register Here:*

*RSVP-ASAP*

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Company Name

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# of Regular Booths

---

# of End-Cap Booths

*Return This Page by Fax: 712-755-9103*

*Exhibitor Registration*

## VARIETY DISTRIBUTORS INCORPORATED

609 7<sup>th</sup> Street  
Harlan, Iowa 51537-0728  
Phone: 712-755-2184  
Fax: 712-755-9103  
www.varietydistributors.com



January 6, 2017

Dear Valued Exhibitor:

Variety Distributors cordially invites you to participate in our 2017 Annual National Show on April 20<sup>th</sup> to 22<sup>nd</sup> at The KCI Expo Center in Kansas City, Missouri. In 2017, this will be your only opportunity to meet and sell to our stores face to face.

### **Show Set-Up & Freight**

Exhibitors may begin setting their booths at 8:00 AM Thursday, April 20<sup>th</sup>. Move-in and set-up must be completed no later than 5:00 PM. This is a non-union facility – you may load in and out your own booth samples as long as you can do so without use of motorized equipment. All loading must be through the rear (north) loading area. **Note: If you need more time for move in, you must receive prior permission from Bret Anderson.**

### **Freight**

Liberty Exposition Services will handle show freight and booth accessories; their information will be sent to you after your register.

### **Exhibitor Registration Form – Due Immediately**

On the top of this form please type or print your company name, your name, and your address, phone and e-mail address. All follow-up information, including booth assignment(s) will be sent to the email address or mail address you indicate here. In an attempt to increase the efficiency of forwarding show information to you in a timely manner, email will be our preferred means of communication. However, if no email address is provided, fax will be used to forward pertinent information.

Indicate the number of booths you require and your choice of End Cap (payment required upon Registration) or Standard booths. Each booth receives one free table, two chairs, a wastebasket and booth sign. There is no limit to the amount of booths you can reserve; however, you can represent no more than four companies per booth. Please inform Liberty of any special materials/ adjustments needed at your booth.

Booth signs are to list only those companies being exhibited at the show. If you are a manufacturer's representative, sign must show the companies you are representing - do not list your representative company. Booth signs contain 44 characters and spaces each. Remember, you receive one free sign per booth and additional signs can be ordered from Liberty.

It is very important to designate your general merchandise category on the registration form as the show floor is arranged accordingly. Please select the category that best serves the company(s) you will be exhibiting. Please list all the companies you will be exhibiting and a brief description of the product line. This information will be included in the Member's Show Book. Indicate if the company ships drop ship, pool or both.

Name badges will be prepared for all Exhibitors. List the people exhibiting in your booth(s) and the company they represent.

### **2017 Show Fee Invoice /Contract /Credit Card form– Deadline February 17<sup>th</sup>**

Regardless of your method of payment, this form must be completed and returned; you will not be registered until we receive this completed form. Please indicate the quantity and booth description. Please mark any Sponsorships. Please sign and date the Show Registration Contract. Please indicate how you will pay for your Show Fees. Please complete the Credit Card information if applicable.

## **Show Specials Form – Deadline February 17<sup>th</sup>**

Please complete the Show Specials Form and list the Show Specials for your company(s). Please detail the Show Specials for each company you are featuring. This information will be included in the Member Show Book, subject to approval by your Buyer.

- ❖ Do you wish to have a product considered for a three minute presentation by you to 200+ people attending the **Million Dollar Breakfast** on Friday morning, April 21st? You will have 3 minutes to present one item that must be substantially discounted off regular price and available for immediate shipment. Present your item to your Buyer; who will advise if your item will be included.
- ❖ Please note your regular and **Show Special Drop Ship Terms**.
- ❖ **Spiff Money**: Our busiest show Exhibitors are those who pay spiff money. This is money Exhibitors give to stores when placing orders meeting the minimum requirements. You provide the Spiff Money and pay it out in the way you see fit – you have control over the output of incentive cash. Even though our stores know that Spiff Monies are built into the cost of the product, they still like earning instant cash (or checks) and having it placed in their hands just for placing orders.
- ❖ **Promotional Discounts, Drawings & Giveaways**: Variety Distributors strongly recommends the maximum promotional discounts. Our busiest Exhibitors recognize that drawings and giveaways are also a cost-effective way to draw customers to their booth.
- ❖ **New Item Showcase**: Variety Distributors features a New Item Showcase display area. This is excellent exposure for your merchandise and an outstanding opportunity to attract customers to your booth. It will be your responsibility to provide a sample at no charge in the new item display area (limit of one new item per company). Bring the highlight of the new products for your company(s) to the show; a buying fact sheet card to promote your item(s) will be available at registration. Again, bring these samples to the show; **do not** send samples to Harlan. These samples will be given to our stores as door prizes at the conclusion of the show.

