



EXPO Guidelines for Vendors

- **We will be providing a diagram of the floor plan and tables** which will be numbered so each client will know in advance where their table will be located. We will also have a list of phone numbers that the vendors can use to contact station management or mall security in case there are any issues that come up.
- **Doors at Lakeside open at 8am.** Most primary entrances and exits will be open except for the Macy's, Dillard's and JC Penney entrances.
- **Tables are expected to be set up by 9am.** We will be providing a table with linens and two chairs. If the tables are set up earlier than 9am, the vendors are more than welcome to begin their setup. Although the Expo is scheduled to open at 10am, the vendors are welcome to begin distributing information earlier once they have completed their setup and cleaned up their area.
- **Vendors are also responsible for removing any and all self generated trash** or packing materials associated with their booth setup before the Expo starts. All clients are asked to store all boxes, storage units or shipping crates in their vehicles during the Expo to reduce the clutter in and around their vending area.
- **Clients should bring all audio/video equipment or other support materials needed for the Expo.** All clients will have access to electrical outlets but must bring their own three pronged extension cords. They must also tape down any extension cords to prevent someone from tripping on the exposed extension cords.
- **There is no available wireless access in Lakeside.** Vendors who need wireless access should make arrangements to have an air card or alternate sources for access to the internet.
- **The Expo concludes at 4pm.** Vendors can begin breaking down their booths at that time.



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II. Special Event Rules and Guidelines

1. The purpose of any event at Lakeside is to educate and/or entertain. While it is understood that the organization may be a business, Lakeside Shopping Center shall not become an outlet for that business and nothing shall be sold on the property without the prior written consent of the mall management.
2. Signage is to be provided by the organization. All displays, backdrops, staging, posters, banners and literature to be used during the event must be approved by a representative of LMA.
3. Lakeside reserves the right to remove any display and/or event that its representatives consider inappropriate with the image of the mall.
4. All events must be nonprofit and no one will solicit or arrange donations, sale of merchandise or exchange of money on or off mall property without the express written consent of mall management.
5. Merchandise may not be sold anywhere on the property including the parking lot.
6. No merchandise that competes with a Lakeside merchant may be exhibited. No price of any item may be displayed.
7. The organization will not participate in any activity that is illegal or disrupts mall traffic in any way.
8. A reservation form must be completed and returned at least 30 days prior to the event.
9. The contact person whose signature appears on the Special Event and Promotion Reservation Form shall be the responsible party for the event and will be responsible for all the equipment made available to the organization.
10. All names taken at Lakeside are property of LMA Advertising, Inc. While the names may be used by the organization for the express purpose of contacting interested parties about the event at Lakeside, any other use will be considered theft.
11. The Greater Lakeside Causeway Corp, LMA Advertising Inc and any agents of Lakeside are not responsible for the damage of any item, nor are they responsible for any actions in the parking lot.
12. No organization or representative of said organization is an agent of Lakeside and shall not hold or represent themselves as such.
13. The Lakeside name and logo is protected by several copyrights and trademarks and may not be used without express written consent of LMA Advertising, Inc. You must have the express written consent of LMA Advertising, Inc. before using the Lakeside name in any media.



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14. Requests of the fire marshal, police officers, Vinson Guard Services, LMA Advertising, Inc. or any representative of Lakeside Shopping Center must be immediately complied with.

15. If the organization requires electricity, it must be a three-pronged grounded outdoor cord of at least 25 feet. Representatives of the organization must tape to the floor all exposed areas of the cord with black and yellow striped safety tape.

16. Self-generated trash (packing materials etc) must be disposed of by the organization. Trash is not to be stored within the mall during the event. All boxes should be placed out of the way.

17. No devices that project audio or flashing lights shall be permitted within Lakeside Shopping Center without prior written consent of Lakeside management. The volume on any sound or video devices must be kept to a reasonable level so that the salespeople can conduct business. Requests by any mall representative or security to lower the volume, remove any device or cease any activity must be immediately complied with.

18. No signs shall be attached to the mall columns, walls or mall improvements. No pots, benches or other mall furniture shall be moved without the express prior written consent of Lakeside Shopping Center. Exhibitors shall be held responsible and shall reimburse Lakeside for any damage to the mall improvements caused by exhibitors, its employees, agents, contractors, guests or assignees.

19. Events and performances may not disrupt the normal business of any cart, kiosk or merchant in the shopping center.