



SOUTHERN Christmas SHOW

THE PARK EXPO
AND CONFERENCE CENTER

PREVIEW NIGHT, NOVEMBER 9
NOVEMBER 10-20, 2011



www.SouthernChristmasShow.com

Exhibitor Kit



WELCOME

Thank you for planning to be part of the 44th annual Southern Christmas Show in Charlotte.

We're looking forward to a great event. If there is anything you do not understand or any information you need that's not included here, do not hesitate to contact us.

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CHARLOTTE OFFICE INFORMATION

810 Baxter Street | Charlotte, NC 28202
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CHECKLIST

ITEM	DATE COMPLETED & MAILED
Final payment on exhibit space by September 11, 2011	_____
Electrical / Telephone / Reserved Parking ordered through The Park Expo & Conference Center	_____
North Carolina License obtained and number sent to Show Management	_____
Exhibit staff arranged and trained	_____
Promotional Materials/Tickets ordered from Southern Shows, Inc.	_____
Postcards ordered (<i>Deadline August 31, 2011</i>)	_____
Web Site created	_____
Exhibitor Insurance Completed	_____
Competition/Stage Forms returned to Southern Shows, Inc.	_____
Advertising placed in the Show Program through The Charlotte Observer	_____
Decorating requirements ordered through the show decorator	_____
Hotel reservations made	_____
Travel arrangements made	_____
Shipping handled	_____



GENERAL INFORMATION

SHOW LOCATION:

The Park Expo and Conference Center
2500 E. Independence Blvd.
Charlotte, NC 28205
704.333.7709

SHOW DAYS & HOURS:

Preview Night: Wednesday, November 9: 5:30pm to 9:30pm

Show Dates:

Thursday, November 10 to Sunday, November 20

Sundays, Monday and Tuesday: 10am to 6pm

All other days: 10am to 9pm

NOTE: Due to the large number of show guests who arrive before 10am, the show often opens 10 to 15 minutes early.

PUBLIC SHOW ADMISSION:

Preview Night:

Adults \$15 in Advance; \$17 at the Door

Youth 6-12 \$3.00

Under 6 FREE with Paying Adult

Show Admission:

Adults \$9 at the Door

Advance Tickets \$7.50 Harris Teeter *(With Your VIC Card)*

Youth 6-12 \$3.00

Under 6 FREE with Paying Adult

EXHIBITOR DOCUMENTS ONLINE:

The following documents are available online at
www.SouthernShows.com

- Exhibitor Kit
- Decorator forms
- Forms for electrical, telephone, internet and other utilities
- Information for creating your exhibitor website
- Show floorplan

MOVE-IN SCHEDULE:

All exhibits must be set up and fully operational by Wednesday, November 9 at 2pm. Olde Towne Shops and Room Designers ONLY beginning Sunday, November 6 from 8am to 9pm. All other exhibitors begin Monday, November 7 from 8am to 9pm, Tuesday, November 8 from 8am to 9pm, and Wednesday, November 9 from 8am to 2pm.

MOVE-OUT SCHEDULE:

Move out or dismantling is not allowed before 6pm Sunday, November 20.

Sunday, November 20 from 6pm to 11pm, Monday, November 21 from 8am to noon for Liberty Hall. All tent exhibitors in Liberty Hall must be moved out Sunday November 20 by 11pm. All exhibitors must be clear from Liberty Hall by 12 Noon on Monday, November 21. All other exhibitors from 8am to 3pm. All products must be removed from the buildings by 3pm Monday, November 21.

EXHIBITOR BADGES AND CREDENTIALS:

Each exhibitor will receive badges to allow their staff to work their space at the show. In addition, each exhibitor will receive complimentary tickets that can be used for additional staff, customers, friends and family or as promotional incentives. Details are found on page 9.

EXHIBITOR GUEST TICKETS:

Additional guest tickets are available on consignment at \$5.00 each. Unused tickets may be returned for credit by 6pm on Sunday, November 20. Tickets admit one person one time only. Exhibitor Tickets are not for resale.

EXHIBITOR PARKING:

All parking is controlled by The Park Expo and Conference Center. Exhibitor parking is located in the lot across Old Briarcreek Road. A permit allows exhibitors to park for \$4.00 per day. Parking in the main lot is \$6.00. Parking permits are available at the Show Office during move-in. Exhibitors receive two parking passes per 100 square feet of exhibit space. Exhibitors restocking from vehicles have first come, first serve access to parking adjacent to buildings. Reserved parking is a flat rate of \$100 per space for the duration of the show. Trailer parking in the exhibitor lot is a \$50 flat fee for the duration of the show. Space numbers are assigned and monitored daily. To reserve a parking space, contact Barbara Drye at The Park at 704.333.7709 ext. 3341.

FLOOR COVERING/DRAPE:

All exhibits must have floor covering over entire leased space. Drapes in Independence Hall are red 8' backdrops and 3' sidedrops. Liberty and Freedom Halls have green 8' backdrops and 3' sidedrops. Backdrops may be covered with your own material or background.

SHOW OFFICE AND EXHIBITOR ENTRANCE:

The Show Office is located in the main lobby between the three buildings. The Exhibitor Entrance is at the glass doors between the three buildings. Badges and information may be obtained at the Show Office. During move-in and show days, the Show Office will open at 8am.



TAXES/LICENSE:

All exhibitors making sales at the show are required to have a NC Retail Sales License and pay a North Carolina and Mecklenburg County combined rate of 7.25%. Do not apply if you have an active number.

If you do not have a North Carolina Sales and Use license, you will need to need to obtain one. To obtain a North Carolina Sales and Use Tax number, please visit the North Carolina Department of Revenue web site at <http://www.dornc.com/business/index.html>.

