



## 360AC Experience—Camp, Climb, Hike Reflection Riding Arboretum—Chattanooga, TN

**Reflection Riding  
Arboretum  
400 Garden Road  
Chattanooga, TN  
37419**

EXHIBITOR MOVE-IN	Monday, April 7	9:00 am- 12:00 pm
DAY o ACTIVITY (Optional)	Monday, April 7	12:00 pm- 6:00 pm
MORNING ACTIVITY (Optional)	Tuesday, April 8	7:30 am- 8:30 am
CLINICS	Tuesday, April 8	9:00 am- 3:00 pm
EXPERIENTIAL ACTIVITY	Tuesday, April 8	3:00 pm- 6:00 pm
MORNING ACTIVITY (Optional)	Wednesday, April 9	7:30 am- 8:30 am
CLINICS	Wednesday, April 9	9:00 am- 2:00 pm
EXHIBITOR LOAD-OUT	Wednesday, April 9	2:00 pm- 5:00 pm

**FORMAT:** We will be hosting this event at the Reflection Riding Arboretum and will promote it on the 360AC website, and with email newsletters. A listing of participating exhibitors that purchase exhibit space with their product lines will be available on the 360AC website.

**It is the responsibility of each individual exhibitor to make appointments for this event.**

**OUTDOOR EXHIBIT FEES:** Space is **\$350.00** per 10'x10'.

The exhibit area is located inside the Candy Flats Fenced Field near the Welcome Center.

**You must provide your own Pop-Up Shelter(s), Tables & Folding Chairs.**

**SET UP:** Monday, April 7th, 9:00 am to 12:00 pm.

**PARKING:** Exhibitors may park behind their Exhibit Space. General attendance parking and camping will be inside the Candy Flats Fenced field (see Site Map on next page).

**CLINICS:** Will be on a 30-minute rotating basis. Please list the product lines you'll clinic in your booth application.

**EXPERIENTIAL ACTIVITIES:** We're grouping these into **3 main activities** that multiple reps & brands can support. For example – multiple footwear brands can support Trail Running & Hiking as a group. 360AC staff will be reaching out with more details on how to sign up. Optional Experiential Activities will be happening Monday & Tuesday.

**MORNING ACTIVITIES DAY 1 & DAY 2:** These activities are designed to start each day off on a positive note. Participation by each exhibitor is optional and not mandatory, but if you want to lead one of these activities, let staff know.

**FOOD:** A FREE LUNCH will be served via Food Trucks in the Exhibit Area both days for all participants, Noon –1:00pm

**DINNER SPONSOR DAY 1:** **We are looking for a Sponsor(s) for catered dinner on Tuesday Evening April 8th. Inquire with the office on details.**

**EVENT/SHOW RULES:** Please review the DEMO/EXPERIENCE Rules so everyone will be in compliance.

**ALCOHOL:** Consumption during Event Hours is against Demo/Experience Rules.

**SECURITY:** **There will not be overnight security. Please lock any valuables in your vehicle overnight.**

**ELECTRICAL:** Is not available. If you need Electrical, come prepared with a mobile Power Supply.

**COMPANY PERSONNEL ATTENDING:** No Charge, since this event is outside.

**LODGING FACILITIES:** We have not secured hotel room blocks for this event, but all major Hotel Chains are represented 3 miles away.

**CAMPING:** Is available and FREE inside the **Candy Flats Fenced Field**. See site map. We will have **Port-o-Johns** on-site in the camping area. You may park your vehicle near your tent if you are camping. **Potable Water** is available at the Nature Center. Meals will not be provided in the evening or morning, so come prepared to cook. There are numerous restaurants nearby.

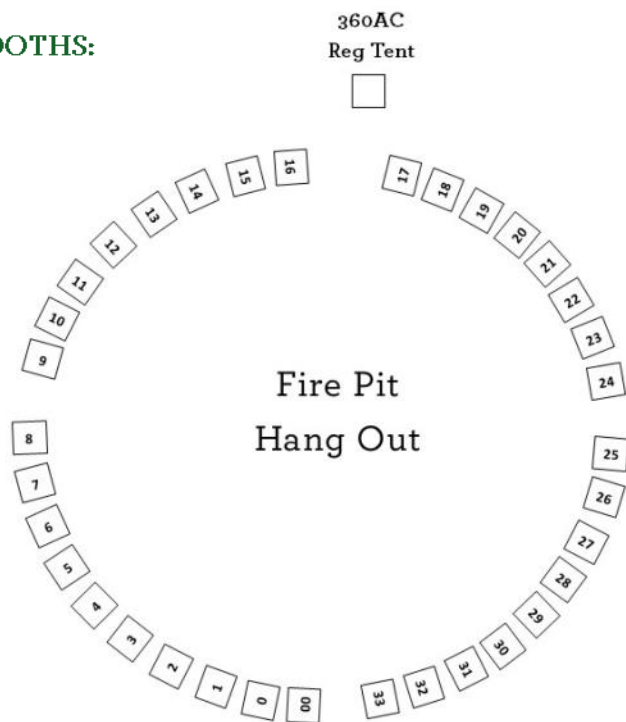


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## CANDY FLATS EXHIBIT AREA:



## BOOTHS:



**Note:** Booth size not to scale. The community circle will be tightened up some based on the number of Pop-Up Tent spaces sold.

End goal is to have an exhibit space that is easy to utilize and provides everyone equal exposure to attendees.



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**COI REQUIREMENTS**

- Retailers must sign a waiver upon arrival
- **Exhibitors must provide proof of insurance by their vendor naming “360 Adventure Collective” as the additional insured for general liability**

Additionally insured with limits of not less than **\$1,000,000**

**Additional Insured:**

360 Adventure Collective

Contact: Stacey Gellert

1011 Tunnel Road Suite 200 Asheville, NC 28805

828-252-7956

**Location:**

Reflection Riding Arboretum and Nature Center

400 Garden Road

Chattanooga, TN 37419

423-605-6590

COI's can be sent to Stacey Gellert [staceyg@360adventurecollective.org](mailto:staceyg@360adventurecollective.org)