

2020 EXHIBITOR KIT



SOUTHERN WOMEN'S SHOW²⁰²⁰

SHOPPING / FOOD / FASHION / HEALTH
BEAUTY / TRAVEL / FUN

october 2-4 ⚡ charlotte convention center

SOUTHERNWOMENSSHOW.COM  

october 2-4 charlotte convention center

Dear 2020 Exhibitor,

We are delighted to welcome you to the 2020 Southern Women's Show in Charlotte!

We want to make sure that you and your business are fully prepared for the show. Included in this kit is everything you need to prepare for the show including general show information, rules and regulations and additional promotional opportunities.

Also included are helpful tips to maximize your participation and boost your results at the show. You will be competing with other exhibitors for the attention of the same show guests, so it is very important for you to have an eye-catching exhibit and get the exposure you deserve. You've made the right choice to exhibit at the Southern Women's Show in Charlotte and we want to ensure that you capitalize on your participation and generate the best return on investment by standing out in the crowd!

Please take time to review these materials and be in touch if you have any questions or concerns. We are happy to help in any way. We are looking forward to celebrating the 38th year of the Southern Women's Show in Charlotte with you. Let us know how we can help you succeed.

Sincerely,

Brittany Meehan

Show Manager

bmeehan@southernshows.com

704.494.7556

Courtney Jackson

Assistant Show Manager

704.376.4109

cjackson@southernshows.com

For more info contact
SouthernShows^{INC}



PO Box 36859 - Charlotte, NC 28236

704.376.6594 - 800.849.0248 - Fax 704.376.6345

SouthernShows.com

GENERAL INFORMATION

SHOW DATES

October 2-4, 2020

SHOW LOCATION

Charlotte Convention Center
501 South College Street
Charlotte, NC 28202

SHOW DAYS & HOURS

Friday, October 2: 10:00am - 7:00pm
Saturday, October 3: 10:00am - 7:00pm
Sunday, October 4: 10:00am - 5:00pm

PUBLIC SHOW ADMISSION

Adults \$13 at the Door
Youth (6-12) \$6
Under 6 FREE with Paying Adult

EXHIBIT SPACE RATES

\$10.30 per square foot
10' x 10' = \$1,030
10' x 20' = \$2,060
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 ID sign (7" x 44")
- 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, September 30: 2:00pm to 6:00pm
Thursday, October 1 9:00am to 7:00pm
Exhibits must be fully set up by Thursday, October 1 at 7:00pm

2. MOVE OUT:

Sunday, October 4: 5:00pm to 10:00pm
All products must be removed from the building by
Sunday, October 4 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 \$10.

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

SHOW CONTACTS

Brittany Meehan, *Show Manager*
bmeehan@southernshows.com | 704.494.7556

Courtney Jackson, *Assistant Show Manager*
cjackson@southernshows.com | 704.376.4109

SPONSORED BY



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. Food that produces 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:

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 (or should fit in a standard 1-inch condiment cup). Each exhibitor sampling food must fill out the sampling form and return it to Centerplate. *The sampling form can be found on page 14.*

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 CHARLOTTE CONVENTION CENTER:

www.charlotteconventionctr.com/directions-parking

13. PARKING:

Parking is available in lots at prevailing rates in parking lots and decks surrounding the Charlotte Convention Center.

Parking map is available on page #16.

14. TAXES:

All exhibitors making sales at the show are required to have a NC Retail Sales License and pay a North Carolina and Mecklenburg County combined rate of 7.25%. 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: www.dornc.com/faq/sales.html
- Once NC Retail Sales License is obtained please complete the Required Sales and Use License Number form.

15. CARPET/DRAPE COLORS:

Aisle carpet is indigo and drape is white.

16. 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.