- The necessary form to complete is the NC-BR. This form can be completed either by registering on-line or completing the web fill-in version of the form.
- Most applicants registering electronically will receive their account number instantly.
- Answers regarding questions about the Sales and Use Tax License can also be found at the North Carolina Department of Revenue web site: <http://www.dornc.com/faq/sales.html>
- Once NC Retail Sales License is obtained please complete the Required Sales and Use License Number form.

Most property is subject to the North Carolina sales tax rate of 4.75% State and 2.5% Mecklenburg County rate of tax for a combined 7.25%.

AISLE SPACE:

Aisle space may not be used for exhibit purposes or for the general solicitation of business.

NOISE:

The operation of equipment, microphones, musical instruments, radios, audio/visual equipment, public address systems, or any noise-making machines or equipment is prohibited unless specific permission is granted by Show Management.

SECURITY:

Guard service begins Sunday, November 6, at 6pm and continues until 12 Noon Monday, November 21.

FIREPROOFING:

All exhibits must conform to the Fire Inspector's regulations. Exhibit equipment must be flameproof. Open flames and flammable liquids and gases are subject to special regulations. Straw, hay, pine needles and/or similar material may not be used in or on display or decorations. Contact Show Management if you want to burn candles, plan to cook or have questions regarding regulations. Food preparation that produces grease laden vapors, or cooking in grease, is not permitted. Any exhibitor who operates cooking equipment will provide an extinguisher, minimum 5 pound A.B.C.

INSURANCE:

Show Management has general liability insurance. Insurance does not cover exhibit contents, visitors within the confines of exhibitor's leased space or exhibitor's personnel.

OFFICIAL SHOW DECORATOR:

Southern Exhibition Services (SES)
2101 Tobacco Road
Durham, NC 27704
919.687.4970
800.882.7469
fax: 919.683.3107
www.southern-exhibition.com
email: info@southern-exhibition.com

Decorator service forms for exhibit furniture, carpet, signs, and exhibit cleaning are available. All orders must be submitted in writing.

MAINTENANCE:

Nightly exhibit cleaning service is available, for a fee, from the Show Decorator. Show Management provides only general show and aisle cleaning.

SHIPPING, HANDLING, AND PACKAGES:

Exhibitors may use their own transport vehicles and labor for move-in, exhibit set-up, and move-out. Shipments/Packages should always be labeled as follows:

Your Name
Your Company Name
Southern Christmas Show
Exhibit Space Number
The Park (formerly Charlotte Merchandise Mart)
2500 East Independence Blvd.
Charlotte, NC 28205

Shipments on pallets or requiring a forklift will be referred to the exhibitor or, if the exhibitor is not present, referred to the Show Decorator, Southern Exhibition Services (SES), unloaded and delivered to your space. You will be billed for handling charges at standard rates (please refer to the Decorator Kit for pricing). As a courtesy, Show Management will accept packages via U.S. Postal Service, Federal Express, UPS, Airborne Express, etc. during move-in and show hours. Exhibitors should pick up packages at the Freight Room located on the left side of the front lobby of Independence Hall (behind package check). The Freight Room is open every day from 11am until 1pm. If a package is accepted for an exhibitor, that package must be picked up that day. Any packages not picked up between 11am and 1pm will be delivered to your exhibit the next morning for a \$10 charge. A shipment made C.O.D. will require the exhibitor to be present for acceptance.

**ELECTRICAL:**

Late orders cost more! *(If you require electricity, you must request it no matter how simple your electrical needs.)* The order must be sent, with payment, directly to The Park. Consider the following when completing your order form: Cash register only, you'll need 0-20 amps (minimum); engraving tools, 0-20 amps; sewing machines, 21-30 amps; floodlights or regular bulbs, look on bulbs to see wattage noted (21-30 amps per two floods).

TELEPHONE/INTERNET ACCESS:

Late orders cost more! Order Form must be sent, with payment, directly to The Park.

ADVERTISING/PROMOTIONS:

Exhibitors can significantly increase traffic to their exhibit by taking advantage of one or more of our promotional opportunities. See the listing and details in this Exhibitor Kit.

FOOD SERVICES:

The Park has an exclusive food service contractor. No food may be brought in or delivered to The Park with the exception of previously approved products. Commission is required on all food items sold with intent of consumption by show patrons while attending the event. Please contact Christine Cipriano at 704.494.7565 or 1.800.849.0248 ext. 147 with specific food policy questions.

THE PARK RV PARKING:

RV Parking is available at The Park. RV parking is located in the lot across Old Briarcreek Road and behind Liberty Hall. The fee is \$15.00 per night. This charge includes an electrical and a water hook up. RV Owners are responsible for contacting the waste disposable company. The Facility Order includes a place to reserve a RV space.



EXHIBITOR'S GUIDE TO BETTER SHOW PARTICIPATION

Planning is Essential to Your Success!

Questions? Don't hesitate to call 704.376.6594 or 800.849.0248

BEFORE THE SHOW:

Plan on paper. How much inventory will you need? What does your exhibit look like? No part of your exhibit can extend beyond the parameters of your space. Measure tables, chairs, shelves and other fixtures. How will you staff the exhibit? Decide where you need electrical or other utilities for lamps, videos, cash registers, sinks, etc. Planning saves time during move-in!

EXHIBIT APPEARANCE:

Project a good image! Floor covering is required. Tables should be draped top to floor, boxes hidden from view, stock carefully placed. Be creative -- flowers, horticulture, or Christmas decorations bring dead space to life. Make your space inviting and don't barricade yourself in! Change the appearance of your exhibit each year, as nothing hurts more than guests looking at you and saying, "Oh Yes! Same as last year!"
Drapes: Liberty Hall - Green 8' backdrops and 8' sidedrops.
Independence Hall - Red 8' backdrops and 3' sidedrops.
Freedom Hall - Green 8' backdrops and 3' sidedrops.

