

APRIL 17 - 19

nc state fairgrounds jim graham & expo center

SOUTHERN
WOMEN'S
SHOW 2020
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. 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 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.



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!"

Tina Siemsen,
Origami Owl



"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.**

APRIL 17 - 19

nc state fairgrounds jim graham & expo center

SOUTHERN
WOMEN'S
SHOW 2020
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

GENERAL INFORMATION

SHOW DATES

April 17-19, 2020

SHOW LOCATION

NC State Fairgrounds
Jim Graham Building & Exposition Center
Raleigh, NC

SHOW DAYS & HOURS

Friday, April 17: 10:00am - 8:00pm
Saturday, April 18: 10:00am - 7:00pm
Sunday, April 19: 11:00am - 6:00pm

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")
- Standard electrical outlet
- Wi-Fi internet access
- General exhibit hall security
- 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 floorplan

1. MOVE-IN:

Wednesday, April 15: Noon to 6:00pm
Thursday, April 16: 9:00am to 7:00pm
Exhibits must be fully set up by Thursday, April 16 at 7:00pm

2. MOVE OUT:

Sunday, April 19: 6:00pm to 10:00pm
All products must be removed from the building by
Sunday, April 19 by 10:00pm

3. EXHIBITOR CREDENTIALS:

- 100 square feet of exhibit space – 8 badges and 5 complimentary tickets
- 200 square feet of exhibit space – 8 badges and 10 complimentary tickets
- 300 or more square feet of exhibit space – 16 badges and 5 complimentary tickets for every 100 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 \$12.

Badges may only be worn by individuals working in an exhibit.

SHOW CONTACTS

Katie Cronin
Show Manager
704.494.7560
800.849.0248 x1140
kcronin@southernshows.com

Casey Harper
Show Manager
704.376.3419
800.849.0248 x1105
charper@southernshows.com

APRIL 17 - 19

nc state fairgrounds jim graham & expo center

SOUTHERN
WOMEN'S
SHOW 2020
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

GENERAL INFORMATION

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. Foods that produce 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. SELLING OR SAMPLING FOOD:

The NC State Fairgrounds has an exclusive food service contractor. No food or beverage may be brought in or delivered to the Fairgrounds with the exception of previously approved sample products distributed at exhibits. Food products sold from exhibit spaces must be packaged in bulk form and sealed for off-premise consumption. If you are sampling a food or beverage, the sample size must be 2oz. or less (*and should fit in a standard 1-inch condiment cup*).

10. NOT ALLOWED:

Helium balloons, popcorn, stickers, enclosed exhibits or tent coverings larger than 10' x 10' area, straw, combustible materials.

11. 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.

12. DIRECTIONS TO THE NC STATE FAIRGROUNDS:

Go to www.ncstatefair.org/directions.htm

13. PARKING:

FREE parking for exhibitors and show guests!

14. TAXES:

The sales tax in Wake County is 7.25%. Everyone selling at the show must have a North Carolina Sales License. This license (or copy of it) must be displayed in your exhibit at all times. If you do not have a license, you will be required to obtain one prior to the show by writing to:

**NORTH CAROLINA SALES & USE LICENSE OFFICE
BOX 25000
RALEIGH, NC 27640**

Telephone: 877.252.3052 or visit the website at www.dorncc.com/business/index.html

Do not apply if you have an active number.

15. 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.

APRIL 17 - 19

nc state fairgrounds jim graham & expo center

**SOUTHERN
WOMEN'S
SHOW**
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

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 Feb. 19, 2020)

☐ 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 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 #09

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

APRIL 17 - 19

nc state fairgrounds jim graham & expo center

SOUTHERN
**WOMEN'S
SHOW**²⁰²⁰
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

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 FEBRUARY 19, 2020

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

FINAL PAYMENT

FEBRUARY 19, 2020

INSURANCE REQUIREMENTS

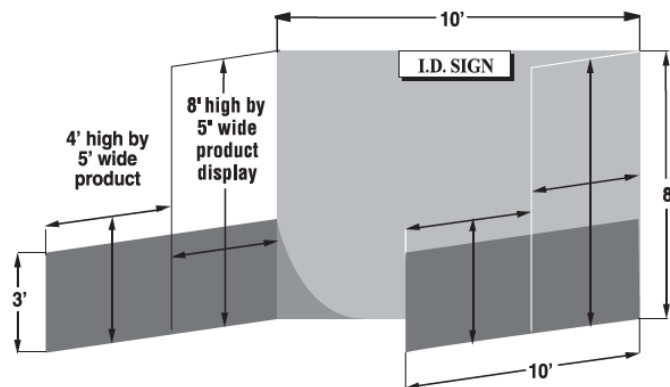
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

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.



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

For more information contact:

SouthernShows^{INC}

PO Box 36859 • Charlotte, NC 28236 704.376.6594 • 800.849.0248 • Fax 704.376.6345

www.SouthernShows.com

APRIL 17 - 19

nc state fairgrounds jim graham & expo center



SPOTLIGHT STAGE REQUEST

The Spotlight Stage is the perfect setting to present interactive demonstrations and workshops. The area seats approximately 50 people and is equipped with a podium, microphone, TV monitor and table for materials. Any visual aids/AV equipment (including laptop, cables, etc) needed for presentations are the sole responsibility of the presenter. Overhead lighting cannot be dimmed. Presentations should be no longer than 30 minutes.

The Spotlight Stage is promoted in the Official Show Program, on the Official Show Website and through onsite signage and announcements. Please mail a press kit and photo of the speaker if available.

