

## BENEFITS OF PARTICIPATION

### WHAT IS IT?

The Southern Women's Show is a lifestyle consumer event featuring exhibits and workshops on cooking, food, health, fitness, business, education, home, design, fashion, beauty, travel, leisure and more. The Charleston Show is the latest addition to the highly successful Women's Show series held in ten other key markets. The shows are recognized as the premier consumer events for women in the community and attracts a loyal audience of thousands of guests year after year.

### WHY SHOWS?

Participating in consumer shows is a proven method for marketing your business and retailing your products. It's the only advertising medium that lets customers see, taste, touch, try, and hear while making their decision to buy. Nothing rivals the power of face-to-face interaction – the results are immediate!

### WHY THE SOUTHERN WOMEN'S SHOW?

The Southern Women's Show combines entertainment, shopping, education and fun into a potent mixture that makes show guests receptive to your product. They arrive ready to discover the latest products and trends, improve their lives, and enjoy a day out. They leave with shopping bags filled with great finds and minds filled with your message.

### WHO ATTENDS?

- Women, ages 25 – 64
- 71% married
- 88% attended college
- 39% have children at home
- Women from high dual income households
- Women who make the majority of all purchasing decisions
- Working women who are self-employed, executives, sales professionals, nurses, entrepreneurs and teachers
- Major interests include shopping, health, fashion, beauty, home decorating, gardening, travel and finance

### MEET THE DECISION MAKERS

The latest statistics show that women account for 85% of all consumer purchases including everything from automobiles to healthcare:

- 91% New Homes
- 66% Computers/Tablets
- 92% Vacations
- 80% Healthcare
- 65% New Cars
- 89% Bank Accounts
- 93% Food
- 93% OTC Pharmaceuticals

### CAPITALIZE ON THE SHOW'S EXTENSIVE ADVERTISING CAMPAIGN

The Southern Women's Show has a comprehensive advertising and public relations plan designed to promote and capture the attention of women in the market. The advertising campaign generates millions of impressions and the show receives over \$200,000 worth of media coverage.

- At least four press releases sent to daily and weekly newspapers, electronic media, and specialty print publications
- Television and radio interviews with Show Management, personalities, exhibitors
- On-air ticket promotions and giveaways
- Paid and promotional advertising in daily newspapers, magazines, and specialty print publications
- Paid and promotional advertising on leading television and radio stations
- Targeted direct mail to individuals, associations, corporations, clubs and groups
- Advance ticket sale campaigns
- Comprehensive Social/Media Campaign
- Website listing of exhibitors, sponsors, schedules and special show features
- E-Newsletters and coupons sent directly to qualified audiences of women in the market

### GET THE BIGGEST BANG FOR YOUR ADVERTISING BUCK

The Southern Women's Show helps you win customers and edge out the competition with minimal investment. Here's how:

- We do the advertising, you get the customers
- Showcase your products and market your business at the same time
- Drive consumers to your retail location
- Build a database to expand your email and Facebook connections
- Talk one-on-one with a qualified audience
- Sell, sell, sell!

### EXHIBITORS SAY IT BEST

We've done these shows for over eight years and I would say it accounts for 75% of our business. These shows are tremendous!

- *Salena Woller,  
Salena's Accessory Showcase*

As a non-profit 501c3 organization, we weren't selling anything but looking to spread our message and solicit volunteers instead. We had an overwhelming response to our booth at this show and have many new names of interested volunteers.

- *Beth Aldrich,  
Girls on the Run of Coastal Georgia*

Southern Shows blankets the markets with great advertising, so we benefit by getting to see and meet thousands of women.

- *Bridgette Force, Artistry Skin Care*

### FOR MORE INFORMATION:

STACY ABERNETHY  
Executive Show Manager  
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**SouthernShows**<sup>™</sup>

810 Baxter Street Charlotte, NC 28202  
P.O. Box 36859 Charlotte, NC 28236  
705.376.6594 • 800.849.0248  
Fax: 704.376.6345

www.SouthernShows.com

## GENERAL INFORMATION

### SHOW LOCATION:

Charleston Area Convention Center  
5000 Coliseum Drive  
North Charleston, SC 29418

### SHOW DAYS & HOURS:

Friday, Sept. 22: 10am to 7pm  
Saturday, Sept. 23: 10am to 7pm  
Sunday, Sept. 24: 11am to 5pm

### PUBLIC SHOW ADMISSION:

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

### EXHIBIT SPACE RATES:

\$10 per square foot  
10' x 10' = \$1,000  
10' x 20' = \$2,000

- 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
- Listing on official show website
- Badges for staff
- Discounted admission tickets

### EXHIBIT SPACE ASSIGNMENT:

Returning exhibitors receive priority on exhibit space. Available space is then assigned according to availability in specific categories. A deposit does not ensure space. The 50% deposit required with application is returned if space is not assigned.

