



SOUTHERN Ideal Home SHOW

NC STATE FAIRGROUNDS
APRIL 7-9, 2017



Raleigh
Exhibitor Kit

www.SouthernIdealHomeShow.com



WELCOME

Thank you for planning to be part of the annual Southern Ideal Home Show Spring Edition in Raleigh.

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

Debbie Ball, Executive Show Manager
dball@southernshows.com
704-494-7557

Sarah-Butler McKinney, Assistant Show Manager
sbmckinney@southernshows.com
919-418-9540

CHARLOTTE OFFICE INFORMATION

810 Baxter Street | Charlotte, NC 28202
T 704.376.6594 | 800.849.0248 | F 704.376.6345

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GENERAL INFORMATION

SHOW DATES

Friday, April 7 through
Sunday, April 9, 2017

SHOW LOCATION

N.C. State Fairgrounds
1025 Blue Ridge Rd. Raleigh, NC 27607

SHOW DAYS & NEW HOURS

Friday, April 7: 10am to 6pm
Saturday, April 8: 10am to 7pm
Sunday, April 9: 11am to 5pm

PUBLIC SHOW ADMISSION

Adults Ages 15 & Over \$10 at the Door
Youth 15 & under FREE
Seniors (55+) \$7.00 Friday Only (*No Coupons*)

EXHIBITOR PARKING:

Complimentary, but not reserved, adjacent to the
Jim Graham Building and Exposition Center.

MOVE-IN SCHEDULE:

Jim Graham Building

Monday, April 3: **Noon** to 6pm

(Exhibits over 300 sq. ft. only)

Tuesday, April 4: 7:30am to 6pm

(All Exhibitors)

Wednesday & Thursday, April 5 & 6: 7:30am to 8:00pm

(All Exhibitors)

Exposition Center

Monday & Tuesday, April 3 & 4: 7:30am to 6:00pm

(All Exhibitors)

Wednesday & Thursday, April 5 & 6: 7:30am to 8:00pm

(All Exhibitors)

MOVE-OUT SCHEDULE:

Sunday, April 9: 5pm to 9pm

Monday, April 10: 7am to 3pm

All exhibits must be removed from the Fairgrounds by

NOON Wednesday, April 12.

NOTE: Any materials remaining in all buildings will be removed
for a charge of \$100 and will be placed outside gate #2.

MOVE-OUT SECURITY:

At the close of the show, only exhibit personnel properly identified with exhibitor or special badges, will be allowed to remain in or enter the exhibit halls. Show management recommends that someone remain with the exhibit space until all valuables are removed.

FREIGHT DOORS:

Jim Graham Building clearance: 12' wide x 14' high

Exposition Center clearance: 13' wide x 16' high

All freight doors are drive-in.

CEILING CLEARANCE:

Jim Graham Building: Varies from 17' to 21'.

Exposition Center: 21' throughout the building

SHOW OFFICE:

The show office is located at the front of the Jim Graham Building. Information may be obtained for all exhibitors starting on Monday, April 3 at 7:30am.

FLOOR LOAD:

Floors throughout the building are concrete. Weight load is unlimited.

WATER:

Available in some areas on request.

GAS:

Bottles only - 2.5 lb. limit. NFPA 58 – NCC Fire Prevention Code

EXHIBITOR TELEPHONES:

Must be ordered two weeks in advance by calling AT&T Sales at 866.620.6000. Exhibitor needs to designate the day the telephone is to be installed, exhibit space number and the person to contact at the time of installation.



SHOW DECORATOR:

Southern Exhibition Services. See their information and forms online. Exhibitors may set up and decorate their own exhibit areas, using own labor and exhibit materials. Order forms for decorator services, including exhibit furniture, carpet, signs, exhibit cleaning, will be included in the decorator kit.

The show decorator will maintain a service desk at the show during move-in and throughout the show.

DECORATING/DRAPAGE INFORMATION:

Information is included for ordering special drapes, carpet, furniture, special signage, drayage, etc. Forms with payment must be sent directly to Southern Exhibition Services.

Note: You will be provided 8' high draped black back drop and 3' high draped black booth dividers. Exhibitors are free to provide their own booth equipment and decorating, use their own transportation and labor, and can ship materials to arrive starting Monday, April 3 directly to the NC State Fairgrounds. There will be a charge for any labor and forklift time used to unload shipments arriving during move-in.

SHIPPING MATERIAL TO SHOW:

Shipments to the N.C. State Fairgrounds should be scheduled to arrive beginning Monday, April 3. Make sure all shipments are properly marked using the following address:

Name of your representative at show
Your Company Name
Southern Ideal Home Show
Jim Graham Building
N.C. State Fairgrounds
1025 Blue Ridge Blvd.
Raleigh, NC 27607

GUARD SERVICE:

Show Management provides 24-hour perimeter guard service in the show exhibit areas, beginning at 6 pm on Monday, April 3 and ending at Midnight, Sunday, April 9.