EXHIBIT GRADING CRITERIA:

All exhibits and features are graded. Grades range from "A" to "F." Judging is based on how products are displayed in the leased space, accessibility to public, involvement of public, and customer responsiveness to exhibitors. The actual product is not judged. Grades are available at the Show Office beginning Saturday, November 13. Exhibitors receiving an "F" will not be invited to participate in future shows. Those receiving a "D" lose priority consideration for future shows. The following is the criteria used by the judges:

Exhibit Grading Criteria:

Each exhibit starts off with 100 points. Maximum points an exhibit can receive are 110 points.

GRADES:

A	91+	C	71 – 80	F	60 or less
B	81 – 90	D	61 – 70		

INVENTORY:

Your company is required to be present all 12 days. In 2010, the show had over 100,000 guests. How much product will you sell at the show? If you sell out, be prepared to take orders at the show.

EXHIBIT DEMOS:

Activity attracts customers. We encourage you to demonstrate what you do or sell. Help people remember you, when appropriate, offer samples of your products.

DRAWINGS OR PRIZES:

Generate new business leads. Winners of major drawings will be announced. Lotteries are not permitted. Prizes that visitors register for at the show must be given at the show.

ADVERTISE:

Advertise your special show prices and products in advance. And make them "show only" prices. Introduce a new product at the show and publicize that you have it. Send postcards (*available through Southern Shows, Inc. for free!*) to your customers and prospects.

FORMS AND FINAL PAYMENTS:

Have you sent your orders in advance? Are you sending them to the correct place? Call Christine Cipriano at 704.376.6594 if you have any questions.

TIMES AND SCHEDULES:

Check move-in, event, and move-out dates and times.

DURING MOVE-IN AND AT THE SHOW:

Set up Early! Murphy's Law prevails at shows. Count on a delay. If you finish early you can relax before the real work begins!

NON- DISPLAY ITEMS WE RECOMMEND YOU BRING ARE:

- Handtruck
- Broom - sweeping out at night
- Extension Cord - power may not be exactly where you need it
- Power strip - if you need to plug in more than one or two things.
- Tool kit - something is sure to break.
- Extra light bulbs - if you have lighting in your exhibit.
- Tape - for packing up



IF YOU ARE SHIPPING MERCHANDISE:

- Package your merchandise carefully.
- Mark all packages clearly with the full and correct shipping information. (See General Information on page 5)
- Know your carrier (*i.e. Federal Express, UPS, etc.*) and have the tracking number and appropriate shipping information. In the event of an undelivered package, this information is essential.
- Ask the carrier when you can expect your merchandise delivered.
- Verify the number of packages received.

CHECK EVERYTHING:

Do you have the electrical, furniture and floor covering you requested? Mart Services (electrical, water, telephone, parking) and Southern Exhibition Services (SES)

(furniture, decorating, signs and drayage) have service desks set up during move-in.

PERSONNEL:

Look happy! People love pleasant faces! Don't read or get engrossed in heavy conversations with co-workers or

exhibitors around you. Customers won't disturb someone happily engrossed in other activities. Never leave your exhibit unattended.

Give exhibit personnel adequate instructions:

- Directions to the show and where the Exhibitor Entrance is located.
- Where to park. (*Hand out parking passes ahead of time.*)
- Where to pick up badges.
- Name of building, exhibit name, number and location within the building.
- Emergency telephone numbers and names.
- A floor plan showing your space location.

DRESS IN COSTUME:

Dress appropriately for your business. Guests are at the show to shop and have fun. Offer service, advice, a friendly face. People always return to places they felt welcome.

MESSAGES:

Check with the Show Office (*located in the Main Lobby*) regularly for telephone messages.

CREATE YOUR FREE WEBPAGE AND COUPON

One of the benefits of exhibiting in a Southern Shows, Inc. event is the ability to promote your company through a free webpage tied to your listing on the show website. Along with your promotional page, you can also create a coupon to help attract show guests to your exhibit.

Your page should be designed to let show guests know what you will be doing at the show, should encourage them to look for you there, and should help them to easily find you after the show is over. This page, which you set up and control, can include:

- Your logo
- Photos of your product
- A description of your company and products
- A coupon to attract show guests to your exhibit
- Your website address

Shortly after you receive your exhibit space confirmation, you will receive an email letting you know your company has been posted to the show website. The email will provide you with instructions for setting up your page. If you have already established a webpage, it will encourage you to make sure it is up to date.

Once you create your webpage, it is yours to control and update as needed. There are several important things to know about your webpage:

- It is tied to the email address that you included on your application.
- Your page, and any coupon attached to it, will post to the websites of all the Southern Shows Inc. events that you are contracted for. Therefore, if you're in more than one show, you'll want to make sure the content (and coupon if you create one) applies to all shows. Or you will want to update it before each show.
- Even if you're only participating in one event each year, your website will re-post the next time you participate in that show. Therefore, you'll want to make sure the information is correct for the following year.

EXHIBITOR CREDENTIALS

Each exhibitor will receive badges to allow their staff to work their space at the show. In addition, each exhibitor will receive complimentary tickets that can be used for additional staff, customers, friends and family, or promotional incentives.

