

Hub City Fest

Exhibitor Manual: Instructions & Policies



Important Date/Deadlines

Date	Time	Due
Friday, August 16, 2024	by 5 pm	Temporary Food Permits (see pg. 5)
Friday, August 16, 2024	by 5 pm	Prizes/Drawings (see pg. 6)
Friday, August 23, 2024	5:30* – 6:45 pm	Move in time (*The lot will NOT be available before this time. Please do not arrive early.)
	6:45 – 9:15 pm	No vehicles allowed in or out of exhibit space
	6:45 pm	Failure to Occupy goes into effect
	7:00 – 9:00 pm	HUB CITY FEST 2024
	9:15 pm	Move out
Monday, September 2, 2024	By 5 pm	Percentage Fee for Sales Due

About the Event

Purpose of Event

The main purpose of Hub City Fest is educational. Hub City Fest is designed to help new and current students learn about all the Hub City has to offer! At Hub City Fest, businesses, non-profits and TTU academic/ support programs can share their message and make connections with their newest potential customers, volunteers, employees, and members.

Event Date & Time

Hub City Fest will be held Friday, August 23, 2024 from 7:00 pm -9:00 pm.

Set up will begin no earlier than 5:30 pm and must be completed by 6:45 pm. Exhibitors should not make plans to leave prior to 9:15 pm.

Student Engagement will establish exhibit hours and reserves the right to make changes; however, such changes will be made as far in advance of the event as possible (Hub City Fest Agreement, Section 1a).

Each Exhibitor is required to keep at least one attendant in their booth during all exhibit hours; failure to do so may result in removal of their exhibit from the event at their expense (Hub City Fest Agreement, Section 11i).

Contact

Hub City Fest is hosted by Student Engagement. All event related questions can be directed to:

Student Engagement
ATTN: Hub City Fest
Box 45020
Lubbock, TX 79409

P: 806-834-6805
studentengagement@ttu.edu
www.hubcityfest.ttu.edu

During the event, Exhibitors can speak with event staff in teal Student Engagement shirts for assistance.

Attendees

90% of incoming Texas Tech students are from more than 70 miles outside of Lubbock. The vast majority of these students need information about Lubbock businesses and the community as a whole. Hub City Fest 2023 had more than 3,000 student attendees. Lists of attendees are not available to any exhibitor.

Exhibit Space

Assignment of Exhibit Space

Hub City Fest will be held at the R-11 Parking Lot on the Texas Tech University campus. Booth space assignments are made in the order that signed agreements are received. All agreements must be accompanied by payment in order to be considered. Agreements without payment will not be processed (Hub City Fest Agreement, Section 2).

Such assignment is made for the period of Hub City Fest only and does not imply that the same or similar space be held or offered for future exhibits. Student Engagement's decision will be final. Student Engagement reserves the right to transfer space assignments when such action is deemed to be in the best interest of the total exhibition. (Hub City Fest Agreement, Section 6)

Transfer of Exhibit Space

No exhibitor shall sublet, assign, or share its exhibit space with another company or individual. Exhibitor representatives must be employees or designated agents of the exhibiting company. Exhibitor representatives may not represent other companies other than the company contracting for the exhibit space. (Hub City Fest Agreement, Section 10)

Cancellation

If the Exhibitor can no longer attend the event, please notify Student Engagement at studentengagement@ttu.edu or 806-834-6805 as soon as possible. No refunds can be issued.

Student Engagement reserves the right to restrict exhibits, without refund, that have been falsely submitted, and to terminate an agreement if payment is not received within 5 days of

receipt of the Agreement, unless otherwise approved by TTU. (Hub City Fest Agreement, Section 2)

Student Engagement reserves the right to withdraw its acceptance of the Agreement if it determines in its sole discretion that the Exhibitor is not eligible to participate, or the Exhibitor's product or services is not eligible to be displayed at Hub City Fest. (Hub City Fest Agreement, Section 4)

In case of inclement weather, Student Engagement will contact all exhibitors via email to notify of any changes or cancellation. In the event the Exhibition is cancelled by TTU, TTU will issue a refund of payment made to Exhibitor.

