



SOUTHERN
WOMEN'S
SHOW²⁰¹⁶™

SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

april 15-17 richmond raceway complex

RICHMOND

EXHIBITOR KIT



WWW.SOUTHERNWOMENSSHOW.COM

WELCOME

Dear 2016 Exhibitor,

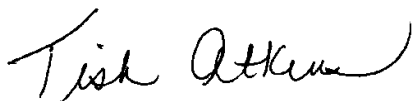
We are delighted to welcome you to the 2016 Southern Women's Show in Richmond!

We are excited about the plans for this year's show and want to make sure that you and your business are fully prepared and highly successful. Included in this kit is everything you need to prepare for the show, including general show information and Rules & Regulations.

Also included are helpful tips to maximize your participation and boost your results at the show. You will be competing with other exhibitors for the attention of the same show guests, so it is very important for you to stand out and get the exposure you deserve. You've made the right choice to exhibit and we want to ensure that you capitalize on your participation and generate the best return on investment by standing out in the crowd!

Please take the time to review these materials and be in touch if you have any questions or concerns. Let us know how we can help you succeed!

Sincerely,



Tish Atkins
Executive Show Manager



Emma Haynes
Assistant Show Manager

GENERAL INFORMATION

SHOW DATES

April 15-17, 2016

SHOW LOCATION

Richmond Raceway Complex
600 E. Laburnum Ave.
Richmond, VA 23222
804.228.7500

SHOW DAYS & HOURS

Friday, April 15: 10am to 8pm
Saturday, April 16: 10am to 7pm
Sunday, April 19: 11am to 5pm

PUBLIC SHOW ADMISSION

Adults \$10 at the Door
Youth (6-12) \$5
Under 6 FREE with Paying Adult

EXHIBIT SPACE RATES

8' x 10' and 9' x 10' = \$900
8' x 20' and 9' x 20' = \$1,800
Exhibits 300 continuous sq. ft. or larger = 5% discount
Corner space \$100 extra not to exceed \$200
Floor covering is required for all exhibits (not provided).
All unfinished tables are to be draped to the floor.

SPACE RENTAL INCLUDES

- 8' high draped backdrop
- 3' high draped booth dividers
- Standard sign (7" x 44")
- General exhibit hall security
- Direct mail brochures (while supplies last)
- Listing in official show program and on official show website
- Badges for staff
- Discounted admission tickets

EXHIBITOR DOCUMENTS ONLINE

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

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

SHOW CONTACTS

Tish Atkins, *Executive Show Manager*
704.494.7540 800.849.0248 x110
tatkins@southernshows.com

Emma Haynes, *Assistant Show Manager*
704.494.7551 800.849.0248 x125
ehaynes@southernshows.com

1. MOVE-IN

Wednesday, April 13: 3pm to 7pm
Thursday, April 14: 9am to 7pm
All exhibits must be fully set up by 7pm on Thursday, April 14.

2. MOVE-OUT

Sunday, April 17: 5pm to 10pm
All products must be removed from the building by 10pm on Sunday, April 17.

3. EXHIBITOR CREDENTIALS:

80 - 90 square feet of exhibit space –
8 badges and 5 complimentary tickets
160 - 180 square feet of exhibit space –
12 badges and 10 complimentary tickets
240 - 270 or more square feet of exhibit space –
14 badges (with 2 extra badges for every additional
80 - 90 square feet) and 5 complimentary tickets for each
80 -90 square feet

4. RULES FOR BADGE USE:

Exhibitor badges may be picked up at the show office.
Each badge gains admission for one exhibitor.
All exhibit personnel MUST wear a badge while on the show floor.
When leaving the show, exhibit personnel may return badges to the show office for safe keeping to be used again that day or another day.
Lost badges will not be replaced. Additional badges must be purchased for \$9.
Badges may only be worn by individuals working in an exhibit.

5. EXHIBITOR GUEST TICKETS:

Boost traffic to your exhibit space! Take advantage of the opportunity to promote your participation by distributing guest tickets to your existing customers, prospects, friends and employees. Each exhibitor receives 5 complimentary admission tickets and additional tickets can be purchased at a discounted exhibitor rate.