EXHIBITORS PURCHASING 100 SQUARE FEET RECEIVE:

- 8 badges
- 5 complimentary tickets

EXHIBITORS PURCHASING 200 SQUARE FEET RECEIVE:

- 12 badges
- 10 complimentary tickets

EXHIBITORS PURCHASING 300 OR MORE SQUARE FEET RECEIVE:

- 12 badges for the first 200 square feet and 2 badges for every additional 100 square feet
- 5 complimentary tickets for every 100 square feet

RULES FOR BADGE USE:

- Exhibitor badges may be picked up at the show office. The individual picking up the badge(s) must sign for them.
- Each exhibitor badge gains admission for one exhibit personnel.
- All exhibit personnel **MUST** wear a badge while on the show floor.
- When leaving the show, exhibit personnel may return their badge to the show office for it to be used again that day or another day.
- Lost or forgotten badges will not be replaced. Additional badges may be purchased for \$15.
- Badges may only be used by individuals working in the exhibit.
- Only exhibit personnel wearing badges are allowed to enter exhibitor entrances.



PROMOTIONAL OPPORTUNITIES

List your company online, personalize and mail out our color postcards to your customers, buy exhibitor guest tickets to give as an incentive to your special customers.

All available through Southern Shows, Inc.

Forms to apply for participation in one or all of the programs listed below can be found online.

PERSONALIZED POSTCARDS:

Provided free for your distribution! Exhibitors can personalize and mail to their customers the same postcard that the Southern Christmas Show uses to mail to our database. And we provide the piece FREE of charge!

WEBSITE OPPORTUNITIES:

Create your own webpage promoting your participation in the show. It's simple to do and can include your logo, photographs and any copy you would like to include. And best of all, it's included in the cost of your exhibit.

AT-SHOW:

Enhance your presence and sales at the show in two ways:

Show Competitions

It's free to enter and the entrants receive complimentary show tickets. Gain additional exposure by entering one of the show competitions.

- Christmas Tree Lane (Trees Provided)
- Decorated Wreath
- Decorated Mantel (Mantel Provided)
- Decorated Door (Door Provided)

Demonstrate on Stage

Do you have Christmas-oriented craft or entertainment expertise you would like to share with an audience? Show off your talents on the Entertainment Stage in Liberty Hall.

SPECIAL SECTION ADVERTISING:

Advertise in the Official Show Program. The Show Program is published as a special section insert in The Charlotte Observer's full circulation on Wednesday, November 9 with an overrun of 35,000 additional copies available at the show.

SHOW LOGO:

Use the Southern Christmas Show Logo in your advertising and mailings to let people know you'll be at the show. The Show Logo is available for download online or a hard copy can be provided. Contact Christine Cipriano at 704.494.7565 or 1.800.849.0248 ext.147 or email ccipriano@southernshows.com for more information.

ADVANCE SALE TICKETS:

Become a retail outlet for ticket sales. The advance sale tickets would come to you on consignment at the rate of \$7.50 which you would sell for the \$8.00 advance rate. For more information on this program, please call Christine Cipriano at (704) 376-6594 or 800-849-0248.



OFFICIAL SHOW PROGRAM

Publishes Wednesday November 9th.
Advertising Deadline Friday, October, 7th.

Produced by:

The Charlotte Observer
charlotteobserver.com

REACH OVER 505,797 ADULTS

The Park Expo & Conference Center (*formerly the Charlotte Merchandise Mart*) will be decorated with scores of shoppers for the Southern Christmas Show, November 10-20. Last year's attendance was more than 100,000. Share in the excitement! Advertise in the official Southern Christmas Show program, publishing in The Charlotte Observer on Wednesday, November 9. Advertising is a great way to sell your products before, during and after the show. Consider the benefits of advertising:

Wide readership

As part of The Charlotte Observer, this section will reach over 505,797* adults. 35,000 additional copies will be available at the show to be used as the Show Program

Intense publicity

Promotional advertising in The Charlotte Observer will build awareness of the event. The public will be eager to read the program.

Ready-to-buy audience

The Charlotte Observer readers are ready to begin their holiday shopping and they can afford to buy! Surveys show that 62% of Southern Christmas Show visitors are from households with incomes of \$49,000 and above. The 2007 show generated over \$22 million in sales - with an average of \$294 spent by every visitor to the show. Exhibitors with special offers in their ads enjoy great success.

Reserve space now. Your Charlotte Observer sales representative
has details about show rates and availability.

*Call today or contact Dawn Gibson at
dgibson@charlotteobserver.com or 704.358.5304.*

* 2009 Scarborough RI (Charlotte DMA Adults)



RULES & REGULATIONS

Exhibitors shall be bound by the Rules and Regulations set forth herein, and by such amendments or additional rules and regulations which may be established by Show Management. References to 'Show Management' herein shall be deemed to include the Show, Show Sponsors, Endorsers, the facility, and duly authorized representatives, agents or employees of the foregoing.

1. PHYSICAL LIMITATIONS

Standard exhibits (one or more spaces in a straight line) will be confined to a maximum 8 ft in the rear half of the space, and a maximum of 4 ft in the front half of the space. If an exhibitor has three or more exhibit spaces in a line, the center space(s) (ones not adjoining other exhibitors) may extend 8 ft high to the front of the exhibit.

Peninsula exhibits (four or more spaces back to back with aisles on three sides) may be 8 ft high only in the center 10 ft off backline. All display fixtures and product must be configured to avoid blocking the sightline to adjoining exhibits.

Island exhibits (four or more exhibit spaces with aisles on all four sides). No height restriction. Pre-approved banners may be hung from the ceiling, over the exhibitor's space, in most buildings. Contact Show Management for size banners permitted, and cost to hang banners.

Exceptions to these rules may be granted by Show Management.

2. FLOOR COVERING

All exposed floor areas within the exhibit must be covered with carpet or appropriate floor covering.

3. DECORATIONS

Materials and decorations used in exhibits must be flame resistant. Electrical wiring and equipment must conform with National Electrical Code Safety Rules.

