

OCTOBER 4 - 7

birmingham-jefferson
convention complex

SOUTHERN
WOMEN'S
SHOW²⁰¹⁸
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

GENERAL INFORMATION

SHOW LOCATION:

Birmingham-Jefferson
Convention Complex
2101 Richard Arrington Blvd. North
Birmingham, AL 35203

SHOW DAYS & HOURS:

Thursday, October 4: 10am - 7pm
Friday, October 5: 10am - 8pm
Saturday, October 6: 10am - 7pm
Sunday, October 7: 11am - 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
- Direct mail brochures (*while supplies last*)
- 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:

All exhibitors who reside outside of Jefferson County are responsible for paying their taxes at the close of the show, Sunday, October 7. You will need to add 10% tax to all sales. Tax forms will be available in the Show Office or from the tax collector on site. The tax collector will provide envelopes. Only checks or cash will be accepted. If paying by check, please be advised that you will be paying THREE (3) Government entities; the city, county and state. All payments are made separately, so please bring enough checks. **You must pay your taxes at the conclusion of 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 and 15 complimentary tickets (with 5 complimentary tickets for every additional 100 sq ft)

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

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

GUEST TICKETS:

Guest tickets (*not for resale*) are available to exhibitors at \$5 each. Unused tickets may be returned for credit prior to show's conclusion.

FOOD SAMPLING:

Each exhibitor sampling any food product must follow Health Department guidelines, as well as sample size restrictions enforced by the facility. A food service questionnaire must be filled out and returned to the Jefferson County Health Department. Forms will be provided by Southern Shows.

PARKING:

Underground parking is available under the East Exhibit Hall at a cost of \$10 daily. Enter from Civic Center Blvd. then turn left on 22nd Street. Parking is also available in the BJCC parking deck at the corner of 22nd Street and 9th Avenue for \$10 daily. Street parking is available as well in various locations surrounding the BJCC. Bring your coins for the meter!

MOVE-IN SCHEDULE:

Tuesday, October 2: 12pm to 7pm
Wednesday, October 3: 9am to 7pm

MOVE-OUT SCHEDULE:

Sunday, October 7: 5pm to 11pm

SPONSORED BY



CHEVROLET

Walgreens

FOR MORE INFORMATION:

BETH ANDERSON
Executive Show Manager
704.376.3623
800.849.0284 x107
banderson@southernshows.com

TAYLOR PEAVEY
Assistant Show Manager
704.494.7545
800.849.0284 x115
tpeavey@southernshows.com

SouthernShows™

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

The Southern Women's Show and Women's Show Series names and logos are U.S. Registered Trademarks owned by Southern Shows Inc. of Charlotte, NC. All shows and production rights reserved.