

# BENEFITS OF PARTICIPATION

## BENEFITS YOU CAN COUNT ON:

- **A Quality Production**, created by consumer show professionals in business since 1960.
- **Pre-Qualified Audience.** They purchase a ticket for this event. We bring you serious shoppers and decision-makers.
- **Marketing, Advertising, and Promotions** that are current, extensive, and deliver the right message to the ideal target audience.
- **Research.** Custom surveys show the average age of women attending this event is 35 years, with a range from 25 to 64. At least 58% of show guests have college degrees. They are educated shoppers, eager to compare, evaluate and buy.
- **Exhibitor Service.** Show teams are trained to guide beginning exhibitors, and assist veterans with the goal to make you look good, sell well, and get the most benefits from your participation.



## BENEFITS THAT SPEAK FOR THEMSELVES:



This event continues year after year to have a great turn out. The people come, and come to shop. This is biggest thing we do each year, and we would not miss it.

*Sam's Club*

## BENEFITS YOU CAN GENERATE:

- **Face-to-Face Advantage** with qualified customers and prospects.
- **Database Building.** Build a database to expand your email and social media connections.
- **Across-the-Counter Sales.** Retail your products and market your business at the same time.
- **Customer Relations.** Build confidence and spark word-of-mouth marketing.
- **Test Marketing.** Sample products and get honest, real-time feedback.
- **Recruiting, Educating.** Nothing beats being there. Face-to-face is still the best teacher and best sales tool.



Thank you for the opportunity. I really appreciate the support the Women's Show offered me for my first experience. I made lots of contacts and made sales. The feedback was good from customers and fellow vendors. I plan to work with you in the future.

*Foxx Skynz by Design*



We set daily goals for each person who staffed our exhibit. Everyone surpassed their overall goal for the entire show THE VERY FIRST DAY!

*Belle Grace Guest House*

*Our promise to you:* WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.

# GENERAL INFORMATION

## SHOW LOCATION:

Agricenter  
7777 Walnut Grove Road  
Memphis, TN 38120

## SHOW DAYS & HOURS:

Friday, March 5: 10am to 8pm  
Saturday, March 6 10am to 7pm  
Sunday, March 7: 11am to 5pm

## PUBLIC SHOW ADMISSION:

Adults \$13 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 in official show program and 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-LICENSES:

Sales tax must be collected. The tax rate for Memphis, TN is 9.25%.

If you were in the show last year, you are already registered. Starting on April 1st, you can login to the Tennessee Taxpayer Access Point at [www.tn.gov/revenue](http://www.tn.gov/revenue). Click the box labeled "Tennessee Taxpayer Access Point". Enter your username & password.

If you were NOT in the show last year and are not already registered, the Tennessee Department of Revenue will contact you to set you up. If you are not yet registered and are not contacted by the Tennessee Department of Revenue by April 1st, you can call the Tennessee Department of Revenue at 800-342-1003 to get registered.

Shelby County requires that all exhibitors selling at the show have a Tennessee Business License. For the 2020 show, Southern Shows is purchasing these licenses on the behalf of exhibitors for \$25 each. This amount will be added to your account if you are selling at the show. If you have a Tennessee Business License, please email or fax a copy to Show Management, and the charge will be removed. If you will not be selling at the show, let Show Management know and the charge will be removed.

## FOOD SAMPLING:

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

Any exhibitors sampling and/or selling food or beverage products are required by the Shelby County Health Department to obtain a Health Permit. Show Management collects paperwork and payment for the health permits and submits to the Health Department on your behalf. If you are sampling food or beverage, please be aware that you will need to submit these items to Show Management when required. You are not able to exhibit in the show without proper permitting.

## EXHIBITOR ID BADGES & SHOW SPECIAL ADMISSION TICKETS:

All exhibits receive 8 badges for personnel staffing the exhibit space.

Exhibits receive 5 complimentary tickets for 10x10 space purchased.

