



Dear Area Rug Professional:

The next *National Oriental Rug Show* is scheduled for **January 13th-16th, 2016. The temporary floor will open at 9 a.m. on January 13th and run through January 16th, 2016.** As an additional benefit *The National Oriental Rug Show* will run concurrent with our January International Home Furnishings and Gift Market giving your company the opportunity to access multiply channels of distribution. On behalf of AmericasMart ■ Atlanta, we invite you to participate in America's most important Area Rug Market.

As one of the industry's leading suppliers of Area Rugs, we urge you to consider the many benefits your firm could enjoy from participation in the Nation's #1 Area Rug Market!

Consider these facts:

- **This year, we have added one extra day to your show experience, while keeping the show price the same**
- **More Area Rug business is transacted in Atlanta than all other U.S. tradeshows combined**
- **Virtually every major importer of handmade rugs and manufacturers of machine made rugs participate in this exhibition.**

The National Oriental Rug Show is an exhibition built around you, the exhibitor. Our booth package offers the easiest way to exhibit. Included in the price is everything you need to conduct business: 8 foot display walls, signage, and furniture and freight handling. We have customized this package with you in mind and you don't have to worry about any hidden or unexpected charges.

Consider participating in this expanded show today! You will benefit from immediate sales as well as long-term benefits of exposure to the most influential Area Rug and Home Buyers in the world! The contacts you make in Atlanta will serve you throughout the year. A single buyer can introduce you to a whole new distribution channel. Call today to reserve your booth!

Sincerely,

Kevin Malkiewicz
Vice President
AmericasMart
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Lucille Laufer
Executive Director
ORIA
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August 31, 2015

**JANUARY 2016 NATIONAL ORIENTAL RUG SHOW AND THE
ATLANTA INTERNATIONAL HOME FURNISHINGS AND GIFT
MARKET**

ENCLOSED PLEASE FIND THE FOLLOWING ITEMS:

- ◆ Show Fact Sheet
- ◆ Show Booth Options
- ◆ Floor Plans
- ◆ Application/Contract for Exhibition Space
- ◆ Rules and Regulations
- ◆ Show Schedule

If you have any questions once you have reviewed the enclosed materials, please do not hesitate in contacting Lucille Laufer, Executive Director of The Oriental Rug Importers Association at (201) 866-5054 or Mr. Kevin Malkiewicz, Vice President of Area Rug Leasing at AmericasMart-Atlanta at (404) 220-2437.

PLEASE REVIEW ALL OF THESE ITEMS CAREFULLY, PAYING PARTICULAR ATTENTION TO THE SEQUENCE OF EVENTS AND DEADLINES OUTLINED IN THE FACT SHEET. NOT FOLLOWING THESE PROCEDURES OR MEETING THE DEADLINES COULD RESULT IN YOUR FIRM BECOMING INELIGIBLE TO PARTICIPATE IN THE 2016 SHOW.

The National Oriental Rug Show and The Atlanta International Home Furnishings and Gift Market

January 13th-16th, 2016

* PLEASE NOTE NEW DATE PATTTERN*



A DIVISION OF AMC, INC.

MARKET SCHEDULE

Move In	Monday	Jan 11	noon – 6pm
Move In	Tuesday	Jan 12	8am – 6pm
SHOW HOURS	Wednesday	Jan 13	9am - 6pm
SHOW HOURS	Thursday	Jan 14	9am – 6pm
SHOW HOURS	Friday	Jan 15	9am – 6pm
SHOW HOURS	Saturday	Jan 16	9am - 6pm
Move Out	Saturday	Jan 16	6pm – 10pm
Move Out	Sunday	Jan 17	8am- 6pm

SPECIAL MARKET NOTES

- Please note that any freight left on the show floor **after 6pm on Sunday, January 17th**, will be forced off the floor via Fern Exposition & Event Services choice of carrier.
- All In-Bound shipments must be accompanied by a certificate Department of Transportation verification of weight (DOT certified weight ticket).