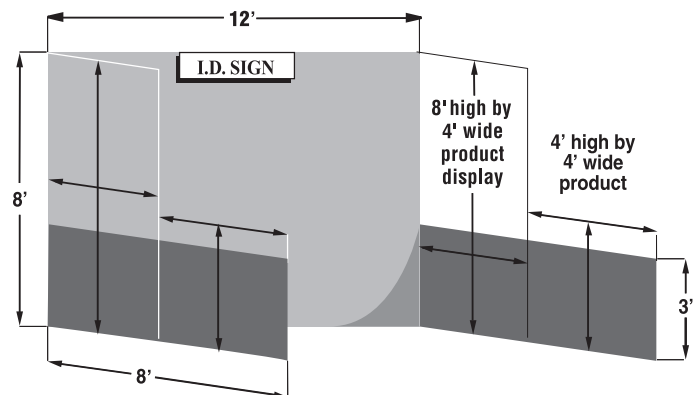
If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.

4. UNFINISHED EXHIBITS

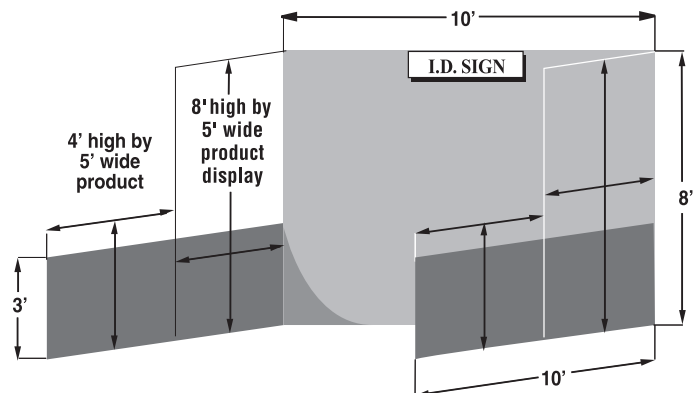
Displays adjoining other exhibits, or exposed to the aisles, must be finished out in a manner that is attractive when viewed by show guests and adjoining exhibitors.

5. EXHIBIT APPEARANCE

Exhibits must be kept in good order during all hours the show is open to the public. Show Management reserves the right to approve the character and content of all exhibits, as well as the right to remove product or decorations that do not meet approval.



TYPICAL 8'X12' EXHIBIT SPACE



TYPICAL 10'X10' EXHIBIT SPACE

6. BANNERS/SIGNS/WORDING OF SIGNS

All signs must be professional, of appropriate size and nature, and displayed within the limits of the leased exhibit space. The use of plastic or oilcloth banners is discouraged. Show Management reserves the right to remove any sign deemed unacceptable, and will not approve signs such as the following: Truckload Sale; Going Out of Business; Wholesale Prices. **Note:** Only island exhibits may hang pre-approved overhead signs and banners.

7. PLAYING MUSIC

Music licensing agencies have the right to impose fines for unauthorized playing of licensed music. Show Management will not be responsible for, nor assume legal costs or penalties, for exhibitors using licensed music without approval.



8. STAFFING

Exhibit areas, with the exception of pre-approved static features, must be staffed throughout show hours.

9. USE OF EXHIBIT SPACE

Demonstrations, sales, solicitations, and use of circulars or promotional materials must be kept within the exhibitor's assigned space.

Exhibitors may not conduct or solicit business beyond the confines of their exhibit.

Mascots and costumed company representatives must remain within the confines of the leased exhibit space, unless 'roaming' has been approved by Show Management.

Materials promoting other events, as well as products and/or materials not related to the exhibiting company, are prohibited.

Advertising, circulars, catalogues, folders, or devices shall not be distributed or placed in the aisles, registration areas, or other public show areas.

Any activity that results in obstruction of aisles, or nearby exhibitor's space will be suspended until congestion problem is solved.

10. SOLICITATION

Exhibitors are prohibited from soliciting other exhibitors, except from within their own assigned exhibit space. Non-exhibiting firms or organizations are not permitted to solicit business within the show.

11. NOISE

Exhibits which include the operation of equipment, musical instruments, radios, A/V equipment, public address systems, or any noise-making machines must be arranged inside the space, so that resulting noise does not disturb adjacent exhibitors and their patrons.

Use of microphones must be approved by Show Management.

12. FOOD

The sale, sampling or distribution of food or beverages for consumption on the premises must be approved by Show Management. Check with Show Management about specific facility and health department rules and costs in each city.

13. PRIZES, LOTTERIES AND RAFFLES

Winners of contests promoted at the show must be selected at the show, and winner's names provided to Show Management.

Any advertising or promotion which involves attracting show guests to an exhibitor's location by any inducement which might be construed as a lottery, is strictly prohibited. Drawings or contests must comply with local, state and national

guidelines. Every exhibitor is charged with knowledge of national, state, and local laws governing games of chance, lotteries, raffles and the like.

14. FIRE, HEALTH REGULATIONS

Exhibitors are charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, customs, and public safety, while participating in any exhibition (show) produced by Southern Shows, Inc. Compliance with such laws is mandatory, and the sole responsibility of the exhibitor. If you are unsure of or unfamiliar with local laws, please request copy of same from Show Management.

15. DAMAGE TO FACILITIES

Exhibitor will be charged for any building and/or grounds damage caused by exhibitor, exhibit personnel, or sub-contractors of the exhibitor. Additionally, exhibitor will be charged for removal of paint, oil, grease, adhesive tapes, floor abrasives, or for excessive debris left in the exhibitor's space.