OFFICIAL SHOW HOTEL



201 South McDowell Street Charlotte, NC 28204

704.372.7550 (toll free) 1.800.551.1692 | www.Marriott.com/cltut

Conveniently located in the heart of the Government District of Uptown Charlotte and just minutes from the Charlotte Convention Center. With the variety of attractions surrounding the Fairfield Inn and Suites - Charlotte Uptown, location is equally ideal for leisure guests and group travelers. Nearby attractions include Bank of America Stadium, Spectrum Arena, NASCAR Hall of Fame, Charlotte Convention Center and Discovery Place.

- Complimentary High-speed wireless internet
- Complimentary hot breakfast buffet
- Complimentary Shuttle Service (3 mile radius)
- Open 7 days a week - Q Tavern - Craft Tap & Fine Food!
Featuring an excellent menu with a wide variety, as well as an extensive selection of local beers on tap and in bottles
- Complimentary morning newspapers
- Room service available
- Covered and secured Parking Deck with easy hotel access
- 24 hour business center & fitness center

PLEASE BE SURE TO ASK FOR THE SOUTHERN WOMEN'S SHOW RATE
\$129 plus tax including a continental breakfast

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OFFICIAL SHOW HOTEL

ADDITIONAL GUEST ROOM INFORMATION

- Refrigerator, microwave, and safe in each room
- Bathrooms with quartz countertops, 5-jet massage shower heads, glass shower doors, featuring their luxurious premier towels
- Individual climate controls
- 100% non-smoking
- Digital alarm clocks with MP3 input
- Coffee maker, iron and ironing board
- Large work area with ergonomic executive swivel chair, special task lighting and additional desktop-power outlets
- Dual-line speaker phone with voicemail and additional bedside extension

DINING

- Full Service restaurant open 7 days a week
- complimentary coffee and tea service
- 27/7 Market available

CONFERENCE ROOM AND MEETING FACILITY

If you are looking to plan a private event for a larger group in one of their elegant ballrooms, call their catering office for more details.

- 10,000 square feet of meeting space - 10 meeting rooms - all located on one floor for easy accessibility and attentive service.
- Space is easily configured to accommodate groups of all sizes
- Executive boardrooms
- Complimentary high-speed internet access throughout the meeting rooms
- State-of-the-art audiovisual services
- Out experienced catering staff offers custom gourmet menus

BUSINESS CENTER

- Full service Business Center open 24 hours
- Business facilities with fax machine, PC/printer, internet and email access

RAPID RESPONSE GUARANTEE

You work at the speed of light and now they do too. So when you call for a quote, they guarantee to respond by the end of the next business day.

FAIRFIELD INN & SUITES CHARLOTTE UPTOWN CAN PLAN YOUR NEXT MEETING!

They understand that planning and hosting a meeting is a complex job that can be overwhelming to even the most seasoned meeting planner. That's why they have appointed their in-house Meeting Manager who is here to assist every step of the way.

Their number one focus is your satisfaction. Please don't hesitate to call Guest Services or their Sales Team with any questions. Please allow them quote your next event.



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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 8ft in the rear half of the space, and a maximum of 4ft 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 8ft high to the front of the exhibit.

Peninsula exhibits (four or more spaces back to back with aisles on three sides) may be 8ft 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. Please be aware that if you provide your own floor covering and tape to the aisle carpet, you may be charged by the decorator for any damage to the aisle carpet.

3. DECORATIONS

Materials and decorations used in exhibits must be flame resistant. Electrical wiring and equipment must conform with National Electrical Code Safety Rules.

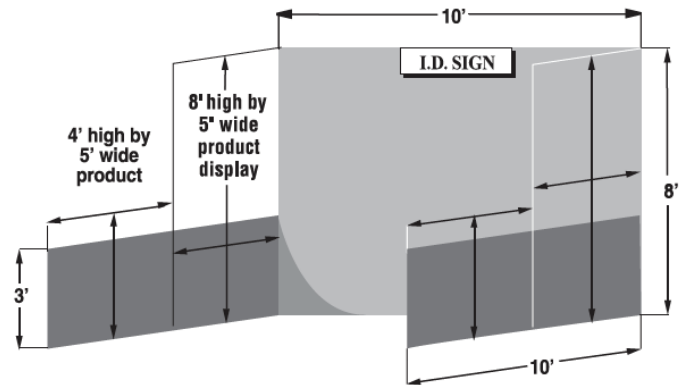
If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.

