



**THE CHEROKEE**  
HARRAH'S CHEROKEE RESORT

# Exhibitor Information Packet



The following information has been provided to assist you in understanding Harrah's Cherokee Resort Casino policies and procedures for exhibitors in our Cherokee Conference Center & Exhibit Hall. We hope that you will take a moment to read this over to ensure that your event is a successful one. We appreciate your business and hope you will return again and again.

1. No firearms are allowed in our facility
2. Additional charges may apply for electricity. All requests for service must be submitted to the Catering/Convention Services Department in writing and accompanied by payment, a minimum of two weeks prior to the event. Please see attached electrical order form.
3. No shipping packages will be received earlier than three days prior to the event. All packages must be addressed to:

#### CONVENTION PACKAGE CENTER

All shipments need to go to:

Harrah's Cherokee Casino Resort  
Attn: Deiah Haddock, Catering Services Manager  
Recipient Name (GUEST)  
(Include convention/Event Name)  
777 Casino Drive  
Cherokee, NC 28719

All packages received for the group (individual attendees/vendors) will be subject to the current shipping/handling charges.

*Package must note the convention event* and be marked with "Sample" or "Demo", regardless of whether the materials are brochures or promotional items. All shipping orders will be returned to sender if they arrive any sooner or are improperly labeled.

4. All return shipments must be clearly labeled, and you must reference your shipper account numbers on the package. You can drop them off at the UPS Store located in the Cherokee Tower lobby or pay the \$10 fee to have your items picked-up from the convention space and delivered to the warehouse. It is best if you bring your own labels with you, as they will already have your account number on them. If you are going to issue a call tag, please inform the convention sales office prior to calling.
5. Harrah's Cherokee Resort Casino & Convention Center is not liable for any lost or damaged shipping packages prior to arrival or after departure from the facility.

6. All shipped packages will be held in a secure area and will be signed in and out by the exhibitor's pre-selected representative.
7. All exhibitors are responsible for securing their own materials during the show and during "down times".
8. No adhesive is to be used on the Conference Center walls, and confetti is not allowed in the Conference Center. (3M Command Strips are acceptable).

### **Load-In and Load-Out Procedures**

**Cherokee Conference Center** – All exhibitors bringing equipment or materials associated with a convention event should enter the Conference Center area through the loading docks on level one of the Cherokee Convention Center parking garage. From the loading docks guests will need to take the guest elevators or freight elevator to level three where the Cherokee Convention Center meetings rooms are located. The maximum weight limit on the guest elevators is 5000 lbs, the door dimensions are 4' wide X 8' high and the elevator dimensions are 5' 9 1/2" wide X 8' 8 1/4" deep X 9' 3 3/4" tall. If items are too large for the guest elevators, the freight elevator can be utilized with prior approval by Harrah's Cherokee Resort Casino staff. Freight elevator door dimensions are 7' 8" wide x 10' high, the elevator measures 7' 8" wide X 11' 6" deep X 10' tall, and the maximum weight is 8000 lbs. Exhibitors may also enter level three of the convention center directly by taking the guest elevators in the Cherokee Convention Center parking garage to level five. For Exhibitor load-in only, level five of the parking garage leads directly into level three of the Convention Center. Please do not block any entrance doors to unload or load. Please note this is not a guest entrance; Exhibitor load-in only.

**Cherokee Exhibit Hall** – All exhibitors bringing equipment or materials associated with a convention event should enter the Exhibit Hall area through the loading docks on level one of the Cherokee Convention Center parking garage. The loading docks on level one of the parking garage will lead directly into the Cherokee Exhibit Hall. Vehicles can be parked at this location for unloading and loading but should be moved as soon as possible. Harrah's Cherokee Casino Resort Staff should be notified of any item that is too large to load in through the standard loading docks prior to arrival of the item. A load-in and/or load-out of such items must be arranged at a separate loading dock, also located on level one of the Cherokee Convention Center parking garage. All vehicles being displayed in the exhibit hall must load-in from this location. Vehicle load-ins must be arranged through your Convention Services Manager at least two weeks prior to arrival.

The Catering/Convention Services Department will need a list of all participating exhibitors and the name of the person acting as the companies' representative. This list should be submitted at least two weeks prior to event. Depending on the number of exhibitors, it may become necessary to designate load-in and load-out times. If we deem this necessary, the convention sales office will contact the "event coordinator" with a time schedule.

All designated company representatives must provide a photo ID to sign out any shipped packages from our secured staging area.