Exhibitor guest tickets are available in books of 10 for \$5 each.
Tickets admit one person, one time only.
TICKETS ARE NOT TO BE SOLD.

6. SECURITY:

General security and door guards are provided in the exhibit areas from the beginning of Move-In to the completion of Move-Out.

7. AISLE SPACE:

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

8. FIREPROOFING:

All exhibits must conform to the Fire Marshal's regulations.
Exhibit equipment must be flameproof and flammable liquids and gases are subject to special regulations.
Food that produces grease laden vapors or cooking grease must be approved by the Fire Marshal in advance.
Any exhibitor cooking at the show must have a fire extinguisher in their exhibit space.

9. NOT ALLOWED:

Helium balloons, popcorn, stickers, enclosed exhibits or tent coverings larger than 8' x 8' area, straw, combustible materials.

10. VEHICLES:

Any vehicle in the exhibit hall must conform with fire regulations.
Battery cables must be disconnected.
Gas tanks must be taped shut or have a lockable gas cap, and must contain no more than a quarter tank of fuel.
Exhibitors must work with Show Management to coordinate Move-In and Move-Out.
Exhibitors are responsible for all spotting fees levied by the show decorator.

11. ACCOMODATIONS:

Courtyard Richmond Airport
5400 Williamsburg Road
Sandston, VA 23150
Phone : 804-652-0500 Rate:
\$89

12. PARKING:

Free for exhibitors and guests.

13. FOOD SERVICE:

Available through the Richmond Raceway Complex.

14. CARPET/DRAPE COLORS:

Carpet: Pink
Drape: Black and White

15. TAXES:

5.3%

16. RETURN/EXCHANGE POLICIES:

Forms of payment accepted as well as return and/or exchange policies must be posted and show guests must be informed if purchase is a final sale item. Exhibitors should also provide receipts outlining policies for exchanges/returns and final sale.

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 area 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.

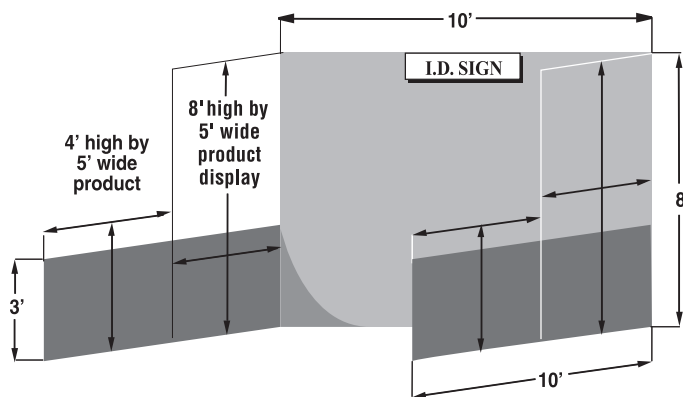
If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.

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.



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. USE OF COPYRIGHTED AND TRADEMARKED MATERIAL

Exhibitors are responsible for procuring the rights to copyrighted and trademarked material used in conjunction with their participation in the show, and for any consequences, fees and fines resulting from improper use. Materials include, but are not limited to, music, photographs, video, and logos. Uses include, but are not limited to, the exhibitor's exhibit in the show, material distributed at the show, material posted to exhibitor-created pages on the Southern Shows Inc. website and other on-line entities related to the show, and materials provided to Southern Shows Inc. for promotion of the exhibitor. The exhibitor understands that the use of copyrighted and trademarked materials without prior consent from the copyright holder is a violation of copyright laws and that the exhibitor is fully responsible for any consequences of using such materials. Southern Shows Inc. does not monitor the use of exhibitors' materials, and takes no responsibility for such content.

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 cancelled, 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 nor 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. OBJECTIONAL MATERIAL

Merchandise and displays containing socially or otherwise objectionable graphics, symbols and/or language are not permitted. Acceptability is determined by Show Management. We recommend that you seek pre-approval of any items that may be subject to this regulation.

25. 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.

26. 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.

27. 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.

28. 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.

29. 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.