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 & 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 online 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 exhibitor 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.

RULES & REGULATIONS

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 guidelines. 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.

RULES & REGULATIONS

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.

RULES & REGULATIONS

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, 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 and 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.

15 TIPS FOR MAXIMIZING YOUR PARTICIPATION

Quality exhibits attract quality audiences. Quality audiences generate quality sales! Boost your exhibit traffic and boost your results! No other form of advertising offers your customers the opportunity to see, touch, taste, feel and shop the way an exhibit does. Remember, you only have 5-7 seconds to catch a guest's attention. Make your first impression count!

Below are guidelines and helpful hints to help you create an attractive, memorable and productive exhibit, and to ultimately drive traffic to your exhibit.

1	Set goals. Preplan your exhibit for the best results. Scale out the space before arriving onsite, determine your physical needs, and determine the space you will need for demonstrations, customer interaction and sales. Then share your goals with your staff so they can help you accomplish your objectives.
2	Reach out to your customers in the area and invite them to come see you at the show. We can provide you with a special discount code for your customers to use to purchase online tickets or we can send you artwork for a discount coupon to share.
3	Work your social media – let your Facebook and Instagram followers know that you're part of the show. If you want to do a promotion and give away tickets to the show, let us know and we can help make it happen.
4	Do you send eNewsletters to your customers or have a calendar of events on your website? Let the world know that you're going to be at the show and to come see you. Maybe you might want to offer an incentive for stopping by your exhibit space.
5	Consider offering a bounce back coupon or incentive to drive traffic back to your retail store/website after the show.
6	Encourage your clients, friends and family to forward your show news to their friends -- you can offer them the same special discount code.
7	Floor covering is required. It makes your exhibit space more attractive and helps your feet last longer! Also, hide unsightly table legs, boxes, supplies and extra materials by draping tables to the floor with floor length linens or table skirts. Carpet and table skirts are available through the show decorator.
8	Make sure to clearly identify your company and product. Place your signage at eye level or higher. Avoid unprofessional handwritten signs and vinyl banners. Show them your best image.
9	Do not overwhelm show guests with brochures and literature. Two-thirds of all brochures handed out to show guests are thrown away and forgotten. Meet your guests and hand them materials individually so that you make face to face contact.
10	If you can demonstrate your product, do it! Add an activity or demonstration to draw attention to your space and attract show guests. Engage them!

15 TIPS FOR MAXIMIZING YOUR PARTICIPATION

11	Conduct a Register to Win promotion to drive traffic to your booth. Such promotions also allow you to create an effective database for follow up sales.
12	Your staff is the most important part of your exhibit. Carefully select and train exhibit personnel. Your staff should be knowledgeable about your product or service, should be approachable and inviting, should greet and communicate with show guests, and must be enthusiastic! 85% of show guests' first impressions are based on your staff. Remember, people buy from people! Train them, share your goals and get them to engage.
13	Sample, sample, sample! Women love to touch, taste and smell products before making the decision to buy. Offer them a sample of your product! It works!
14	Schedule time on one of our stages! Stage time is available FREE of charge to those exhibitors who want additional exposure onsite. And...performing on stage is a sure fire way to drive traffic back to your exhibit space. All stage schedules are promoted on the official show website, in the official show program, on show signage and through hourly PA announcements at the show. Sign up today!
15	Smile and have fun!

Outstanding exhibits will be recognized and rewarded!