## **Drop Ship Order Forms – Deadline February 17<sup>th</sup>**

VDI invites you to participate in our Drop Ship Order Program. Drop Ship Order Forms will be sent to ALL stores whether they attend the show or not. If you are a company representative or a manufacturer's representative, you may prepare a Drop Ship Order Form for all the companies you represent, providing you meet our minimum requirements.

(1) Minimum net 60 day dating, net 90 day preferred, (2) Majority of the items on the form will reflect "Show Special" pricing, (3) Store order deadline 30 days after the show or May 19, 2017, (4) Must submit form information no later than February 17, 2017 deadline.

If you are interested in preparing a Drop Ship Order Form for your company(s), request the form by email only from [banderson@varietydistributors.com](mailto:banderson@varietydistributors.com). A blank Drop Ship Order Form will be sent in Excel for you to cut/ paste your information and email back to VDI.

Variety Distributors is aggressively promoting our relationships with drop ship vendors. By participating in the Drop Ship Order Form opportunity, you are gaining valuable exposure and increased sales. But remember – our Members also attend all the major Hardware Distributor, Grocery and Pharmaceutical Shows. VDI must receive the same or better deals.

**Important Note**: Variety is lowering our Drop Ship Up-charge for our stores to 3% for all orders \$1000 and greater written at the Show only. We anticipate our stores will write more and larger orders with your company(s).

## **Additional Exposure –**

**Pre-Show Advertising:** Product catalogs may be sent to our stores prior to the show - please contact me for details. Company literature will be sent to our stores with our next regular mailing prior to the show or with a regular warehouse order. Please send your information – 850 pieces required - Attention: Print Room – Karin Will. The bill back charge is \$150.00 for a one-piece flyer or \$150.00 per each 8 ounces for catalogs/ price lists. Pre-show mailing materials must be received prior to February 17, 2017.

**Sponsorship:** Exhibitors wishing to capture additional exposure may wish to sponsor one or more of the opportunities below. You will be recognized on a special page in the Member Show Book and special Show signage.

Sponsor daily beverages - \$50.00

Sponsor Friday Million Dollar Breakfast- \$250.00

Sponsor free lodging for VDI members - \$100.00

### **REMINDERS:**

- ❖ Exhibitor presence is recommended on Thursday, April 7th from 7:00PM to 9:00PM.
- ❖ Complimentary coffee, hot tea and water will be available throughout the Show. Concessions will be open during Show hours. Exhibitors will be given a \$10/day/booth person Food Allowance at Registration.
- ❖ All Show payment arrangements are required before participation is allowed at the show.
- ❖ Please have the necessary sales and support materials available at the show to field any questions by our stores.
- ❖ Dress code is business casual, company logo shirts are acceptable.

## **Exhibitor Hotels**

During our Show Time in Kansas City there will be a National College Volleyball Tournament, a National Religious Conference and a Dance Competition in the exhibit hall next to us. At last check the Sheraton was sold out and the Fairfield had 20 rooms left. Town Place Suites is brand new & expected to be open by the Show but call the Fairfield for more information. Many of our Show Staff are staying at the MicroTel Inn & Suites, a very nice, comfortable and very reasonably priced hotel behind the Exhibit Hall. A listing of nearby hotels is attached.

Please give our Exhibitor Registration forms your prompt attention and return promptly. After we receive your registration we will send you your booth assignment(s) and additional Show information. We look forward to welcoming you to the 2017 Variety Distributors Annual National Show!

Bret Anderson

Customer Service Manager/ National Show Coordinator

Variety Distributors Incorporated

Direct Phone: 712-733-5272

Fax: 712-755-9103

Email: [banderson@varietydistributors.com](mailto:banderson@varietydistributors.com)

Return By Mail:  
Variety Distributors, Inc  
Attn: Bret Anderson  
609 7th Street, PO Box 728  
Harlan, IA. 51537

**Variety Distributors 2017 Annual National Show**  
**EXHIBITOR REGISTRATION FORM**

**This Form is Due Immediately**

**Please Return By  
Mail Or Fax  
712-755-9103**

Please type or print legibly

Use additional copies of this form if necessary.

