The Dayton Mall Community Marketplace

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Exhibitor Package
Are you a local business with a great product or service to sell?

For the first time ever, Dayton Mall will offer the opportunity for local businesses and entrepreneurs to have a presence in the mall in order to sell their products to shoppers on the busiest retail days of the year! For our brand new Dayton Mall Community Marketplace events we’re seeking high-quality, local vendors that sell unique, exciting or just plain fun products that our shoppers will line-up to buy.

The summertime Dayton Mall Community Marketplace event takes place on Saturday, August 15th from Noon-5pm. Traditionally, this Saturday has been busiest of the back-to-school season, with more than 20,000 shoppers visiting the mall last year! To assure high visibility, Dayton Mall Community Marketplace events will be held in Dayton Mall’s Center Court, the most highly trafficked corridor in the mall.

Don’t miss this opportunity to reach thousands of potential new customers in just a few hours!

2015 EVENT INFORMATION

Schedule of Events
The Dayton Mall Community Marketplace

Back to School: August 15th, 2015 from Noon-5pm

Black Friday: November 27th, 2015 from Noon-5pm

Last Minute Gift Ideas: December 19th, 2015 from Noon-5pm
2015 EXHIBITOR INFORMATION PACKET

The Dayton Mall Community Marketplace
Sell Your Products to Mall Shoppers!
Saturday, August 15th | Noon-5pm | Dayton Mall Center Court

Exhibitor Package Includes:
- One 6 foot display table with tablecloth and 2 chairs
- Two-line table top sign indicating name and location of the institution
- Company name will be listed on event page located on DaytonMall.com
- Company name will be featured in two email blasts promoting the event to Dayton Mall’s 8,000 name customer database

Table Space Payment: Back to School Exhibitor Rate $150, Optional Electricity $50
Payment for your table must be received by the mall office 10 business days prior to Event. Payment must be in the form of a money order or cashier’s check payable to Dayton Mall.

Fees will be refunded, less a $25.00 service charge, if the table is cancelled more than 30 days in advance of the Event. No fees will be returned if table is cancelled within the last 30 days prior to the Event.

To Participate: Complete the event application and return by August 7th with payment by check made payable to Dayton Mall.

Hold Harmless Policy: All Exhibitors and organizations are expected to sign the Hold Harmless Policy. This protects both you and the mall. Your signature on the Exhibitor Agreement will confirm your agreement to this policy. This is a necessity for all Exhibitors that are on-mall at any time.

Photo Release: Dayton Mall reserves the right to photograph the Exhibitor tables for use in promotion of future events.

Please call the Dayton Mall Marketing Department at 937-433-0957 for more information.
EVENT GUIDELINES

Dayton Mall has the final decision regarding acceptance or denial of exhibits. Dayton Mall reserves the right to reject or prohibit exhibits or Exhibitors or to relocate exhibits or Exhibitors when in its opinion such moves are necessary to maintain the character and/or good order of the Event. No monies will be returned to Exhibitors under these conditions. All decisions including table locations are made by Dayton Mall.

Space is available on a first come, first served basis unless otherwise arranged in advance.

Your space will not be reserved until final payment along with signed Event agreement are received and approved by Dayton Mall.

Exhibitors are encouraged to promote The Dayton Mall Community Marketplace at least two times prior to the Event on their social media (Facebook, Twitter, LinkedIn, Instagram, etc). Dayton Mall will send a digital marketing flyer to each Exhibitor.

All Exhibitors are encouraged to include an activity at their table to engage attendees while they are visiting your table.

The Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard table equipment or to other Exhibitor’s property. The Exhibitor may not apply paint, lacquer, adhesive or other coating to building columns and floors or to standard table equipment.

Exhibitors are prohibited from holding or allowing written consent to be held a sale by auction, lottery, raffle, guessing competition, game of chance or sideshow without the prior consent of Dayton Mall.

If in the opinion of Dayton Mall, any staff member of any Exhibitor who is not conducting themselves in a manner conducive to the Event then that person’s presence shall be excluded further at this or future events at Dayton Mall. Exhibitors are prohibited from doing anything which, in the opinion of Dayton Mall, may bring discredit upon the Event.