Each exhibit display is awarded 100 points and deductions are made for the following:

No floor covering	-30
Tables not completely covered	-10
Unprofessional signs or vinyl banners	-10
Uninvolved personnel (<i>eating, drinking, reading or missing from exhibit entirely</i>)	-10
Exposed boxes, excess stock, trash or other unsightly materials	-5
Company identity or product not clear	-5
Literature or product unprofessionally displayed	-5



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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 FOOD & BEVERAGE REQUEST FORM



Food and Beverage Request

The following information must be completed and **submitted no later than two weeks prior to the event for approval.**

Please submit to: Food and Beverage Operations Manager
Charlotte Convention Center
501 South College Street
Charlotte, NC 28202
(704) 339-6051 – fax

Company name:	Event Name:	Event Date:
Company Address:	Email:	
Phone Number:	Fax Number:	

The following constitutes a **sample distribution request** used for the sole purpose of distributing sample food and/or beverage to exhibit attendees. Company representative agrees that all items to be distributed as samples will be of individual bite-sized portions and that beverages will be in containers of four (4) ounces or less and that all items are **company product only**.

PRODUCT NAME/ TYPE	SAMPLE SIZE	QUANTITY	✓ APPROVED	✓ DENIED
1)				
2)				
3)				
4)				

The following constitutes a **request to be a vendor** for the purpose of selling food and/or beverage to exhibit attendees.

<i>PRODUCT / SERVICE</i>	
--------------------------	--

For consideration please attach the following:
Appropriate business license and insurance certificate.
Product portion size and suggested selling price.
Recent health department grading and appropriate food service certificates. (ie. ServSafe, etc.)
Pictures of product and/or food service equipment.
List of references

Print Name (Company Representative): _____

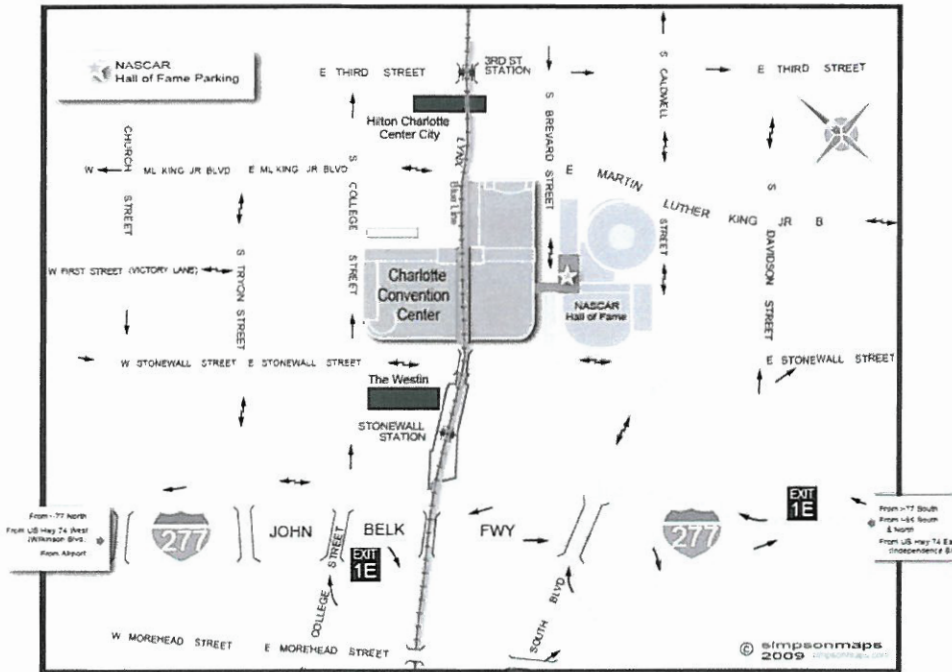
Signature (Company Representative): _____

Signature (Charlotte Convention Center Representative): _____

Comments: _____

DIRECTIONS TO THE CHARLOTTE CONVENTION CENTER

501 South College Street, Charlotte NC 28202 • 704.339.600



FROM I-85

Driving south, take Brookshire Freeway (Highway 16 South), Exit 36. Merge right onto the I-277 loop (John Belk Freeway). Take Stonewall Street, Exit 1E. Turn left on Stonewall Street and proceed 3 blocks. The Charlotte Convention Center will be on your right after you cross Brevard Street.