Company Name

Contact Name

Street Address

Phone Number

City, ST. Zip

E-Mail Address

Booths are 10' x 10' Pipe and Drape and include one draped table, two folding chairs, one wastebasket and one booth sign. Booth cost does not include show freight handling charges charged by the Decorating Company.

**Show fees are due February 17, 2017**

Checks payable to Variety Distributors, Inc. or VISA / Master Card/ American Express accepted.

Indicate below # of booths required:      # Of Booths:\_\_\_\_\_

\_\_\_\_\_ # Standard Booths

\_\_\_\_\_ # End-Cap Booths

NOTE: When considering how many booths, please keep in mind the importance of making an attractive, promotional looking booth. We expect each Exhibitor to display their product on the appropriate displays. Only four companies per booth allowed.

Booth Sign(s) to read:

Note: Manufacturer Rep Company names not acceptable.

**44 Characters per sign maximum.**

**Booth Assignments will be made by product category. Select the one category that best represents your company.**

\_\_\_Apparel\_\_\_Candy\_\_\_Cards\_\_\_Closeouts\_\_\_Crafts\_\_\_Fabric\_\_\_Gen. Merchandise\_\_\_Gifts\_\_\_HBA\_\_\_Housewares  
\_\_\_Jewelry\_\_\_Notions\_\_\_Seasonal\_\_\_Stationery\_\_\_Toys

List below the names of all exhibiting companies and the product line. Indicate Yes or No if they ship Drop Ship and/or Pool Order.

Make additional copies of this form if necessary. All exhibiting company information must be completed.

EXHIBITING COMPANY	PRODUCT LINE	DROP SHIP	POOL ORDER

Name Badge Information - Please type or print legibly.

EXHIBITOR NAME

COMPANY NAME

EXHIBITOR NAME

COMPANY NAME

EXHIBITOR NAME

COMPANY NAME

# SHOW SPECIALS FORM

**Deadline for returning this form: February 17, 2017**

The information you provide here will be included in the Member Show Book; please complete thoroughly.

**Make additional copies of this form for every company sponsoring a show special at the show.**

(Email to [banderson@varietydistributors.com](mailto:banderson@varietydistributors.com))

**Your Company Name**

**Your Name**

**Your Phone Number**

**Company Name** \_\_\_\_\_

Do you wish to have your company/ product considered for a three minute presentation at the **Million Dollar Breakfast** on Friday morning, April 21st? Summarize below your item proposal:

**Regular Drop Ship Terms:**

**Show Special Drop Ship Terms:**

☐ **YES - Paying Spiff Money. Explain Requirements:**

☐ **YES - Offering Promotional Discounts. Explain:**

☐ **YES - Giveaways/ Drawings. Explain:**

☐ **YES - Participating in the New Item Showcase.**

**Additional Information You Wish Us To Consider:**





**VARIETY DISTRIBUTORS 2017  
ANNUAL NATIONAL SHOW  
Show Fee Invoice**

**Keep A Copy  
Of This Page  
For Your Records**

Please print this page, complete & return by mail or fax to: 712-755-9103

**Your Company Name:** \_\_\_\_\_

Quantity	Description	Cost per Booth	Extended Cost
	End Cap Booth (12 Available)	\$ 1,600.00	
	Standard Booth (98 Available)	\$ 1,400.00	
<b>Booth Fees:</b>			
	Sponsor Friday Member Breakfast	\$ 250.00	
	Sponsor Daily Beverages	\$ 50.00	
	Sponsor Lodging for Stores	\$ 100.00	
<b>Additional Fees:</b>			
<b>TOTAL FEES:</b>			

**Please Indicate How You Will Pay Your Show Fees**

- ☐ Check. We will only accept one check, payable to Variety Distributors, Inc. 609 7th St. Harlan, IA. 51537
- ☐ **Credit Memo(s)**. How many CM's will you use? \_\_\_\_\_ **Subject to Buyer Approval**
- ☐ Credit Card. Complete the information below.