The Exhibitor agrees to abide by all rules and regulations adopted by Dayton Mall and that Dayton Mall will have the final decision in adopting any rule or regulation deemed necessary prior to, during or after the Event.
1) **Hold Harmless Policy**—The mall requires a liability release from all Exhibitors. This protects both you and the mall. Your signature on the Exhibitor Agreement will confirm your agreement to this policy. Dayton Mall reserves the right to ask you for proof of insurance.

2) **Tables**—One 6 foot table, with a tablecloth that reaches the floor and two chairs will be provided to each Exhibitor. Table sharing is not permitted. The Exhibitor agrees to use the space provided only for the display of the products or services specified in this agreement and agrees not to sublet the space. You may bring additional chairs provided they fit in the table space, however you are not permitted to bring additional tables.

3) **Electricity**—Electricity will not be available at every table. If electricity is required, the Exhibitor may purchase this at an added cost of $50. Electric will consist of 110-20 amp circuit. Exposed, loose or taped cords are not allowed unless installed by mall maintenance personnel. Only 30 amp, 3-prong cords may be used. No household extension cords will be permitted. Those who connect to electricity without paying the additional fee will be required to unplug from the connection or pay the $50 fee immediately.

4) **Move—In/Out**—All Exhibitors are responsible for their own set up, including loading, unloading items. Hand carts, dollies and flat beds are not supplied by the Mall. If you are going to need a dolly or push cart, please bring your own.

5) **Exhibitor Placement**—No Exhibitor can be within 10' of a cart of kiosk in the Mall. No exhibits shall obstruct walkways, storefronts, directories or signs. No person shall block, obstruct or interfere with the free flow of pedestrian traffic.

6) **Exhibitor Displays**—No displays are allowed that are over 6’-0” in height. No retractable banners unless they are double-sided. The Exhibitor shall not erect any sign, advertisement, banner or the like which in the opinion of Dayton Mall is likely to obstruct another Exhibitor. All excess boxes and storage items must be stored under your table.

7) **Signage and decor**—Dayton Mall expressly prohibits handwritten signs of any type. Please make arrangements for professional or computer-generated signs to be used in your display presentation. Exhibitors displaying signage which, in the opinion of Dayton Mall, is not conducive to the standard of the Event may be instructed to remove same.

8) **Giveaway Restrictions**—No tenant or Exhibitor may hand out helium balloons or bumper stickers. Samples may be distributed and items may be sold; however, no alcohol or tobacco products or any products not legal to sell in the state of Ohio may be promoted.

9) **Business Transactions**—All distribution or solicitation is fully restricted to the confines of your table area. Exhibitors must transact all business within the boundaries of your table area.
10) **Food Samples and Sales**—Exhibitors providing food must keep their hair pulled back (or wear a hairnet) and serve all samples wearing plastic gloves. The food Exhibitor must also provide all napkins, paper plates or serving cups and utensils (i.e. plastic forks or spoons only), along with a way to dispose of such waste (i.e. a plastic lined waste basket). A copy of your ServSafe® Certification must be provided with your Exhibitor Agreement.

11) **Prohibited Items**—The following items are prohibited at displays: flashing lights, heat-producing equipment, open flames, flammable liquids or fuels. Loud noises, loud speakers, sound systems, odors, radios, televisions. Carnival type “barking” or similar forms of soliciting or badgering of shoppers is not permitted. Any item or activity that could prove a hazard or an annoyance to mall merchants or mall shoppers must be removed immediately. Helium tanks are also not permitted.

12) **Exhibitor Merchandise**—Dayton Mall is not responsible for merchandise left unattended by Exhibitor(s) during the Event. The Exhibitor’s property will be placed on display and exhibited at his risk and Dayton Mall assumes no responsibility for loss and damage thereto. The Exhibitor will assume all responsibility for loss of damage to his property due to fire, theft, flood, lighting, earthquake, explosion or any other cause beyond the control of Dayton Mall. Should the Exhibitor require security, the Exhibitor will be responsible for hiring and paying for any security officers, subject to the Mall’s Security Manager’s approval.

13) **Food**—Exhibitors are not permitted to eat or drink at Exhibitor tables, including during setup or teardown.

14) **Exhibitor Staffing**—The Exhibitor agrees to maintain qualified personnel at the table at all times during the Event hours.