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BOOTH OPTIONS

For Accessory and Service Vendors

10' x 10' ... \$3,000

10' x 20' ... \$6,000

Package Includes

Wall to Wall Carpeting

8' high Back Drape

3' High Side Drape

1 (one) 6' Draped Table

2 (two) Chairs

Directory Listing (11/11/15 Deadline)

Aisle Carpeting

500 lbs. Material Handling

1 Booth ID Sign

For Rug Importers and Manufacturers

15 x 15 ... \$5,800

Package Includes

Wall to Wall Carpeting

8' High Back and Side Walls

1 (one) 4' Draped Table

2 (two) Chairs

Directory Listing

Aisle Carpeting

2,000 lbs. Material Handling*

1 Booth Sign

9 spot lights per booth

Included in your booth fee is 2,000 lbs. of material handling i.e.: we will move your freight from our loading dock to your booth and back to the dock at the conclusion of the show. If you choose to send more than 2,500 lbs. per booth, you will be charged for the additional freight at a rate of \$29.20 per hundred weight. Special handling of material will be charged the rate of \$38.20 per hundred weight and uncrated or pad wrapped material will be charged the rate of \$44.00 per hundred rate. Show site delivery after January 7th will be charged an additional \$18.85 per hundred weigh in addition to the rates indicated above. Overtime Inbound *rates are in addition to above. Crated or skidded \$17.90. Loose pieces or any shipments requiring Special Handling \$23.20. Uncrates or Pad Wrapped Shipment \$26.80. Please note that the maximum amount of freight that will be accepted is 6,000 lbs. per i.e.: 1 booth maximum = 6,000 lbs., 8 booth maximum = 48,000 lbs.

JANUARY 2016 NATIONAL ORIENTAL RUG SHOW
NON-MEMBER FACT SHEET

DATES OF THE SHOW:

Temporary spaces on the second floor open on Wednesday, January 13th, 2016 at 9:00 a.m., and run through and including Saturday January 16th, 2016. Temporary spaces will close at 6:00 p.m. on Saturday.

COST OF SHOW:

Second floor rental fee is \$5800 per booth plus and a \$950 registration fee.

METHOD OF BOOTH SELECTION AND ASSIGNMENT:

1. You must have a signed 2016 NORS contract and a 50% deposit for your total booth cost.
2. Your firm must complete the included pre-registration form with the Oriental Rug Importers Association (ORIA) and pay the pre-registration fee of \$950.00 by October 23rd, 2015. The pre-registration fee will be used to pay the expenses of advertising and public relations, signage, seminars, etc. for the NORS 2016 show. *The pre-registration fee is in addition to your booth rental fee.*
3. Based on the firms that have signed contracts, 50% booth deposit, and paid the ORIA pre-registration fee, Mr. Kevin Malkiewicz of Americasmart will begin assigning booth spaces the week of October 26th.

Exhibition space is limited and ORIA members will get first choice of booth spaces, any additional spaces will be offered to non-member firms on an "as available" basis and are not guaranteed. *If space is not available to your firm, your pre-registration fee and your booth deposit will be returned to you in full.*

FREIGHT ALLOWANCE: The contract with the AmericasMart provides for 2000 pounds of free freight (handling of merchandise to and from loading dock to your space) per booth space rented. Anything over 2000 pounds will be charged at a rate determined by the AMC and disclosed in their contract to you. There is a maximum freight allowance of 6,000 LBS per booth. All rugs and related products are to arrive at the show site properly packed. Acceptable packaging includes bales, pallets, shrink wrap, etc. Fern Exposition & Event Services will assess an additional labor rate of \$42.70 per 100 lbs to any shipments arriving at the show site without proper packaging.

PLEASE DO NOT SHIP MORE THAN 6,000 LBS PER BOOTH!

2016 NATIONAL ORIENTAL RUG SHOW
NON-MEMBER PRE-REGISTRATION FORM

This form and your payment of \$950 MUST be received by the ORIA no later than
Friday, October 23rd, 2015

Company Name: _____
Street Address: _____
City/State/Zip Code: _____
Telephone: _____ Fax: _____
Email: _____ Website: _____
Contact Name: _____

Merchandise to be exhibited: (If rugs, please list country of origin): _____

Our company would like to rent _____ (insert the number) booth space(s) at the 2016 NATIONAL ORIENTAL RUG SHOW on the 2nd Floor of AmericasMart Building One.