### STANDARD EXHIBIT SPACES:

Standard exhibit spaces are 10' x 10' unless otherwise noted. Exhibits may not exceed 8' height in the back; dividers may extend one-half exhibit depth (back to front) at 8'. Balance of side dividers (*front portion of space*) may not exceed 4' height.

### ISLAND EXHIBIT SPACES:

Islands are minimum 20' x 20', with aisles on all four sides. They have an automatic separation from neighboring exhibits. Full use of exhibit floor space floor to ceiling is permitted. Exterior walls of display should showcase your company and not obstruct view of other exhibits.

### PENINSULA EXHIBIT SPACES:

Peninsula exhibits (*four or more adjoining spaces with aisles on three sides*) may be 8' high in the center 10' of back drape. Remaining back drape (*5' each side*) must not exceed 4' height. All display fixtures over 4' in height and placed within 10 lineal feet of a neighboring exhibit must be configured to avoid blocking the sightline to the adjoining exhibit. Any portion of the exhibit bordering another exhibit space must be finished out and may not carry signs that would intrude into or detract from the adjoining exhibit. Exhibit Limitation Exceptions: If adjoining exhibitors wish to extend the 8' height limitation to the front of the exhibit, this may be done only with Show Management's prior approval.

### SETTING UP:

Exhibitors must provide their own moving/rolling equipment. Fork lifts and front-end loaders (*with driver*) are available for a fee. The facility does not provide carts or dollies.

### INSURANCE:

Exhibiting companies and individuals are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as well as the facility as the additional insured.

### TAXES:

Sales tax of 8.5% must be collected. Each exhibitor is responsible for reporting and paying taxes on sales made at the show.

### FOOD SAMPLING:

Each exhibitor sampling any food product must follow Health Department guidelines, as well as sample size restrictions enforced by the facility.

### EXHIBITOR ID BADGES & SHOW SPECIAL ADMISSION TICKETS:

- 100 sq ft - 8 badges and 5 complimentary tickets
- 200 sq ft - 12 badges and 10 complimentary tickets
- 300 or more sq ft - 12 badges for first 200 sq ft and 2 badges for each additional 100 sq ft, plus 5 complimentary tickets for every 100 sq ft

### EXHIBITOR DOCUMENTS ONLINE:

The following documents are available online at [www.southernshows.com](http://www.southernshows.com)

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

### GUEST TICKETS:

Exhibitors may purchase additional guest tickets (*not for resale*) for \$6 each.

### PARKING:

- \$5 Daily
- Free Exhibitor Parking for Move-In

### FOOD SERVICE :

Concessions will be available during show hours and a variety of hot and cold entrees will be offered through CenterPlate (onsite caterer at Charleston Area Convention Center).

### MOVE-IN SCHEDULE:

Wednesday, Sept. 20: Noon to 6pm  
Thursday, Sept. 21: 9am to 7pm  
Exhibits must be fully set up by Thursday, Sept. 21 at 7pm.

### MOVE-OUT SCHEDULE:

Sunday, Sept. 24: 5pm to 10pm  
All products must be removed from the building by Sunday, Sept 24. at 10pm.

### FOR MORE INFORMATION:

STACY ABERNETHY  
Executive Show Manager  
704.494.7554  
800.849.0248 x129  
[sabernethy@southernshows.com](mailto:sabernethy@southernshows.com)  
ASHTON POWELL  
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704.494.7546  
800.849.0248 x117  
[apowell@southernshows.com](mailto:apowell@southernshows.com)

## APPLICATION & CONTRACT FOR EXHIBIT SPACE

Company Name \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Person working show, if not main contact:

Name \_\_\_\_\_ Cell Phone \_\_\_\_\_

Are you a previous exhibitor in other Souther Show Inc. Events? Yes  No

Your company listing for show program and exhibit ID, if different then above \_\_\_\_\_

**PLEASE LIST THE PRODUCTS AND/OR SERVICES YOU WISH TO EXHIBIT:**

*Be specific - only items listed will be allowed in your exhibit. (Attach an extra sheet if more room is needed.)*

\_\_\_\_\_

IMPORTANT: If new applicant, include photographs of products. Would you like photos returned? Yes  No

Rates: \$10.00 per square foot

10' x 10' = \$1,000.00 • 10' x 20' = \$2,000.00

Exhibits 300 sq. ft. or larger = 5% discount

Corner spaces \$100 extra; not to exceed \$200

Will you be demonstrating in your exhibit? Yes  No

If yes, please describe demonstration: \_\_\_\_\_

\_\_\_\_\_

Size space required: \_\_\_\_\_

Prefer corner? Yes  No

Cost of space (including corner change): \$ \_\_\_\_\_

Enclosed is my check of 50% of above cost. (100% due after July 22, 2017)

Please bill my credit card for 100% of the above cost.