INSURANCE:

Show Management/SOUTHERN IDEAL HOME SHOW has general liability insurance covering the show. Insurance does not cover the exhibitor's exhibit contents, visitors within confines of exhibitor's leased space, or exhibitor's personnel. Exhibitors are held responsible for their own general liability insurance coverage.

ACCOMMODATIONS:

There are a number of hotels and motels close to the N. C. State Fairgrounds.

Click here to view official hotel information on page 11.

TAXES AND LICENSES:

All exhibitors making sales at the show are required to have a NC Retail Sales License and pay a North Carolina and Wake County combined rate of 6.75%. 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% Wake County rate of tax for a combined 6.75%.

JUDGING & GRADING OF EXHIBITS:

Click here to go to page 12 for Grading Guidelines

All exhibits will be graded. Grades will be available to exhibitors at the show office during the show. Grades are significant to Show Management for quality control. Exhibitors consistently receiving D or F grades will be disqualified from future show participation. EXHIBITORS NOT SHOW READY BY 6pm THURSDAY, April 6 WILL RECEIVE AN "F" GRADE.

EXHIBIT AWARDS:

Exhibit awards will be presented for:

- Best of Show
- Building & Home Improvement
(1st, 2nd & 3rd Places)
- Kitchen and Bath (1st, 2nd & 3rd Places)
- Interior Decor (1st, 2nd & 3rd Places)
- Outdoor Living (1st, 2nd & 3rd Places)
- Creative Design (1st, 2nd & 3rd Places)

Note: Exhibitor is eligible to win Best of Show Award two consecutive years only.

CHECKLIST

ITEM	DATE COMPLETED & MAILED
Exhibit Space Contract and first half payment sent	<hr/>
Final 50% payment sent (<i>DUE FEBRUARY 7, 2017</i>)	<hr/>
Hotel Reservations Made	<hr/>
Travel Arrangements Made	<hr/>
Advertising Placed	<hr/>
Carpet/Floor Covering Arranged	<hr/>
Decorating Requirements Ordered - Discount Price Deadline March 17, 2017 (<i>Send to Southern Exhibition Services</i>)	<hr/>
Drayage Order Form (<i>Send to Southern Exhibition Services</i>)	<hr/>
Booth Staff Arranged and Trained	<hr/>
Insurance Certificate sent to Southern Shows Inc.	<hr/>
Sales and Use Tax icense No.	<hr/>



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
- (1) 110 Electrical Outlet

EXHIBITORS PURCHASING

200 SQUARE FEET RECEIVE:

- 12 badges
- 10 complimentary tickets
- (2) 110 Electrical Outlets

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
- (3) 110 Electrical Outlets

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 exhibitor personnel.
- All exhibitor personnel MUST wear a badge while on the show floor.
- When leaving the show, exhibitor 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 \$9.
- Badges may only be used by individuals working in the exhibit.
- Only exhibit personnel wearing badges are allowed to enter exhibitor entrances.



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.

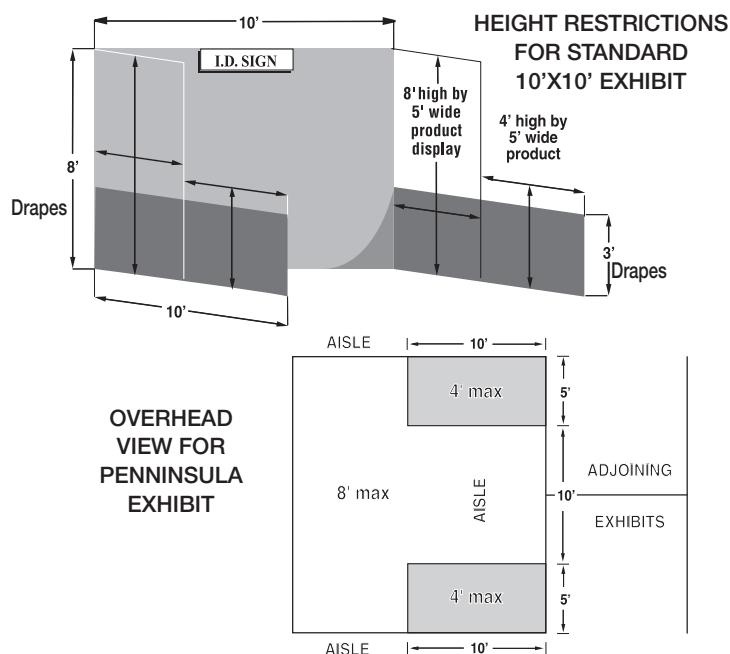
If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.

