

MAY 3-6

S SUBURBAN COLLECTION SHOWPLACE : novi, mi

MICHIGAN INTERNATIONAL WOMEN'S SHOW 2018
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

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 35.7, with a range from 25 to 64. Some 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:



"The Southern Women's Show was an amazing opportunity for our small business! We had a fabulous time meeting new people and learning about their life stories through assisting them with their Origami Owl locket creations! We are looking forward to coming back in 2018!"

Tina Siemsen,
Origami Owl

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.



"Our sales were superb and we are enjoying a return customer base at this show that has been unmatched."

Rachel & Gabriel Spagur,
Virginia Soaps & Scents



"Wonderful environment for making sales on the spot, and endless opportunities to grow life long customer relationships! Can't wait for the next show!"

Amanda Tavormina,
LuLaRoe

**OUR PROMISE TO YOU:
WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.**

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GENERAL INFORMATION

SHOW LOCATION:

Suburban Collection Showplace
46100 Grand River Avenue
Novi, MI 48374

SHOW DAYS & HOURS:

Thursday, May 3: 10am to 7pm
Friday, May 4: 10am to 8pm
Saturday, May 5: 10am to 7pm
Sunday, May 6: 11am to 5pm

PUBLIC SHOW ADMISSION:

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

EXHIBIT SPACE RATES:

\$11 per square foot
10' x 10' = \$1,100
10' x 20' = \$2,200
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'x10' 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. Forklifts (with driver) are available for a fee. The facility provides a limited number of carts and dollies, which are available on a first come, first served basis.

FOOD SAMPLING:

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

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. Each exhibitor selling at the show must have a business tax license for the specific location and city. Each exhibitor is responsible for reporting and paying taxes on sales made at the show.

EXHIBITOR ID BADGES & SHOW SPECIAL ADMISSION TICKETS:

- 100 sq ft - 8 badges and 5 complimentary tickets
- 200 sq ft - 8 badges and 10 complimentary tickets
- 300 or more sq ft - 16 badges for first 200 sq ft and 2 badges for each additional 100 sq ft, plus 5 complimentary tickets for every 100 sq ft

Exceptions to above would be special feature or non-profit participants.

GUEST TICKETS:

Guest tickets (*not for resale*) are available on consignment for \$5 each.

EXHIBITOR DOCUMENTS ONLINE:

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

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

PARKING

\$5 per day or \$10 for all four show days. Parking passes must be purchased in advance, directly from the Suburban Collection Showplace. Please see your Exhibitor Kit for order forms.

MOVE-IN SCHEDULE:

Tuesday, May 1: Noon to 7pm
Wednesday, May 2: 9am to 7pm
Exhibits must be fully set up by Wednesday, May 2 at 7pm.

MOVE-OUT SCHEDULE:

Sunday, May 6: 5pm to 10pm
All products must be removed from the building by 10pm
Sunday, May 6.

SPONSORED BY

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 DetroitNews.com

FOR MORE INFORMATION:

BETH ANDERSON
Executive Show Manager
704.376.3623
800.849.0248 x107
banderson@southernshows.com

ALEXANDRA SMITH
Assistant Show Manager
704.494.7564
800.849.0248 x145
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SouthernShows™

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

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S SUBURBAN COLLECTION SHOWPLACE : novi, mi



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: \$11.00 per square foot

10' x 10' = \$1,100.00 • 10' x 20' = \$2,200.00

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): \$ _____

Enclosed is my check for 50% of above cost. (100% due after March 3, 2018)

Please bill my credit card for 100% of 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 #16

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

Building _____ Exhibit Space # _____ Size _____ x _____ = _____

Exhibit \$ _____ + Corners \$ _____ = Total \$ _____

Comments _____

MAKE CHECK PAYABLE TO:

SouthernShows^{INC}

PO Box 36859
Charlotte, NC 28236

810 Baxter Street
Charlotte, NC 28202

704.376.6594 • Fax 704.376.6345

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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 MARCH 3, 2018

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

FINAL PAYMENT

MARCH 3, 2018

INSURANCE REQUIREMENTS

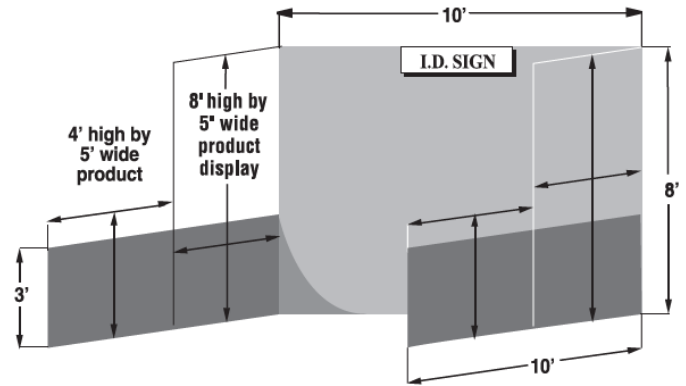
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

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' by 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 information contact:

SouthernShows^{INC}

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www.SouthernShows.com