16. MATERIAL LEFT AT SHOW

Exhibitor agrees that Show Management, without incurring any liability for damage or loss, has the right to dismantle and pack property that has not been removed prior to established move-out day and time. Such dismantling and packing will be at the sole expense of the exhibitor. Exhibitor agrees, with respect to any exhibit material or property of the exhibitor for which shipping arrangements have not been made, that Show Management shall have the right and authority to clear such property from the exhibition premises, designate carrier(s) for its return, send it to public or private storage, or otherwise dispose of it, without incurring any liability therefore. Cost of such removal, return, storage, and other disposition shall be charged to and paid by the exhibitor.

17. USE OF SHOW GUEST REGISTRATIONS

Any names or data collected by an exhibitor as the result of a drawing, contest, or any other activity conducted at the show may be used only by that exhibitor and only for purposes relating to products demonstrated, sold or promoted at the show. An exhibitor accepting space in the show specifically agrees not to sell or give away any of the names collected at the show to any other individual or organization.

18. ASSIGNMENT OF SPACE

Space assignment is made in keeping with exhibitor's request, when feasible. Final determination of space assignment is made by Show Management, and assignments may be made or changed at any time when, as determined by Show Management, such change is in the best interest of the show.



19. CANCELLATION POLICY

All cancellations must be in writing. Facsimiles and emails are acceptable written forms. Cancellations received six months prior to the show date will be refunded the full amount paid at the time of cancellation, less a \$100 cancellation fee. Cancellations received between three and six months prior to the show date will be refunded any sum paid over the required 50% deposit. Cancellations received at any time during the three months prior to the show date will receive no refund.

Failure to setup within specified move-in times will result in forfeiture of exhibit space and all monies paid to date. Exhibit space can be reassigned at Show Management's discretion. Exceptions are cancellations that occur within 48 hours of space request and confirmation. Space reserved and cancelled within a 48-hour period will receive full refund of monies received, with no cancellation fee.

20. TERMINATION OF SHOW OR CONTRACT

Show Management reserves the right to terminate the show if use or occupancy of the show premises is, or will be, materially interfered with by reason of fire, casualty, strike, embargo, injunction, act of war, act of God, unanticipated construction making the building unsuitable for occupancy, any other emergency, or any other act or event not the fault of Show Management during any period of time the availability of the said premises is critical to successful production of the show. It is expressly agreed that such a termination shall not constitute a breach of the contract. Should any contingency interrupt or prevent the holding of the show, Show Management will return such portion of the amount paid for space as may be determined to be equitable by Show Management after deduction of such amounts as may be necessary to cover expenses related to termination, including a reserve for claims in connection with the show.

If for any reason Show Management determines the location of the show should be changed, or the dates of the show postponed, no refunds will be made, but Show Management shall assign to the exhibitor, in lieu of the original space, such other space as Show Management deems appropriate, and the exhibitor agrees to use such space under the same Rules and Regulations.

The show and/or Show Management shall not be financially liable, or otherwise obligated in the event the show is canceled, postponed, or relocated, except as provided herein. Show Management reserves the right to cancel the contract without further obligation at any time prior to Show opening by rescinding all future obligations under the contract. Show Management may cancel the contract for cause if (a) exhibitor has failed to pay the total space rental 60 days

prior to show opening; (b) exhibitor fails to perform any material term or condition of the contract; or (c) exhibitor refuses to abide by all rules and regulations established by Show Management for the show.

21. TRANSFER OR SUB-LEASING SPACE PROVIDED

Exhibitors shall neither assign or sublet all or any part of the space rented without the permission of Show Management, and Show Management shall be under no obligation to grant such permission.

22. PRODUCTS AND SERVICES DISPLAYED AND SOLD MUST BE ACCORDING TO CONTRACT

Exhibitor may not exhibit or sell, in the space assigned, any goods or services other than those specified on the Exhibit Space Application (or approved in writing as an addendum to the contract by Show Management). Additionally, exhibitor may not exhibit in the space, or permit to be exhibited therein, displays or advertising materials of any sort bearing the name or form of advertising other than that of exhibiting company or approved sponsor.

23. ILLEGAL MERCHANDISE

Merchandise or services prohibited by law are not allowed in the show. This includes, but is not restricted to, unlawful reproductions of brand name merchandise.

24. USE OF IMAGES

Southern Shows, Inc. reserves the right to use photographs and video taken of exhibitor, exhibit personnel, exhibitor's space or feature stage presentations. These photographs may be used only to promote Southern Shows, Inc. events.

25. INSURANCE

Exhibitors are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibitor's assigned space. The certificate should list Southern Shows Inc. as an additional insured. The insurance limits on the certificate should be a minimum of \$1,000,000 for each occurrence and \$2,000,000 in the aggregate.

26. LIABILITY

It is expressly understood and agreed by the exhibitor that he/she will make no claim of any kind against Show Management for any loss, damage, theft, or destruction of goods or exhibit; nor for any injury that may occur to himself or his employees while in the exposition facility; nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to his business by reason of the failure to provide space for an exhibit or removal of the exhibit; or for any action of Show Management in



relation to the exhibit or exhibitor. The exhibitor shall be solely responsible to his own agents and employees, and to all third persons, including invitees, and the public, for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of said leased space or exhibit, for negligence or grievances otherwise relating thereto. Exhibitor is also held responsible for his or her agents and employees performing on show stages. Exhibitor does hereby indemnify and hold harmless Show Management against any and all such claims as may be asserted against it.

27. DISCLAIMER OF RESPONSIBILITY

To the extent that Show Management does not have control over parking, food concessions, loading and unloading areas, or any and all other facilities and services used in, at, or in conjunction with the show, including equipment owned by the facility or show decorator, Show Management expressly disclaims responsibility for any aspect thereof. Show Management shall, to the best of its ability, serve as the liaison between the exhibitor and any such third party. Exhibitor agrees not to deal directly with any such third party without first notifying Show Management.