Driving north, take Little Rock Road, Exit 32. Turn right at the bottom of the ramp. Turn right at the first traffic light. Turn left at the 2nd traffic light onto Wilkinson Boulevard (Hwy 74 East). Follow Wilkinson Boulevard as it becomes the I-277 loop (John Belk Freeway). Take College Street, Exit 1E. The Charlotte Convention Center will be on your right after you cross Stonewall Street.

FROM I-77

Driving north, take the I-277 loop (John Belk Freeway), Exit 9B. Take College Street, Exit 1E. The Charlotte Convention Center will be on your right after you cross Stonewall Street.

Driving south, take the I-277 loop (John Belk Freeway), Exit 9. Take College Street, Exit 1E. The Charlotte Convention Center will be on your right after you cross Stonewall Street.

FROM HIGHWAY 74

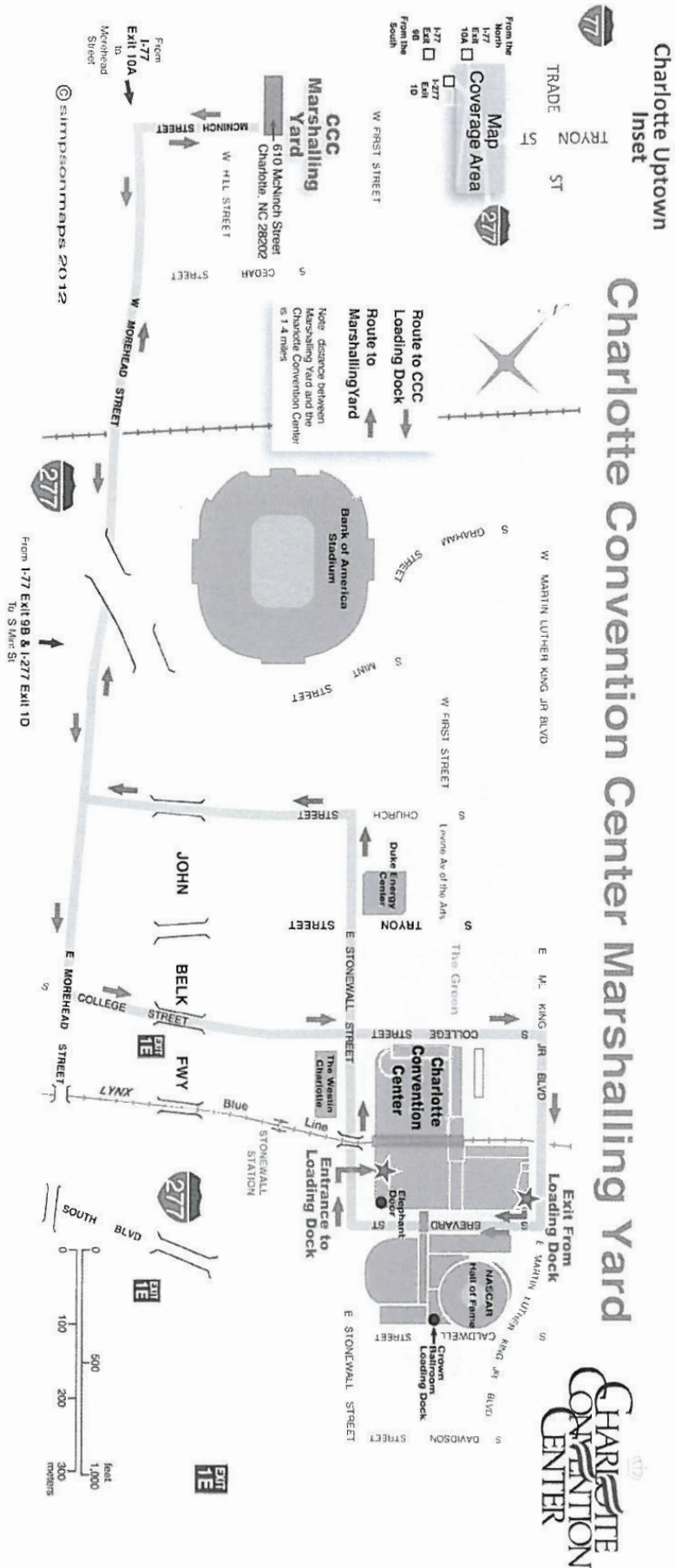
Driving west, follow Independence Boulevard (Hwy 74 West) and merge left onto the I-277 loop (John Belk Freeway). Take Stonewall Street, Exit 1E. Turn left onto Stonewall Street and proceed 3 blocks. The Charlotte Convention Center will be on your right after you cross Brevard Street.

