

*2019 Variety Distributors  
Annual National Show  
April 11 & 12, 2018 - Kansas City, MO.*



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

*RSVP-ASAP*

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Company Name

**Introducing BOGO Booths**

Buy One Regular Booth, Get One Regular Booth Free!

But We Expect Your Booths To Be Overflowing With Merchandise!

Don't Need a 10x10 Booth - A Table with Two Chairs Also Available



# of Tables/ chairs

\_\_\_\_\_ # 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



December 14, 2018

Dear Valued Exhibitor:

Variety Distributors cordially invites you to participate in our 2019 Annual National Show on April 11<sup>th</sup> & 12<sup>th</sup> at The KCI Expo Center in Kansas City, Missouri. In 2019, 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 Wednesday, April 10<sup>th</sup>. Move-in and set-up must be completed no later than 12:00 PM. Thursday, April 11<sup>th</sup>. 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.

### **Freight**

Liberty Exposition Services will handle show freight and booth accessories; their information will be sent to you after we receive your Exhibitor Registration Form, below.

### **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. Do not order extra BOGO Booths if you can't fill them.

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.

### **2019 Show Fee Invoice, Contract & Credit Card Form– Deadline Feb 15<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 15<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.

- ❖ 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 15<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 13, 2019, (4) Must submit form information no later than February 15, 2019 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).

## **Pool Orders**

- For those vendors who don't Drop Ship or have dollar or quantity minimums that are too high for an individual store to order, we encourage you to write Pool Orders, that are shipped to Variety and are re-shipped to our stores with their regular warehouse orders. Our stores will write smaller individual orders with you, which you will "Pool" together for one shipment to Variety. Pool orders are requested to break inners. If you cannot break case, then don't sell less than case pack. If you do not sell even cases, you must adjust to even case. If you are a warehouse supplier, we may add their orders to ours to maximize freight charges.

## **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 – 900 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 15, 2019.

**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 11<sup>th</sup> 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 2 person max 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. Please make your booth look enticing and properly signed.
- ❖ Dress code is business casual, company logo shirts are acceptable.

## **Exhibitor Hotels**

We have Vendor rooms set aside at the Fairfield & Sheraton; their links are noted below and a listing of other nearby hotels is also attached. All hotels are all within walking distance to the Exhibit Hall.

**Four Points by Sheraton** for \$99.00 + Tax/night - **The Last Day to Book: March 10, 2019**

Four Points by Sheraton - 11832 NW Plaza Cir, Kansas City, MO 64153

[Book your group rate for Variety Distributors Inc](#)

**Fairfield Inn & Suites** for \$99.00 + Tax/night - **The Last Day to Book: March 21, 2019**

Fairfield Inn & Suites Kansas City Airport – 11820 NW Plaza Circle, Kansas City, MO 64153

[Book your group rate for Variety Distributors Vendors](#)

## **Show Notes & Schedule**

- This years Show is 1½ days; Thursday, 4/11 from Noon to 6PM and Friday, 4/12 from 9AM to 5PM. Move-in begins Wednesday, 4/10 from 8AM to 5PM & Thursday from 8AM to Noon. Store Customers may shop our Showroom until 9PM Thursday. We invite you to stay also if you can write orders.
- BOGO Booths: Buy One, Get One Free; Regular Booths only, End-Cap Booths excluded. Your savings are meant to entice you to offer greater savings to the stores and to load your free space with more merchandise.
- We are bringing a smaller Seasonal Showroom this year and no planograms. We are expanding our offering of Floor & Counter Displays and new warehouse items. HINT: Our stores love table-top and free standing floor displays & shippers! If you've got em, bring em!!
- Each Exhibitor will receive free Wi-Fi from Wednesday through Friday.
- Variety Distributors is now a Preferred Distributor for Mattel and Fisher Price Toys. Retailers who have previously been able to purchase directly from Mattel, who now don't meet their purchasing requirement, will now be referred to us. We anticipate an influx of new customers and will invite them to this Show.
- We have added a "Table Only" option this year; if you are considering this option, please talk with me before you make your reservations.

### **Show Schedule:**

#### **Wednesday, April 10<sup>th</sup>**

8:00 AM to 5:00 PM – Vendor Move-In

#### **Thursday, April 11<sup>th</sup>**

8:00 AM to 12:00 PM – Vendor Move-In

12:00 PM to 6:00 PM – Exhibit Floor Open

7:00 PM to 9:00 PM – Exhibit Floor Open for viewing – optional vendor presence/ appointments

#### **Friday, April 12<sup>th</sup>**

7:30 AM to 8:15 AM – **Million Dollar Breakfast** – Store Customers Only

8:15 AM to 9:00 AM – Buyers Specials Presented

9:00 AM to 5:00 PM – Exhibit Floor open for shopping

11:00 PM to 1:00 PM – Lunch

5:00 PM to 11:00 PM – Vendor Move-Out

We look forward to welcoming you to the 2019 Variety Distributors Annual National Show!

Bret Anderson  
Customer Service Manager/ National Show Coordinator  
Variety Distributors Incorporated  
Phone: 712-274-1095, ext 272  
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 2019 Annual National Show**  
**EXHIBITOR REGISTRATION FORM**

**This Form is Due Immediately**

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

Please type or print legibly Use additional copies of this form if necessary.

<b>Company Name</b>	<b>Contact Name</b>
<b>Street Address</b>	<b>Phone Number</b>
<b>City, ST. Zip</b>	<b>E-Mail Address</b>

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 15, 2019**  
 Checks payable to Variety Distributors, Inc. or VISA / Master Card/ American Express accepted.

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

\_\_\_\_\_ # Standard Booths - \$1400 Each  
 \_\_\_\_\_ # End-Cap Booths - \$1600 Each  
 \_\_\_\_\_ # Table With Two Chairs - \$500

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 15, 2019**

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 \_\_\_\_\_

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 2019  
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 (72 Available)	\$ 1,400.00	
	One Table / Two Chairs	\$ 500.00	
<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 15, 2019**

(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:        

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

EXPIRATION DATE: \_\_\_\_\_ CVV CODE: \_\_\_\_\_

**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 2019 Variety Distributors Annual National Show on April 11 & 12, 2019. 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 16, 2018 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 5:00 PM Central Daylight Time on April 12th; 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.





# Tables Area

110
108
106
101
102
100
End Cap

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603
601
End Cap

Coffee Service  
Showroom Carts

Christmas Gift Catalog

Christmas Deco Catalog

Christmas Toy Catalog

Displays

Mattel/ Fisher Price

New Warehouse Items

Entrance

Registration

VDI Ad Studio	IT	Store Development	Mattel/ Fisher Price	Buyers Booths
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As indicated in our invitation, we have Vendor rooms set aside at the Fairfield Inn and Four Points Sheraton; these hotels and the others noted below are all within walking distance to the Exhibit Hall.

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

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

11820 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2424

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

11812 NW Plaza Circle, Kansas City, MO 64153

Phone: Fairfield for information - (816) 464-0525

### **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

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

11832 NW Plaza Cir, Kansas City, MO 64153

Phone: (816) 464-2345

### **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