28. AGREEMENT ACCEPTANCE AND UNWRITTEN RULES

Upon acceptance of the Application/Contract by Show Management, it shall be a legal binding contract, provided that each party may cancel within the conditions of the contract. Show Management reserves the right to make and publish show rules and regulations for the conduct of the exhibitor, and the show generally. Further, Show Management reserves the right to make changes, amendments and additions to these rules and such further rules and regulations as it considers necessary for the good of the show. Any matters not specifically covered herein, or in the application/agreement or show prospectus, are subject to decision by Show Management, and its decision on any matters which may arise thereunder shall be final.

29. ADDITIONAL RULES AND REGULATIONS

Additional rules and regulations pertaining to specific shows may be included within the exhibitor kit available to each exhibitor.



DIRECTIONS TO THE PARK EXPO & CONFERENCE CENTER

(formerly The Charlotte Merchandise Mart)

2500 East Independence Blvd., Charlotte, NC 28205 704.333.7709

FROM I-85

Driving south, take the exit for I-77 South. Take the Brookshire Freeway exit east off of I-77 (fork left). Drive 2 miles and take the East Independence Blvd. exit (left exit). Once on East Independence Blvd., drive 2.2 miles to Briar Creek Road, and exit right. The Park parking areas just ahead, on right side of street.

Driving north, take the Brookshire Blvd. (Highway 16) exit. Turn right at top of ramp. Drive 4 miles and take the East Independence Blvd. exit. (Highway 74 East). Once on East Independence Blvd., drive 2.2 miles to Briar Creek Road, and exit right. The Park parking area is just ahead, on right side of street.

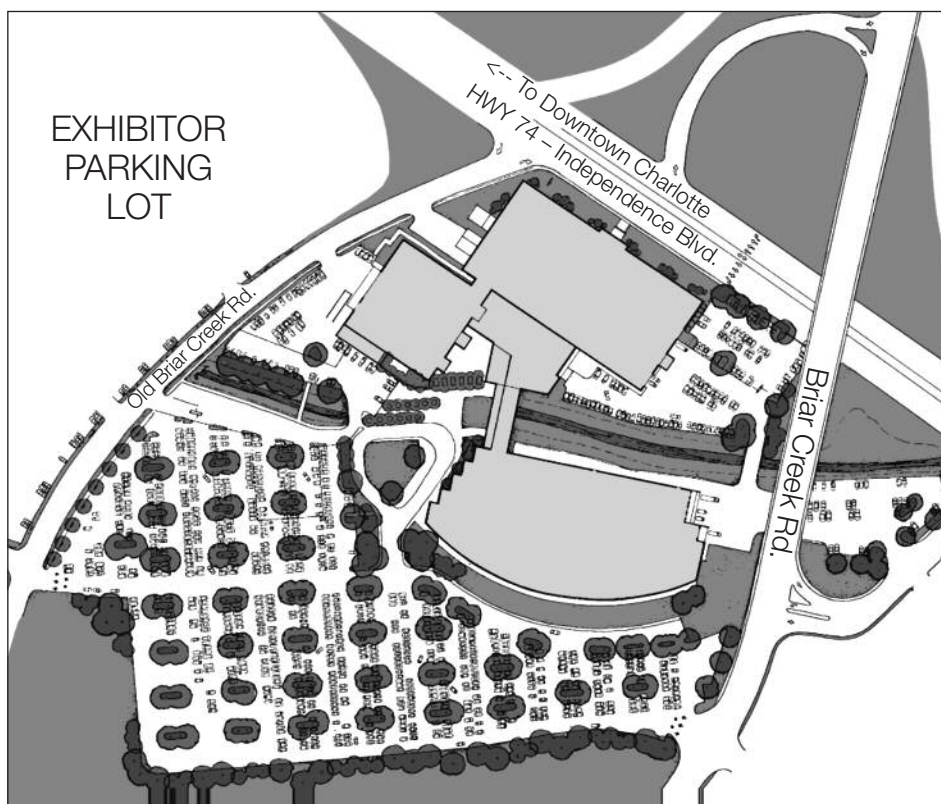
FROM I-77

Driving north, take the John Belk Freeway exit. Drive 2.3 miles and take the East Independence Blvd. exit (right exit). Once on East Independence Blvd., (Highway 74 East) drive 2.2 miles to Briar Creek Road, and exit right. The Park parking areas just ahead, on right side of street.

Driving south, take the Brookshire Freeway exit east. Drive 2 miles and take the East Independence Blvd. exit (Highway 74 East). Once on East Independence Blvd., drive 2.2 miles to Briar Creek Road, and exit right. The Park parking just ahead, on right side of street.