Event Setup Procedures

Move In/Unloading

Exhibit move in will begin **no earlier than 5:30 PM** on Friday, August 23 and spaces must be completely set up by 6:45 PM.

For safety considerations, no vehicles will be allowed in or out of the Exhibit area between 6:45 – 9:15 pm. Please plan to have your area set up and your vehicle removed from the exhibit space no later than 6:45 PM. Vehicles may unload their product, equipment, etc. in front of their exhibit space, but quickly move to designated parking areas after unloading.

Exhibitors MUST enter campus at the 19th & Boston entrance and will use the Akron Avenue entrance to the R-11 parking lot. See map below. There is only one entrance and exit, and vehicles will circle the lot counterclockwise. When unloading, take care to park along your assigned spaces in a way that will allow others to pass by.

The green area on the map represents the HCF Exhibit Space and the yellow is for exhibitor parking.



Failure to Occupy Space

The exhibitor will forfeit any space, without refund, that is not occupied by 6:45 PM on Friday, August 23.

Move Out/Loading

Exhibitors should not begin tearing down/moving out until after 9:15 pm, or unless otherwise instructed by event staff. Exhibitors leaving prior to the conclusion of the event will forfeit all opportunities to participate in other Student Engagement events.

Exhibitors should clean all trash and debris from their assigned area prior to departure. Place all trash in the bins located throughout the exhibit area and campus.

For safety considerations, no vehicles will be allowed in the Exhibit area between 6:45 and 9:15 pm. After 9:15 pm, traffic flow will follow the same counterclockwise pattern for load out. When loading, take care to park along your assigned spaces in a way that will allow other vehicles to pass by. Additionally, attendees on foot may still occupy the space, so use extreme caution when driving through the event area.

Parking

One vehicle per Exhibitor is allowed in the Exhibit area (R-11 parking lot) for loading/unloading. Additional vehicles will not be allowed in the lot. Additional booth supplies must be walked over to the Exhibit space from the Exhibitor parking lot (R-03 lot).

Exhibitors may park up to three vehicles in the R-03 lot. Again, for safety considerations for pedestrian traffic, no vehicles will be allowed in or out of the Exhibit area (R-11 lot) between 6:45 – 9:15 pm.

Exhibit Regulations

(Hub City Fest Agreement, Sections 11 and 12)

Exhibitor Conduct

Individuals and organizations participating in the Exhibition are responsible for their own conduct and are expected to respect the rights of all members of the TTU community. Inappropriate behavior or conduct at the Exhibition that is inconsistent with the Exhibition and TTU policies will result in immediate removal from the Exhibition without refund.

Displays and Decorations

Care must be taken by the exhibitor not to deface or destroy any part of the campus buildings, grounds, and landscape. Nothing can be attached to university property, including trees, buildings, handrails, lampposts, etc. In the event of property damage caused by them, the exhibitor will be held responsible.

No displays, decorations, or equipment shall be left in any walkway or aisle space. Display signs and displays are prohibited in any of the public spaces or elsewhere on the campus grounds or buildings.

No signs or advertising devices shall be displayed outside Exhibit Space or beyond the limits of the assigned Exhibit Space as to interfere with any neighboring Exhibit.

Electronic and other apparatus must be operated so that the noise will not interfere with other exhibitors. No musical presentations are allowed, live or mechanical, without the written authorization of Student Engagement.

Materials

Promotional materials must not include any items referring to alcohol, drugs, explicit language, and/or incendiary devices.

Distribution of literature, samples, etc. in the exhibit area by businesses or groups not participating as registered exhibitors is prohibited.

Solicitations or demonstrations by exhibitors must be confined within the bounds of its respective booth(s). Exhibitor is not allowed to walk grounds to distribute literature or items of any kind outside its assigned display booth(s).