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 ex-



hibitor 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 guide-

lines. 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.



OFFICIAL SHOW HOTEL

HAMPTON INN & SUITES

111 Hampton Woods Lane

Raleigh, NC 27607

919-233-1798

www.carysuites.hamptoninn.com



2.5 miles from the NC State Fairgrounds

- Hot Breakfast Buffet
- Manager's Reception with complimentary beer, wine,
 - and appetizers from local restaurants
Mon – Thurs 5:30pm – 7:30pm
 - Complimentary Hi-Speed Internet
 - Outdoor Pool
 - On-Site Fitness Center
 - On-Site Guest Laundry Facility
 - On-Site Convenience Store

Ask for the "Southern Ideal Home Show Rate"

- \$87* + Tax for a Standard King or Double with a mini refrigerator and microwave (Standard Kings have a pull out couch)
*Deadline to receive \$87 rate must be booked by March 25, 2017.



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

QUALITY

The show targets and attracts a middle to upper income audience. To keep your audience coming back, the entire show, including each individual booth or feature, must reflect a "we care" image.

WHAT HELPS PROJECT A GOOD IMAGE?

Carpet, tables that are draped top to floor, boxes hidden from view, careful placement of stock, and creativity. Flowers or horticulture can bring dead space to life, are the ideal alternative to costly exhibit structure, are a gentle traffic controller, become instant camouflage, add a touch of class, and add warmth and personality to any exhibit space.

CARPET AND DRAPERIES

We plan to use black and silver draperies in the Jim Graham Building and solid black in the Exposition Center throughout the show and carpet in some areas of the Jim Graham building. We feel this will be subtle enough not to interfere with your booth decor and product display.

BOOTH DEMOS

Any time there is activity within an exhibitor's area, visitors will be attracted to that space. We encourage you to have your personnel demonstrating what it is you do. Use visual aids or commercial presentations. Be sure your personnel are knowledgeable and try to do something that will catch show visitors' eyes.

DRAWINGS AND PRIZES

These are permitted and encouraged as a way to generate new business leads. Winners of major drawings and door prizes will be announced by the show manager. Lotteries are not permitted. Exhibitors are not eligible to win show prizes.

PLAN AHEAD

Measure your tables, chairs, shelves and other fixtures. Sketch a plan on paper, and place your items in the space. Keep in mind that no part of your exhibit should extend beyond the parameters of your leased space. Decide where you need electrical or other utilities for lamps, videos, cash registers, sinks, etc. Plans save time during move-in.

Give your exhibit personnel adequate instructions.

Be sure they know:

- a) Directions to the show location and where the exhibitor entrance is located.
- b) Where the parking facilities are located.
- c) Where they should pick up badges.
- d) Name of the building, exhibit name, number and location within the building.
- e) Where to return their badge if they are not working every day.
- f) Telephone numbers and names for emergencies. Consider giving them a floor plan, outlining on it your space location. Assign unusual duties such as sweeping out your booth each evening; breaking down boxes and taking them to the dumpster (outside Jim Graham Building on east side); closing out cash register.

Check all forms and confirmation. Call if you have any questions.

Return forms to correct address and be sure checks are payable to correct company.

Meet deadlines for advance orders and payments.

You save considerable money when you order booth equipment in advance of show move-in.

Decide if you need additional badges and/or exhibitor tickets. ([Click here to go to Badge Information on page 6.](#))

Check move-in, show-time and move-out schedules and times. ([Click here to go to General Information on page 3](#))

EXHIBIT GRADING CRITERIA

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

GRADES:

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

DEDUCTIONS

- 10 No solid background
- 10 Unprofessional or "flea market" (*vinyl banners*) signs.
- 10 Uninvolved personnel (*eating, drinking, reading, talking to each other, etc.*)



- 10 Table not covered (*unless attractive table*).
- 5 Floor covering does not completely cover area
- 5 Table covered but not to the floor, or unprofessional covering such as sheets.
- 5 No access to booth (*exceptions for type of exhibit*)
- 5 Exposed boxes or other materials
- 5 Company identity or product not clear.
- 5 Exhibit not cohesive. All elements do not work together/match.
- 5 Literature/products not attractively/professionally displayed.

ADDITIONS

- +10 Overall excellence in one or more aspects of the exhibit.

GENERAL NOTES

Note exhibit space assignments: Exhibits not receiving an A or B grade will not have first right of renewal.

Floorcovering is required in all exhibits: Generally, only exhibits with solid backgrounds or decorations covering the drape can earn an A grade.