30. ADDITIONAL RULES AND REGULATIONS

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

10 TIPS TO MAXIMIZE YOUR PARTICIPATION

Quality exhibits attract quality audiences. Quality audiences generate quality sales!

Boost your exhibit traffic and boost your results! No other form of advertising offers your customers the opportunity to see, touch, taste, feel and shop the way an exhibit does. Remember, you only have 5-7 seconds to catch a guest's attention. Make your first impression count!

Below are guidelines and helpful hints to help you create an attractive, memorable and productive exhibit, and to ultimately drive traffic to your booth.

1. Set goals. Preplan your exhibit for the best results. Scale out the space before arriving onsite, determine your physical needs, and determine the space you will need for demonstrations, customer interaction and sales. Then share your goals with your staff so they can help you accomplish your objectives.
2. Floor covering is required. It makes your exhibit space more attractive and helps your feet last longer! Also, hide unsightly table legs, boxes, supplies and extra materials by draping tables to the floor with floor length linens or table skirts. Carpet and table skirts are available through the show decorator.
3. Make sure to clearly identify your company and product. Place your signage at eye level or higher. Avoid unprofessional handwritten signs and vinyl banners. Show them your best image.
4. Do not overwhelm show guests with brochures and literature. Two-thirds of all brochures handed out to show guests are thrown away and forgotten. Meet your guests and hand them materials individually so that you make face to face contact.
5. If you can demonstrate your product, do it! Add an activity or demonstration to draw attention to your space and attract show guests. Engage them! Conduct a Register to Win promotion to drive traffic to your booth. Such promotions also allow you to create an effective database for follow up sales. Let us know what you are giving away and we'll try to give you some additional PR!
6. Become a fan of the Southern Women's Show Richmond on Facebook. Let your friends know that they need to come to the show to see you. Include a coupon on your company's website or newsletter that offers a discount off admission. We will send you the artwork. Send an email to your customers in the market and let them know about the show and any special promotions you are offering; include the coupon that offers a discount off admission. Send tickets to your best customers in the area and invite them to be your guest. You get a minimum of 5 complimentary tickets and you can purchase additional tickets for only \$5.
7. Your staff is the most important part of your exhibit. Carefully select and train exhibit personnel. Your staff should be knowledgeable about your product or service, should be approachable and inviting, should greet and communicate with show guests, and must be enthusiastic! 85% of show guests' first impressions are based on your staff. Remember, people buy from people! Train them, share your goals and get them to engage.
8. Sample, sample, sample! Women love to touch, taste and smell products before making the decision to buy. Offer them a sample of your product! It works!
9. Schedule time on one of our stages! Stage time is available FREE of charge to those exhibitors who want additional exposure onsite. And...performing on stage is a sure fire way to drive traffic back to your exhibit space. All stage schedules are promoted on the official show website, in the official show program, on show signage and through hourly PA announcements at the show. Sign up today! (See *Request Stage Time form*)
10. Smile and have fun!

OUTSTANDING EXHIBITS WILL BE RECOGNIZED & REWARDED!

- | | |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| 1. No floor covering: -30 | 5. Exposed boxes, excess stock, trash or other unsightly materials: -5 |
| 2. Tables not completely covered: -10 | 6. Company identity or product not clear: -5 |
| 3. Unprofessional signs or vinyl banners: -10 | 7. Literature or product unprofessionally displayed: -5 |
| 4. Uninvolved personnel (eating, drinking, reading or missing from exhibit entirely): -10 | |

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.
- Your account allows you to pay your balance online. Visa, Mastercard & American Express only.

Fashion & Entertainment Stage

SOUTHERN WOMEN'S SHOW

Richmond April 15-17, 2016. Richmond Raceway Complex



The Fashion & Entertainment Stage is a main focal point of the show seating 300 guests. Guests enjoy fashion shows, dance routines, and entertainment in this area. Dressing rooms, professional sound and light system, and skilled sound and light personnel are provided at the stage. The Fashion Stage measures 24' wide x 12' deep. The runway measures 16' long x 8' wide. Presentations should be no longer than 30 minutes and run every hour on the hour.

The Fashion & Entertainment Stage is promoted in the Official Show Program, on the Official Show Website and through onsite signage and announcements.