**Payment Due February 17, 2017**

(NAME AS IT APPEARS ON CREDIT CARD)

BY EXECUTING THIS AGREEMENT UNCONDITIONALLY AUTHORIZES VARIETY DISTRIBUTORS, INC. TO CHARGE THE FOLLOWING CREDIT CARD:

CREDIT CARD TYPE: ☐ (Please Check One)



CREDIT CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_

CVV CODE: \_\_\_\_\_

(SEE EXAMPLE BELOW)

CARDHOLDER'S BILLING ADDRESS (Required):

STREET ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

BILLING: AREA CODE AND TELEPHONE No.: ( ) \_\_\_\_\_

I CERTIFY THAT THE ABOVE STATEMENTS AND INFORMATION MADE IN THE AGREEMENT ARE TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE. I ALSO CERTIFY THAT I AM AUTHORIZED TO EFFECT CHARGES TO THE ABOVE CREDIT CARD NUMBER. IN THE CASE OF ANY ISSUES OF DISPUTES CONCERNING THIS TRANSACTION I WILL NOTIFY VDI PROMPTLY TO RECTIFY THE SITUATION PRIOR TO NOTIFYING MY CREDIT CARD COMPANY.

\_\_\_\_\_  
CARDHOLDER AUTHORIZED SIGNATURE

\_\_\_\_\_  
DATE

**Conditions and Terms**

I hereby contract for booth space and additional booth accessories as noted herein for the 2017 Variety Distributors Annual National Show on April 20 - 22, 2017. I agree to pay all fees assessed in accordance with this contract and I understand that any non-payment will result in a claim against the factory line(s) I represent at this Show. Show fees not paid by the due date of February 17, 2017 may incur a 1% per month service charge for each month that the fee remains unpaid. I understand that I will be unable to move-in or set my booth(s) if Show fees are not paid by Show date. I further agree to be in my booth during the Show hours (except for reasonable brief intervals for food or personal needs) until 12:00 PM Central Daylight Time on April 22nd; not to move-out prior to announced Show closing and to comply with Venue and Show Management requirements and regulations. Early departure will result in a \$250 penalty. Individuals or company's that participate as Exhibitors automatically agree to all terms and conditions herein.



114	212	110	108	106	104	102	100	End Cap
412	212	012	802	902	402	202	101	200
115	113	111	109	107	105	103	End Cap	End Cap
413	213	013	803	903	403	203	201	300
215	213	211	209	207	205	203	End Cap	End Cap
414	214	014	804	904	404	204	301	400
315	313	311	309	307	305	303	End Cap	End Cap
415	215	015	805	905	405	205	401	500
415	413	411	409	407	405	403	End Cap	End Cap
419	219	019	809	909	409	209	501	600
515	513	511	509	507	505	503	End Cap	End Cap
615	613	611	609	607	605	603	601	End Cap

# VDI Seasonal Showroom

*Displays & Shippers*

*Planograms*

*Entrance*

*Registration*

*Store Development*





# *Now Hear This*

During our Show Time in Kansas City there will be a National College Volleyball Tournament, a National Religious Conference and a Dance Competition in the exhibit hall next to us. At last check the Sheraton was sold out and the Fairfield had 20 rooms left. Town Place Suites is brand new & expected to be open by the Show but call the Fairfield for more information. Many of our Show Staff are staying at the MicroTel Inn & Suites, a very nice, comfortable and very reasonably priced hotel behind the Exhibit Hall. All the other hotels are close by.

## **PLEASE – Make Your Hotel Reservation Right Now!**

### **TownePlace Suites Kansas City Airport**

11812 NW Plaza Circle, Kansas City, MO 64153

Phone: Fairfield for information - (816) 464-2424

### **Hampton Inn Kansas City-Airport**

11212 N Newark Cir, Kansas City, MO 64153

Phone: (816) 464-5454

### **Microtel Inn & Suites by Wyndham Kansas City Airport**

11831 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 270-1200

### **Comfort Inn Kansas City / Airport**

11100 NW Ambassador Dr, Kansas City, MO 64153

Phone: (816) 569-2500

### **Econo Lodge Airport**

11300 NW Prairie View Rd, Kansas City, MO 64153

Phone: (816) 464-5082

### **Fairfield Inn & Suites Kansas City Airport**

11820 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2424

### **Four Points by Sheraton Kansas City Airport**

11832 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2345

**Sold Out?**

### **Hilton Kansas City Airport**

8801 NW 112 St, Kansas City, MO 64153

Phone: (816) 891-8900

### **Days Inn Kansas City International Airport**

11120 NW Ambassador Dr, Kansas City, MO 64153

Phone: (816) 746-1666

### **Super 8 Kansas City Airport**

11900 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2002