Food Samples & Distribution

Any exhibitor distributing food samples is required to comply with Texas Tech Environmental Health and Safety standards and acquire a Temporary Food Service Permit at <https://www.depts.ttu.edu/ehs/publichealth/foodeestablishment/index.php>

- **Needs Temporary Food Permit:** Any food items that require temperature control to prevent spread of foodborne illnesses (ex – pizza, chicken, bbq, other meat products).
- **Does NOT need Food Permit:** Pre-packed items (ex - bottled water, chips, snack bars), drinks (ex – coffee, tea, lemonade) or high-sweet content items (cookies, baked goods, popsicles)

If you are bringing food that requires a food permit, you must submit a Temporary Food Permit Request Form to TTU Environmental Health & Safety and provide proof of needed inspection(s) prior to the event. The Texas Department of State Health Services requires food to be prepared only in permitted or licensed establishments. Food trucks will need to provide the latest inspection report of the establishment or centralized preparation facility from the city of Lubbock Environmental Health and pass an initial inspection of the unit done by the TTU Department of Environmental Health & Safety.

Read through the 'Temporary Food Service & Special Event Guidelines' on the TTU Environmental Health and Safety website,

<https://www.depts.ttu.edu/ehs/publichealth/foodeestablishment/index.php>.

Please contact TTU Environmental Health & Safety at 806.742.3876 or safety@ttu.edu with questions.

Food Permits must be granted by TTU Environmental Health & Safety one week prior to the event by Friday, August 16 by 5 pm. Student Engagement will verify with TTU EHS.

Only Coca-Cola products are allowed. This includes bottled water. Other products are allowed as long as the branding is covered, such as with a sticker of your organization's name.

NO GLASS containers for food or drink will be allowed.

Other Policies

Electricity will not be provided at Hub City Fest. (Hub City Fest Agreement, Section 5)

Tables and chairs will not be provided at Hub City Fest. (Hub City Fest Agreement, Section 5)

Place all trash in the bins located throughout the exhibit area and campus.

Animals or pets, with the exception of ADA Service Animals, are not permitted in the exhibit area for this event.

Sales Commission/Percentage Fee

Exhibitors selling items during Hub City Fest MUST inform Student Engagement prior to the event through the "Hub City Fest Exhibition Agreement."

TTU shall be entitled to 3% of the Gross Sales at the Exhibition, but not less than \$20.

Payment of the Percentage Fee must be submitted no later than Monday, September 2, 2024 by 5 pm (10 days after the Exhibition). Payment of the Percentage Fee must be accompanied by a signed Percentage Fee Statement that includes, in reasonable detail, descriptions of items sold, gross sales, and percentage fee due. (Hub City Fest Agreement, Section 7)

Gross Sales

The term "Gross Sales" means the entire amount of the sales price, whether wholly or partly for cash, check, or credit, of all merchandise (including without limitation, gift and merchandise certificates), services, food, and all other receipts by sale, license, barter or otherwise of all business conducted at, in, or from the Exhibitor's booth or other devices at Hub City Fest. Exhibitor shall conduct its business in good faith and in such a manner that TTU will at all times receive the maximum amount of Percentage Fee from the operation of Exhibitor's business. (Hub City Fest Agreement, Section 8)

Prizes/Drawings

All Exhibitors are invited to submit prizes to be awarded during the event. Any donations will be distributed at the discretion of Student Engagement. All prizes & sponsors will be recognized on the Hub City Fest website, over the loudspeaker and on signs during the event, but no other benefits or services will be provided in return for your donation. (Hub City Fest Agreement, Section 9)

If you would like to submit prizes, please contact Student Engagement at studentengagement@ttu.edu or 806-834-6805 so that arrangements can be made. **Prizes must be surrendered to Student Engagement by 5 pm on Friday, August 9, 2024.**