Time on the spotlight 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 17 hourly from 11:30am - 6:30pm; Saturday, April 18 hourly from 11:30am - 5:30pm

Sunday, April 19 hourly from 11:30am - 4:30pm

1. Total number of stage times requested _____

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

3. Name of the speaker if different from above _____

**One complimentary ticket per speaker per day will be available for pickup at the Show Office beginning Wednesday, April 15.*

4. Title of seminar/workshop and name as it will appear in Show Program, Website and onsite signage (limit 50 characters)

Title of Seminar/Workshop _____

Presented By (Company Name) _____

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

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

SouthernShows^{INC}

Attn: Casey Harper
P.O. Box 36859
Charlotte, NC 28236

QUESTIONS?

Casey Harper, Show Manager
704.376.3419 • 800.849.0248 x1105
charper@southernshows.com

APRIL 17 - 19

nc state fairgrounds
jim graham & expo center



FASHION & ENTERTAINMENT STAGE REQUEST

The Fashion & Entertainment Stage is a main focal point of the show seating approximately 400 guests. Guests can 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. 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. There is an opportunity for a dress rehearsal on Thursday, April 16.

**Stage Dimensions: 24' Wide x 16' Deep | Runway: 12' Wide x 16' Long*

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

SHOW DAYS AND TIMES FOR PRESENTATIONS

Friday, April 17 hourly from 11:00am - 7:00pm; Saturday, April 18 hourly from 11:00am - 6:00pm

Sunday, April 19 hourly from Noon - 5:00pm

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 _____

5. Title of demonstration and name as it will appear in Show Program, Website and onsite signage (limit 50 characters)

Title of demonstration _____

Presented By (Company Name) _____

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

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

SouthernShows^{INC}

Attn: Casey Harper
P.O. Box 36859
Charlotte, NC 28236

QUESTIONS?

Casey Harper, Show Manager
704.376.3419 • 800.849.0248 x1105
charper@southernshows.com

APRIL 17 - 19

nc state fairgrounds
jim graham & expo center

SOUTHERN
WOMEN'S
SHOW
2020
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

PROMOTIONAL OPPORTUNITIES

PROMOTIONAL OPPORTUNITY #1: VIP SHOPPERS

Be a part of the Southern Women's Show VIP Shopper's Swag Bag! Our VIP ticket holders are serious shoppers – so we want to give them access to the best of the best from select exhibitors.

VIP guests will be given a shopping map highlighting your exhibit space, as well as a VIP lanyard pass, so you know who qualifies for the special discount. We'll provide signage indicating your exhibit as a VIP Shopping Stop, as well as pre-show promotion to highlight your exhibit. All you need to do is offer a discount/show special. We limit the number of participants in the VIP Shopping Swag Bag, so sign up quickly.

To participate please fill out the following information:

Exhibitor Name & Company _____

Description of Prize _____

Please return this form to charper@southernshows.com no later than Friday, February 8, to participate in the above promotion!

SouthernShows™

Attn: Casey Harper
P.O. Box 36859
Charlotte, NC 28236

QUESTIONS?

Casey Harper, *Show Manager*
704.376.3419 • 800.849.0248 x1105
charper@southernshows.com

**SOUTHERN
WOMEN'S
SHOW²⁰²⁰**
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

LOADING DOCK

KITCHEN STAGE

2600 Aisle

2600	2601	2602	2603
2043	2042	2143	
2041	2040	2141	
2039	2038	2139	
2037			

2600 Aisle

2611	2612	2613
2342	2443	
2340	2441	
2338	2439	

2400 Aisle

2435	2436	2437
2334	2435	
2332	2433	
2330	2431	
2328	2429	
2326	2427	

2300 Aisle

2322	2423	
2320	2421	

2200 Aisle

2222	2323	
2220	2321	

2100 Aisle

2122	2223	
2120	2221	

2000 Aisle

2022	2123	
2020	2121	

1900 Aisle

2116	2217	
2114	2215	
2112	2213	
2110	2211	

2500 Aisle

2106	2207	
2104	2205	

2600 Aisle

2306	2407	
2304	2405	

2400 Aisle

2406	2407	
2404	2405	

2300 Aisle

2306	2407	
2304	2405	

2200 Aisle

2206	2307	
2204	2305	

2100 Aisle

2106	2217	
2104	2215	
2102	2213	
2100	2211	

2000 Aisle

2006	2107	
2004	2105	

1900 Aisle

2006	2107	
2004	2105	

2500 Aisle

2500	2501	2502	2503	2504	2505	2506	2507	2508	2509	2510	2511	2512
------	------	------	------	------	------	------	------	------	------	------	------	------

2600 Aisle

2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2400 Aisle

2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2300 Aisle

2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2200 Aisle

2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2100 Aisle

2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2000 Aisle

2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2500 Aisle

2506	2507	2508	2509	2510	2511	2512	2513	2514	2515	2516	2517	2518	2519
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2600 Aisle

2606	2607	2608	2609	2610	2611	2612	2613	2614	2615	2616	2617	2618	2619
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2400 Aisle

2406	2407	2408	2409	2410	2411	2412	2413	2414	2415	2416	2417	2418	2419
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2300 Aisle

2306	2307	2308	2309	2310	2311	2312	2313	2314	2315	2316	2317	2318	2319
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2200 Aisle

2206	2207	2208	2209	2210	2211	2212	2213	2214	2215	2216	2217	2218	2219
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2100 Aisle

2106	2107	2108	2109	2110	2111	2112	2113	2114	2115	2116	2117	2118	2119
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2000 Aisle

2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
------	------	------	------	------	------	------	------	------	------	------	------	------	------

2500 Aisle

2506	2507	2508
------	------	------