Time on the Fashion & Entertainment Stage is available free of charge and must be requested by completing this form. Scheduling will be at the discretion of Show Management, whose objective is to present the best variety for visitors. Participants will be notified regarding the number of shows and times assigned.

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Show days and times for presentations:

Friday, April 15th hourly from 11:30am-6:30pm

Saturday, April 16th hourly from 11:30am-5:30pm; Sunday, April 17th hourly from 11:30am-3:30pm

1. Total number of performances requested: _____

2. List days and times convenient for your performances (*please be as flexible as possible*):

3. Name of Emcee & Coordinator: _____

4. Number of models per performance: _____

* One complimentary model pass per performer will be available for pickup at the Show Office beginning Thursday, April 14.
For youth performers (under 16 years), one complimentary ticket will be provided for parent/guardian.

Check One: Leave pass(es) at Show Office for pick up. Mail pass(es) to the address provided above.

5. Title of demonstration and name as it will appear in Stage Schedules, Website and onsite signage (*limit 50 characters*):

Title of Demonstration: _____

Presented By (*Company Name*): _____

*Southern Shows, Inc. reserves the right to assign stage time based on availability.

**Please complete and submit request no later than 10 weeks prior to the show.
Fax completed forms to 704.376.6345 or mail to the address below.**

SouthernShowsSM

Attn: Tish Atkins
P.O. Box 36859
Charlotte, NC 28236

Questions?

Tish Atkins, *Executive Show Manager*
704.494.7540 800.849.0248 x110
tatkins@southernshows.com

Women Love to Win Prizes

SOUTHERN WOMEN'S SHOW

Richmond April 15-17, 2016. Richmond Raceway Complex



Increase your exposure and drive traffic to your exhibit space by offering a prize valued at \$500 or more!
Generate buzz and excitement among show guests and give away gift certificates,
dinners, vacations, memberships, gift baskets, or shopping sprees!
You provide the gift and we'll help spread the word!

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

Description of Prize: _____

**Fax completed forms to 704.376.6345 or mail to the address below.
Please complete and submit request by February 14, 2016.**

SouthernShowsSM

Attn: Tish Atkins
P.O. Box 36859
Charlotte, NC 28236

Questions?

Tish Atkins, *Executive Show Manager*
704.494.7540 800.849.0248 x110
tatkins@southernshows.com

Help Us Spread the Word

SOUTHERN WOMEN'S SHOW

Richmond April 15-17, 2016. Richmond Raceway Complex



Are you a member of a club, organization, home party business, PTA or church group?
Do you send special mailings, E-News, or even payroll stuffers that could be
used to promote the show and your participation?

Return this form and we'll send you two free tickets, and an electronic E-News to forward or print for distribution at your next meeting or through mailings. All we ask is that you generate buzz about the show! Introduce the show to fellow club members, provide them with show dates, and encourage them to attend (and of course, to visit your exhibit space)!

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

YES! SEND ME TWO FREE TICKETS AND...

_____ Electronic E-News to print or send electronically.

I plan to give them away at the _____ meeting on _____.

This will be sent/given away to _____ number of people.

Also, encourage your friends to attend the show by offering them your exhibitor discount! Exhibitor guest tickets are just \$5! This is a substantial saving...regular adult admission is \$10 per ticket!

YES! I'D LIKE TO ORDER...

_____ Exhibitor Guest Tickets

(Please indicate quantity. Must be ordered in quantities of 10. Exhibitor Guest Tickets are non-refundable.)

_____ A check for \$ _____ is enclosed.

_____ I'd like to pay by credit card.

Credit Card # _____ Expiration ____/____ CW Code _____ Amount \$ _____

Card Holder's Name as it Appears _____

Signature _____

_____ Place tickets in file to be picked up at Show Office.

_____ Mail tickets to me in advance. *(Must be ordered 2 weeks in advance.)*

**Fax completed forms to 704.376.6345 or mail to the address below.
Please complete and submit request by February 14, 2016.**

SouthernShows™

Attn: Tish Atkins
P.O. Box 36859
Charlotte, NC 28236

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