Based on the floor plan provided our first, second and third choices for location are as follows:
FIRST CHOICE: _____
SECOND CHOICE: _____
THIRD CHOICE: _____

If you wish to pay by Visa/Mastercard, please fill out the credit card authorization below and return this form along with your company check or completed credit card authorization to:

THE ORIENTAL RUG IMPORTERS ASSOCIATION
400 Tenafly Road, # 699
Tenafly, NJ 07670

CREDIT CARD AUTHORIZATION

VISA/MASTERCARD NUMBER: _____ EXP
DATE _____

CARD HOLDER SIGNATURE _____
DATE _____

I HEREBY AUTHORIZE THE ORIA TO CHARGE MY VISA/MASTERCARD \$950.00.

If you wish to pay by check, please staple your \$950.00 check made payable to THE ORIENTAL RUG IMPORTERS ASSOCIATION in this space.



A DIVISION OF AMC, INC.

**JANUARY 2016 NATIONAL ORIENTAL RUG SHOW AND THE
ATLANTA INTERNATIONAL HOME FURNISHINGS AND GIFT
MARKET**

CHECKLIST*

Before your booth space can be assigned the following **four** completed items **MUST** be included:

- **ORIA Pre Registration fee in the amount of \$950**
- **50% deposit of your total booth cost**
- **Signed 2016 Booth contract**
- **2016 NORS Pre Registration form**

Your booth space will not be assigned unless all materials are included.

If you have any questions once you have reviewed the enclosed materials, please do not hesitate to contact Lucille Laufer, Executive Director of The Oriental Rug Importers Association at (201) 866-5054 or Mr. Kevin Malkiewicz, Vice President of Area Rugs at AmericasMart ■ Atlanta at (404) 220-2437, to have them addressed. Thank you.



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Show Rules*

- **No merchandise will be allowed in aisles. Please keep your merchandise inside your assigned booth space.**
- **No Sold goods will leave floor until 6pm Saturday, January 16th, 2016.**
- **Packing early is strictly prohibited. Please don't begin packing your booth space until the close of the show on Saturday, January 16th, 2016 at 6pm.**

These rules will be strictly enforced by the onsite security staff. Thank you for your cooperation.

If you have any questions please do not hesitate to contact Lucille Laufer, Executive Director of The Oriental Rug Importers Association at (201) 866-5054 or Mr. Kevin Malkiewicz, Vice President of Area Rugs at AmericasMart ■ Atlanta at (404) 220-2437, to have them addressed. Thank you.

National Oriental Rug Show and The Atlanta International Home Furnishings and Gift Market January 13th -16th, 2016

Firm Name: _____

Contact Name: _____

Address: _____

City: _____

State: _____ **Zip:** _____

Phone: _____

Fax: _____

E-Mail Address: _____

Total Number of Booths Requested: _____

Full Price of Space Requested: \$ _____

50% Deposit Submitted: \$ _____

Balance Due: \$ _____

*****FINAL PAYMENT DUE: December 1st, 2015*****

***** Make Checks Payable to AmericasMart Real Estate LLC**

Booth Location Preferences

Please choose your booth location preferences from the enclosed floor plan:

Choice 1: _____

Booth #

Choice 2: _____

Booth #

Choice 3: _____

Booth #

If accepted, we agree to abide by show rules and regulations which appear on the reverse side of this contract. We agree to send 50% or full amount for booth space with this contract. We understand if balance is not paid by the set deadline, our agreement will be cancelled without refund, and show space will be assigned to another firm. The show owner reserves the right to reject any application. If application is not accepted, exhibit fee shall be refundable in full.