FROM HIGHWAY 74

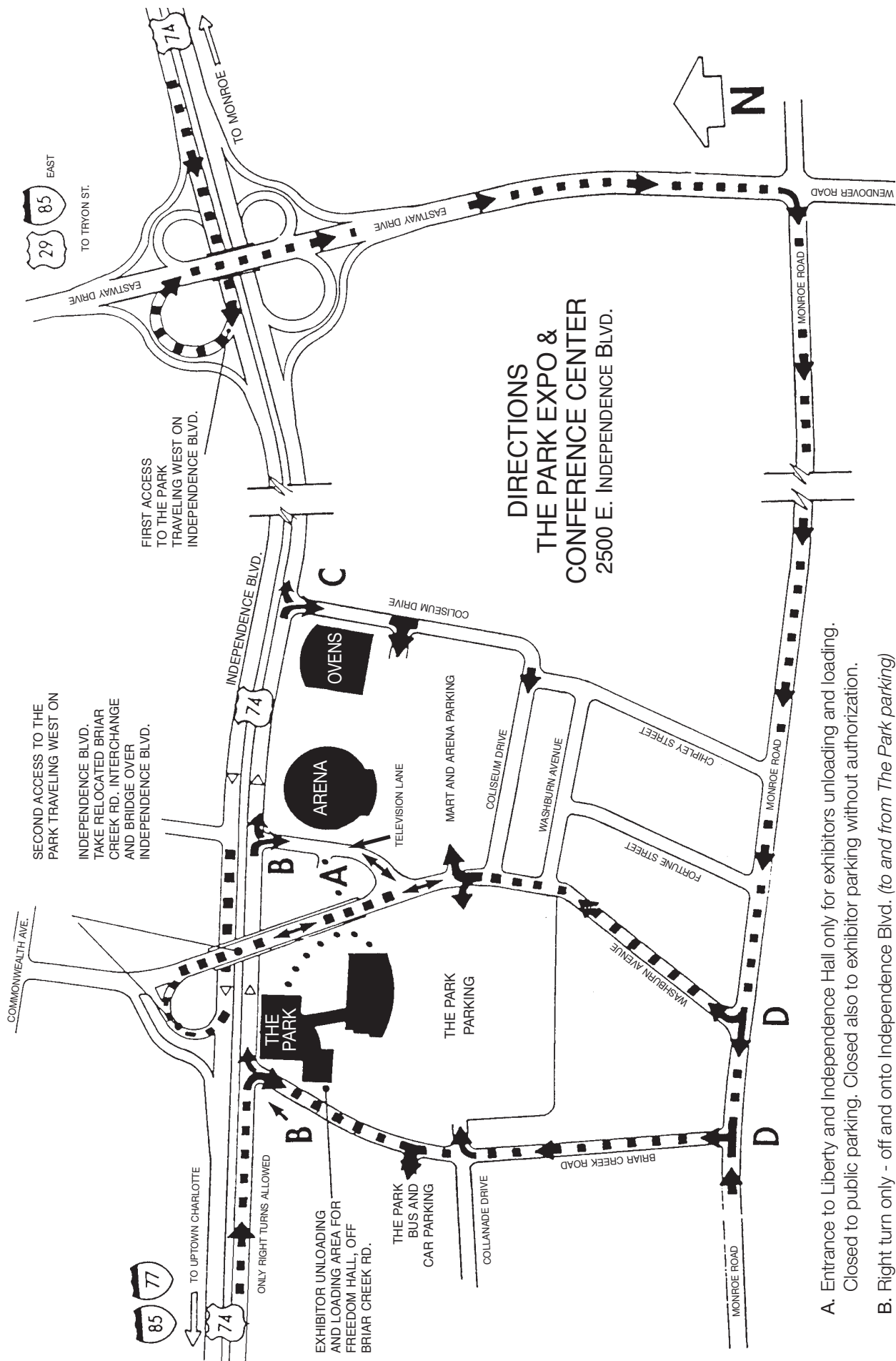
Driving west: Proceed 1/2 mile beyond Eastway Drive to the Briar Creek interchange and bridge. Bear right on interchange after passing under bridge. Proceed right again on Briar Creek Road (over bridge) to The Park parking on right.



PARKING POLICY

1. You will be provided passes identifying you as an exhibitor. Two tags are provided per 100 sq. ft. of exhibit space. Maximum is 10 tags. Tags are transferable.
2. With this parking pass, the driver will be required to pay \$4.00 per day for parking with in and out privileges in the exhibitor lot (see map below). Normal rate is \$6.00 per vehicle for each entry. This applies to The Park Exhibitor lot ONLY and only on WEEKDAYS. Parking in The Park Main Lot is \$6.00 per day the entire show.

3. After paying the \$4.00, the driver will receive a color coded ticket that will allow the vehicle to leave and return that day without additional charge.
4. Parking tags can be picked up at the Show Office during move-in.
5. There are a limited number of Premium Parking places available to exhibitors. These spaces are located outside of each exhibit hall in the loading areas. Parking spaces can be leased through The Park. Call 704.333.7709 for more information or to reserve Premium Parking.





HOTEL INFORMATION

AIRPORT AREA

Candlewood Suites
5840 Westpark Drive
Charlotte, NC 28217
704-529-7500
Studio: \$55 + tax/night
1 Bedroom: \$85 + tax/night
Ask for code "IDOTHSSS" when booking

Sleep Inn
701 Yorkmont
Charlotte, NC 28217
704-525-5005
\$64 + tax/night
Ask for code "LRA4" when booking

Marriott Fairfield Inn & Suites
7920 Arrowridge Blvd.
Charlotte, NC 28273
704-319-5100
\$72 + tax/night
Ask for code "Southern Christmas Show" when booking

MainStay Suites
7926 Forest Pine Drive
Charlotte, NC 28273
704-521-3232
Single Queen: \$49.99 + tax/night
Double Queen: \$64.99 + tax/night
Ask for code "Southern Show" when booking

Studio Plus Deluxe Studios
5830 Westpark Drive
Charlotte, NC 28217
704-527-1960
\$51.99 + tax/night
Ask for code "Southern Shows" when booking

MATTHEWS

Comfort Inn Matthews
9701 East Independence Blvd.
Matthews, NC 28105
704-845-5911
\$59.00 + tax/night
Ask for code "Southern Shows" when booking

Best Western
2501 Sardis Road N
Charlotte, NC 28227
704-845-2810
\$69 + tax/night
Ask for code "Southern Show" when booking

Hampton Inn
9615 Independence Pointe Parkway
Matthews, NC 28105
704-841-1155
Standard: \$79 + tax/night
Ask for code "Southern Shows" when booking

UNIVERSITY

Comfort Suites Northlake
7315 Smith Corners Blvd.
Charlotte, NC 28269
704-598-0478
King: \$64.95 + tax/night
Double: \$69.95 + tax/night
Ask for code "LSouth" when booking