SURVIVAL GUIDE FOR EXHIBITORS

1. Remember that you are going to be spending long hours on your feet so:
 - a) Wear comfortable shoes and support hose where possible.
 - b) Put carpet in your booth. It looks nicer and saves some wear and tear on your tired feet.
2. Order your furniture, carpeting and draping requirements early. You'll save money.
3. Bring a hand truck and/or dolly.
4. If you are shipping merchandise:
 - a) Carefully package your merchandise. Not everyone handles the packages as kindly as you would.
 - b) Be sure all packages are clearly marked with:
(*Your Name + Exhibit Space Number*)
(*Your Company Name, if any*)
Southern Ideal Home Show - Raleigh
Jim Graham Building or Exposition Center
NC State Fairgrounds
1025 Blue Ridge Blvd.
Raleigh, NC 27607
 - c) Know the carrier, i.e.: Federal Express, UPS, or other trucking company. Get TRACER # and all appropriate shipping information. In the event of an undelivered package this helps the carrier find it.
 - d) Ask the carrier when you can expect your merchandise delivered and be sure you are in your exhibit to receive it or notify the drayage company of its intended arrival.
 - e) Verify that number of packages on weight bill have been received.
5. **Set up early!** Murphy's law prevails at shows.
6. When you arrive, be sure you have the electrical, furniture, carpeting and draping you requested. Southern Exhibition Services (furniture, decorating and drayage) will have an area set up in the show.
7. Replenish stock before the show opens or after it closes.
8. Be in your booth early! Doors often open 15 minutes early.
9. Check at SHOW OFFICE for telephone messages. Messages are delivered periodically, unless there is an emergency.
10. Take breaks periodically if possible. It will help you be more alert for your customers.
11. Never leave your booth unattended. There must be a person manning the booth at all times.

COME PREPARED

Here are some items veteran exhibitors suggest you bring with you to the show:

- Your own hand truck or cart.
- A broom. For sweeping out your space at night.
- An extension cord. Your power source is not always exactly where you need it.
- An electrical power strip. If you plan to plug in more than two items.
- A tool kit. Something will break.
- Extra light bulbs for lit displays.
- Tape. For packing up.
- Sheets. For covering up your merchandise and exhibit at night.
- Cleaning material. For keeping your exhibit fresh.



SHOW PRODUCTIVITY

We All Want To Sell More, See More People ... Be Better ... So Here Are
Sure Fire Ways To Increase Show Productivity

1. Introduce a new product at the show, and publicize that you'll have it.
2. Change the appearance of your exhibit space each year. Nothing hurts more than people looking at you and saying "Oh yes! Same as last year!"
3. Advertise your special show prices and products in advance. And make them "show only" prices.
4. Demonstrate something. People love to watch things being created.
5. Send special cards to your customers and prospects.
6. Make your exhibit space inviting! Don't barricade yourself in.
7. Do not allow your staff to read books or magazines (*and don't do it yourself!*) in your exhibit space. Customers hate to disturb someone happily engrossed in reading.
8. Look happy! Even if you're not! People avoid unhappy faces!
9. Dress in costume if appropriate. If not appropriate, dress in attractive fresh clothes or your best logo attire.
10. Offer service, advice, and a friendly face — and know that people always return to places they felt welcome and special.
11. Have a video running in your exhibit space ... a great way to interest potential customers in your product and/or service while you're waiting on someone else.
12. Have a drawing for a special item ... an excellent and easy way to develop a mailing list. Make sure the prize relates to your company.
13. Help people to remember you with a personalized sample of your product ... or a useful item, such as a pencil or notepad.

If a show attracts enough qualified visitors and an exhibitor does not sell — the problem can usually be traced to product, price or personality.

Required Sales & Use License No.



SOUTHERN IDEAL HOME SHOW

Raleigh April 7- 9, 2017. NC State Fairgrounds

Please complete and submit request by March 27, 2017.

Exhibitors with products for sale are required to have a North Carolina Retail Sales and Use Tax License. This license (or a copy) must be displayed in your exhibit at all times. Southern Shows, Inc. is also required to have your Sales and Use License number on file. Please provide this information by completing the information below and returning this page to Southern Shows, Inc.

Please show your license number below and return this form immediately. *(No need to send if previously submitted.)*

Name: _____

Company Name: _____

North Carolina Sales & Use License Number: *(Give 12 digit number)* _____

-OR-

Do not need license:

Our Company will not be selling at the show

Our Company is a Non-Profit Organization. Non-Profit/Tax Exempt No.: _____

Please complete this order form and fax to 704.376.6345
or mail to the address below.

SouthernShowsSM
Attn: Sarah-Butler McKinney
P.O. Box 36859
Charlotte, NC 28236

Questions?
Sarah-Butler McKinney
919.418.9540
sbmckinney@southernshows.com