Print Name _____

Title _____

Signature _____

Exhibitor Pre-Registration

All exhibitors must wear badges at all times. List all personnel who will staff your booth. Badges will be prepared and held for pick-up at the exhibitor registration desk:

List of Personnel:

Product Classification:

- _____ Antiques/Antique Reproduction (125)
- _____ Area Rug/Handmade (101)
- _____ Area Rugs Machine Made (100)
- _____ Area Rug Pads (99)
- _____ Decorative Accessories (23)
- _____ Broadloom (115)
- _____ Pillows (67)
- _____ Upholstered Furniture (120)
- _____ Disp/Equipment/Supplies/Services(29)
- _____ Software/Computer Equipment (133)
- _____ Tapestries/Wall Décor/Hangings (86)
- _____ Other: _____

::AmericasMart Real Estate::

This application for exhibit space is hereby accepted by AmericasMart Real Estate, LLC, acting by and through it's managing agent, AMC, Inc. on this _____ day _____, 2015 by _____; Title _____ BLDG: _____ FLR _____ SF _____ AMT: \$ _____ BTH: _____

1. **Contract:** The application properly recorded by applicant (Exhibitor) shall upon written acceptance by AmericasMart Real Estate, LLC, acting by and through its managing agent, AMC, Inc. ("AMRE"), constitute a valid and binding contract. AMRE, acting by and through its managing agent, AMC, Inc. ("AMC") is the Owner of the Show ("Owner") and is authorized in connection with the administration of this contract and the operation of the Show.
2. **Assignment of Space:** After assignment, space location may not be changed, transferred or cancelled except upon written approval of Owner. The Owner reserves the right to alter the official floor plan, and/or re-assign Exhibitor's location as deemed advisable.
3. **Subletting:** Subletting or licensing of space by the Exhibitor, or use of the space not authorized by the Owner is prohibited. Exhibitor shall not exhibit or permit to be exhibited in the space allotted to it any merchandise other than that specified in the application.
4. **Exhibit Requirements:** All booth arrangements shall conform in all respects to the dimensional and height requirements as specified by Owner. Exhibitor may not erect or maintain a back wall higher than 8'. No booth may obstruct the general view or access to surrounding displays, aisles, or public space within the exhibit facilities. Exhibits must remain intact until the scheduled hour of conclusion of the Show, as such time as established by Owner. IT IS UNDERSTOOD (UNLESS OTHERWISE STATED BY THE OWNER) THAT THERE WILL BE NO SAMPLE SALES PERMITTED, VIOLATION OF THIS POLICY WILL RESULT IN EXPULSION FROM THE SHOW AND FROM ALL FUTURE SHOWS.
5. **Payment Requirements:** A 50% minimum deposit (non-refundable) is required with this application. The balance is due no later than six weeks prior to the Show. Make all checks payable to the AmericasMart Real Estate, LLC, 240 Peachtree Street, Suite 2200, Atlanta, Georgia, 30303.
6. **Rules and Regulations:** Exhibitor shall observe and abide by these terms and conditions and such other rules and regulations which Owner may adopt from time to time and of which Exhibitor has notice.
7. **Cancellation Policies:** Owner may cancel Contract without refund to Exhibitor, and may re-assign any space previously assigned to Exhibitor, upon failure of Exhibitor (i) to make payments as required hereby, (ii) to abide by these Terms and Conditions and other rules and regulations as provided above, or (iii) to claim its assigned space by 7:00 a.m. on the opening day of the Show.
8. **Liabilities:** Neither AMRE nor AMC, nor any of their agents, employees and other representatives, shall be held accountable or liable for, and the same are hereby released from, accountability for any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, resulting from theft, fire, water, accident or other cause. The applicant hereby agrees to indemnify, defend, protect, and hold harmless AMRE and AMC and their agents, employees and other representatives from and against any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses of whatever kind or nature which might result from or arise out of any action or failure to act of the applicant or any of its officers, agents, employees, invites and other representatives.
9. **Signs and Advertising:** No demonstration or solicitations shall be permitted outside of the Exhibitor's assigned space, and no signs or placards may be displayed on person or otherwise outside the exhibit space. Distribution by the Exhibitor of any printed matter, samples or other articles shall be restricted to within the confines of the Exhibitor's booth. Exhibitor shall not have or operate any display or exhibit, which, in sole discretion of the Owner is the source of objectionable noises or odors or has decorations or other aspects which are considered by the Owner as objectionable, including signs, light, and the costuming of exhibitor personnel.
10. **Directory:** Owner will list Exhibitor's firm name and space assignment in its official directory. Additional information pertaining to Exhibitor's merchandise may be included at the sole discretion of Owner. However, Owner will not be responsible for errors or omissions occurring in the printed directory, or for unintentional failure to include an exhibiting firm in the printed directory.
11. **Compliance:** The Exhibitor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of only authorized local, state, and federal governing bodies concerning fire safety and health, together with the rules and regulation of the operators and/or owners of the property wherein the show is held.
12. **Unions and Contractors:** It is further agreed that the Exhibitor will abide by and comply with rules and regulations concerning local unions having agreements with the Owner or AMC or with authorized contractors employed by the Owner or AMC.
13. **Passes:** Exhibitor and its officers, agents, employees or other representatives shall obtain passes from the Owner's registration desk and wear the pass while in the show at all times.
14. **Music:** IT is understood and agreed that the Exhibitor is solely responsible for compliance with all copyright laws respecting the performance or broadcast of live or recorded music during or in connection with the Show. The performance or broadcast of live or recorded music during or in connection with the Show is expressly prohibited unless the Exhibitor shall have provided Owner with evidence satisfactory to Owner that Exhibitor has entered into appropriate licensing agreements with all relevant licensing agencies including The American Society of Composers, Authors and Publisher (ASCAP) and Broadcast Music, Inc. (BMI) prior to any performance or broadcast. In the event the Exhibitor fails or refuses to provide such satisfactory evidence, or to terminate immediately any performance or broadcast music during or in connection with the Show, owner reserves the right to terminate this agreement, with no cost, penalty or obligation on the part of Owner, and to remove the Exhibitor from the premises. Further, the Exhibitor expressly agrees to indemnify and to hold Owner, its agents and employees, harmless from and against any and all costs, damages, judgements or expenses arising in connection with any violation, actual or alleged, by the Exhibitor, or its agents or employees, of any applicable copyrights laws or music licensing agreements.
15. By executing and returning this Agreement, the undersigned consents to receiving communications from or on behalf of AmericasMart-Atlanta via telephone, email, and/or facsimile at the telephone number(s), fax number(s), and email address(es) indicated [above] or [below] (depending on where on your form the contact information appears).