## GUEST TICKETS:

Guest tickets (*not for resale*) are available to exhibitors at \$6 each. Must be ordered in quantities of 10. Exhibitor guest tickets are non-refundable.

## 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
- Show program advertising information
- Show floorplan

## MOVE-IN SCHEDULE:

Wednesday, March 3: 1pm to 5pm  
Thursday, March 4: 9am to 7pm Exhibits must be fully set up by Thursday, March 4 at 7pm.

## MOVE-OUT SCHEDULE:

Sunday, March 7: 5:01pm to 10pm  
All products must be removed from the building by 10pm Sunday, March 7.

## PARKING:

Due to the expected large number of attendees at the event, we have opened a "Exhibitor Parking" area located southwest of the Expo Center. Please follow "Exhibitor Parking" signage to park your vehicles. This should ensure that our shoppers have a place to park when visiting the show.

## FOR MORE INFORMATION:

BETH ANDERSON  
Executive Show Manager  
[banderson@southernshows.com](mailto:banderson@southernshows.com)  
704-376-3623

**SouthernShows™**

810 Baxter Street Charlotte, NC 28202  
P.O. Box 36859 Charlotte, NC 28236

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SOUTHERN  
WOMEN'S  
SHOW  
2021

march 5-7 • agricenter • memphis

# APPLICATION & CONTRACT FOR EXHIBIT SPACE

Company Name: \_\_\_\_\_  
Your Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_ Web Address: \_\_\_\_\_

Are you a previous exhibitor in other Southern Shows Inc. events? Yes  No

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

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

Be specific - only items listed will be allowed in your exhibit. (Attach 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 requested: \_\_\_\_\_

Prefer corner? Yes  No

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

County of Shelby requires that you have a temporary TN Business License to sell product. If you don't have one, we will handle getting you a temporary TN Business License for \$25.

Enclosed is my check for 50% of above cost.  Please bill my credit card for 100% of above cost.

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

Visa  MasterCard  American Express A \$5 processing fee is added to credit card payments.

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

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

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

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 is required with application. If you 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 #14

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

**SOUTHERN  
WOMEN'S  
SHOW<sup>2021</sup>**

march 5-7 • agricenter • memphis

# TERMS & GENERAL INFORMATION

## PREVIOUS EXHIBITORS

This application must be accompanied by a check of 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 5PM

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

## FINAL PAYMENT

JANUARY 5, 2021

## INSURANCE REQUIREMENTS

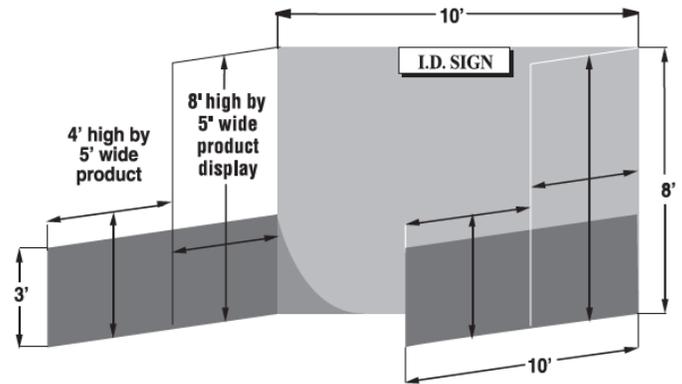
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

## SPACE ASSIGNMENTS

Whenever possible, space assignments will be made by Show Management in keeping with the desires of the exhibitor. However final determination of space assignments 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 cancellation 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.
- Tents are not permitted.

(See *Exhibitor Kit* for complete rules and regulations)

### EXHIBIT SPACE RENTAL INCLUDES:

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

For more info contact  
SouthernShows<sup>INC</sup>

PO Box 36859 - Charlotte, NC 28236  
704.376.6594 - 800.849.0248 - Fax 704.376.6345  
SouthernShows.com