15) **Breakdown**—All Exhibitors must commit to staying until the Event is over at 5:00pm. This is important to maintain the vitality of the overall Event. Please schedule your workers accordingly and remind the last shift of this requirement. Non-compliance will jeopardize future participation.

16) **Trash**—Trash will be disposed in a manner directed by the Dayton Mall management. Under no circumstances shall boxes, packing materials or other waste be left in the mall common area. Failure to remove trash from the common area will result in additional fees to the exhibitor and could jeopardize future participation in events.

17) **Event Cancellation**—The Exhibitor shall be responsible for payment of the total table area rental fee whether the event is cancelled, delayed or relocated, in whole or in part, as a result of riot, strike, civil disorder, act of war, act of God or any other cause of any kind whatsoever that is not within Dayton Mall’s control.
2015 EXHIBITOR INFORMATION PACKET

The Dayton Mall Community Marketplace
Saturday, August 15th | Noon-5pm | Dayton Mall Center Court

CONTACTS: Dayton Mall Marketing Team
Dave Casper, Marketing Director
dave.casper@wpglimcher.com
937.433.0957
Becki Kauscher, Marketing Coordinator
becki.kauscher@wpglimcher.com
937.433.0957

Set Up & Tear Down
Please be conscience of your table space, table neighbors, mall tenants and mall guests. We require that all signage be professional (no handwritten signage) and not be posted on any mall property/amenities other than the table itself. We also ask that you table be organized in a way that is safe for everyone to enjoy. At the end of the Event, kindly pick up and dispose of any trash that may have been left behind at your table.

Please be sure to be set up and ready at the start of the event and to not begin tear down until the Event is over. Exhibitors may begin set up one hour prior to the Event start time and must be torn down by one hour following the Event end time.

Exhibitors are asked to use the doors beside h.h. Gregg for set up and tear down (star on the map).

Mall Map & Information
The Guest Services Center is located in the JCPenney Court (green dot on map). In case of emergency, you may call our security team at 937.433.1919.
Exhibitor Agreement

Company Name: __________________________________________________________________________

Contact Person: ________________________________ Email Address:______________________________

Street Address: ____________________________________________ City: __________________________

State: _________ Zip: ___________ Phone Number: _____________________

Please list description of Exhibitor’s Products or Services:
________________________________________________________________________________________
________________________________________________________________________________________

Payment Information: Complete Exhibitor Agreement and return by August 7th, with payment by money order or cashier’s check payable to Dayton Mall. Mail completed agreement to:

Dayton Mall Management Office
Attn: Dayton Mall Community Marketplace
2700 Miamisburg-Centerville Road
Dayton, Ohio 45459

By signing this form the Exhibitor hereby agrees to defend, pay, indemnify and hold free and harmless Dayton Mall II, LLC, Glimcher Properties Limited Partnership, WP Glimcher Inc. or any of its subsidiaries, related entities, directors, officers, or employees of Dayton Mall II, LLC from and against any and all claims, demands, fines, suits, actions, proceedings, orders, or decrees of any kind whatsoever, and from and against any and all costs in connection with loss of life, bodily or personal injury, or property damage of any kind whatsoever arising directly out of, from, or on account of the contract by and between Dayton Mall II, LLC, and The Exhibitor for any occurrence upon or at Dayton Mall II, LLC which is caused by the negligent acts, or negligent failure to act, of the Exhibitor, its agents, licensees, employees, or contractors for all activity conducted by the Exhibitor at Dayton Mall II, LLC.

It is hereby agreed that the undersigned will abide by the rules and regulations in this 8 page agreement. Acceptance of this agreement by or on behalf of Dayton Mall shall constitute a contract.

If you are unable to meet the terms of this Exhibitor Agreement, we ask that you do not participate in the Dayton Mall Community Marketplace. If you chose to participate in the Event, and you are unable to abide by the terms of this agreement the day of the Event, Dayton Mall Management has the right to ask you to leave the premises and NO REFUNDS WILL BE ISSUED. The undersigned is solely responsible for complying with any laws or regulations that may apply to their activities.

Signature:_______________________________________________________

The Dayton Mall Community Marketplace
Sell Your Products to Mall Shoppers!

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