NOTICE

TO: The National Oriental Rug Show Participants

FROM: AmericasMart ■ Atlanta

Pursuant to paragraphs 5 and 7 of the Application/Contract for exhibition space for the 2016 NORs, the Atlanta Market Center Management Company has published and adopted the following rules and regulations for governing exhibitor's conduct during the exhibition.

1. No exhibitor shall exhibit or permit to be exhibited in the space allotted to him any merchandise that does not belong to the firm named in the contract for exhibit space. Assignment or "sale" of booths to third parties is strictly prohibited.
2. No demonstrations or solicitations shall be permitted outside of the exhibitor's assigned space.
3. No signs or placards may be displayed on person or otherwise outside exhibit space.
4. Distribution by the exhibitors of any printed matter, samples or other articles shall be restricted to within the confines of exhibitor's space. **Rugs and carpets shall not be stored or displayed on any surfaces outside of the confines of the exhibitor's booth.**
5. Exhibitors shall not have or operate any display or exhibit, which, in the sole discretion of The Atlanta Center Management Company, is the source of objectionable noises or odors or has decorations or other aspects which are considered by The Atlanta Market Center Management Company objectionable, including signs, lights and the costuming of personnel. **Signs, that in any way advertise or state the price of items shall be strictly forbidden.**
6. The exhibitor's name as displayed on the booth shall match and be identical with the exhibitor's name as it appears on the Application/Contract for exhibition space.
7. Show management strictly forbids the removal of rugs/products/goods/merchandise from the exhibit hall at any time during show days.

By receipt of this notice, all exhibitors recognize they will be held responsible by the Atlanta Market Center Management Company for obeying these rules and regulations, and that the security forces employed by the Atlanta Market Company are authorized to enforce compliance with the same.

Atlanta International Area Rug Market

Featuring the National Oriental Rug Show

SHOWROOMS AND TEMPORARIES: January 13 – 16, 2016

Building ①, Floor 2