Visa  MasterCard  American Express

Name as it appears on card, including Company/Business Name: \_\_\_\_\_

\_\_\_\_\_

Card Number \_\_\_\_\_

Exp. Date: \_\_\_\_\_ / \_\_\_\_\_ 3 or 4 digit CVV#: \_\_\_\_\_

Billing Address (if different from above) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Rates do not include carpet, tables or electricity. Floor covering (i.e. carpet) is required for all exhibit space.

50% deposit required with application. If your application is not accepted, your deposit will be returned. \*Please see cancellation policy.

### HEIGHT LIMITATIONS

I would like to request a variance on the exhibit regulations outlined on the back of this application. Please call me to discuss.

**IF ACCEPTED, I AGREE TO ABIDE BY THE SHOW RULES, REGULATIONS AND POLICIES.**

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

EXHIBIT SPACE RESERVATIONS ARE SUBJECT TO ACCEPTANCE OF THIS APPLICATION BY SHOW MANAGEMENT.

**This space for use by Southern Shows, Inc. Only -- Show #35**

Deposit \$ \_\_\_\_\_ Date \_\_\_\_\_ Check# \_\_\_\_\_ Badges \_\_\_\_\_ Tickets \_\_\_\_\_

Building \_\_\_\_\_ Exhibit Space # \_\_\_\_\_ Size \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

Exhibit \$ \_\_\_\_\_ + Corners \$ \_\_\_\_\_ = Total \$ \_\_\_\_\_

Comments \_\_\_\_\_

MAKE CHECK PAYABLE TO:

**SouthernShows**<sup>INC</sup>

PO Box 36859  
Charlotte, NC 28236

810 Baxter Street  
Charlotte, NC 28202

704.376-6594 • Fax 704.376.6345

## TERMS & GENERAL INFORMATION

### PREVIOUS EXHIBITORS

This application must be accompanied by a check for 50% of total space cost. Space assignments will not be made until appropriate payment is received. If space is not assigned, payment received will be returned in full.

### NEW EXHIBITORS

A deposit amount equal to at least 50% of total space requested must accompany this space application, along with pictures or printed material showing products/services planned for the exhibit, for space assignment to occur. Applications will be processed in the order they are received. Checks will not be deposited until space is confirmed.

### APPLICATIONS RECEIVED AFTER JULY 22, 2017

Application must be accompanied by payment of full exhibit space cost. Full deposit will be returned if space is not assigned.

### FINAL PAYMENT DUE JULY 22, 2017

### INSURANCE REQUIREMENTS

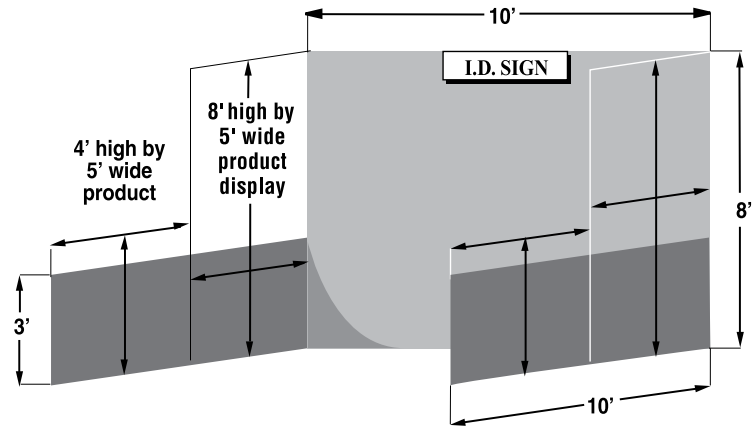
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

### SPACE ASSIGNMENTS

Whenever possible, space assignment will be made by Show Management in keeping with the desires of the exhibitor. However final determination of space assignment is reserved by Show Management and assignments may be made or changed anytime in the best interest of the show as determined by Show Management.

### CANCELLATION POLICY

All cancellations must be in writing. Cancellations received six months prior to the show date will be refunded full deposit received, 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 during the three months immediately prior to the show will receive no refund. 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. Failure to setup by specified move-in deadline will result in forfeiture of exhibit space and all monies paid to date.



**HEIGHT REGULATIONS**  
for 10' x 10' exhibit space

### BASIC EXHIBIT REQUIREMENTS:

- Floor covering (*i.e. carpet*) is required for all exposed areas of the exhibit space.
- Fixtures and dividers must be finished on all exposed sides.
- Banners must be approved by Show Management.
- Exhibit and exhibit materials must fit within guidelines.
- Exhibitors are responsible for their own decor (*including carpet, tables, chairs, etc.*) and any necessary electrical and/or telephone services.

(See Exhibitor Kit for complete rules and regulations)

### EXHIBIT SPACE RENTAL INCLUDES:

- 8' high draped background
- General hall guard service
- 3' high draped divider
- Exhibitor ID badges
- One standard company sign
- Exhibitor admission tickets

For more information contact:

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# CHARLESTON

## FLOOR PLAN