Driving east, follow Wilkinson Boulevard (Hwy 74 East) as it becomes the I-277 loop (John Belk Freeway). Take College Street, Exit 1E. The Charlotte Convention Center will be on your right after you cross Stonewall Street.

ENTRANCES

There are two entrances to the Charlotte Convention Center, one is located on College Street, and a second on East Martin Luther King Jr, Blvd. The NASCAR Hall of Fame parking deck, located on South Brevard Street is also connected to the Charlotte Convention Center via a convenient over-street walkway.

PARKING GUIDE



Charlotte Convention Center Marshalling Yard



PARKING LOTS AND RATES FOR EXHIBITORS

Please contact each lot directly as rates are subject to change

LYNX LIGHT RAIL

Park and Ride Pricing and Locations

Park for free at most locations

One Ride Ticket:

- Adult \$2.20
- Senior \$1.10
- Youth \$1.10

Round Trip Ticket:

- Adult \$4.40
- Senior \$2.20
- Youth \$2.20

One Day Ticket (Unlimited Rides):

- Adult \$6.60

CHARLOTTE CONVENTION CENTER/ NASCAR HALL OF FAME

500 S. Brevard St.

- \$4 for first ½ hour
- \$2 for each additional ½ hour
- \$20 daily max
- After hours rate: \$10 *

*\$10 with voucher. Please pick up voucher from show office and present to parking attendant.

CHARLOTTE MECKLENBURG GOVERNMENT CENTER

232 S. Davidson St.

- \$1.50 per ½ hour
- \$15 daily max

DUKE ENERGY CENTER

550 S. Tryon St.

- \$3 per ½ hour
- \$20 daily max

THE WESTIN

615 S. College St.

- \$4 for first ½ hour
- \$2 for each additional ½ hour
- \$20 daily max
- After hours rate: \$10

THE GREEN

425 S. Tryon St.

- \$3 per ½ hour
- \$20 daily max
- After hours rate: \$5

FIRST CITIZEN BANK PLAZA

207 S. Church St.

- \$2 per ½ hour
- \$21 daily max
- After hours rate: \$6

EPICENTER

101 S. College St.

- \$4 for first ½ hour
- \$3 for each additional ½ hour
- \$25 daily max

WELLS FARGO CENTER

301 S. College St.

- \$4 for first ½ hour
- \$3 for each additional ½ hour
- \$25 daily max
- After hours rate: \$7

PREFERRED PARKING

300 S Brevard St.

- \$4 for first ½ hour
- \$3 for each additional ½ hour
- \$25 daily max
- After hours rate: \$12

PREFERRED PARKING

330 S. Tryon St.

- \$5 for first ½ hour
- \$4 for each additional ½ hour
- \$27 daily max

PARKING LOTS AND RATES FOR EXHIBITORS

Please contact each lot directly as rates are subject to change



PARKING RATES FOR NHOF GARAGE | HOURLY RATES:

\$4 for the first 1/2 hour

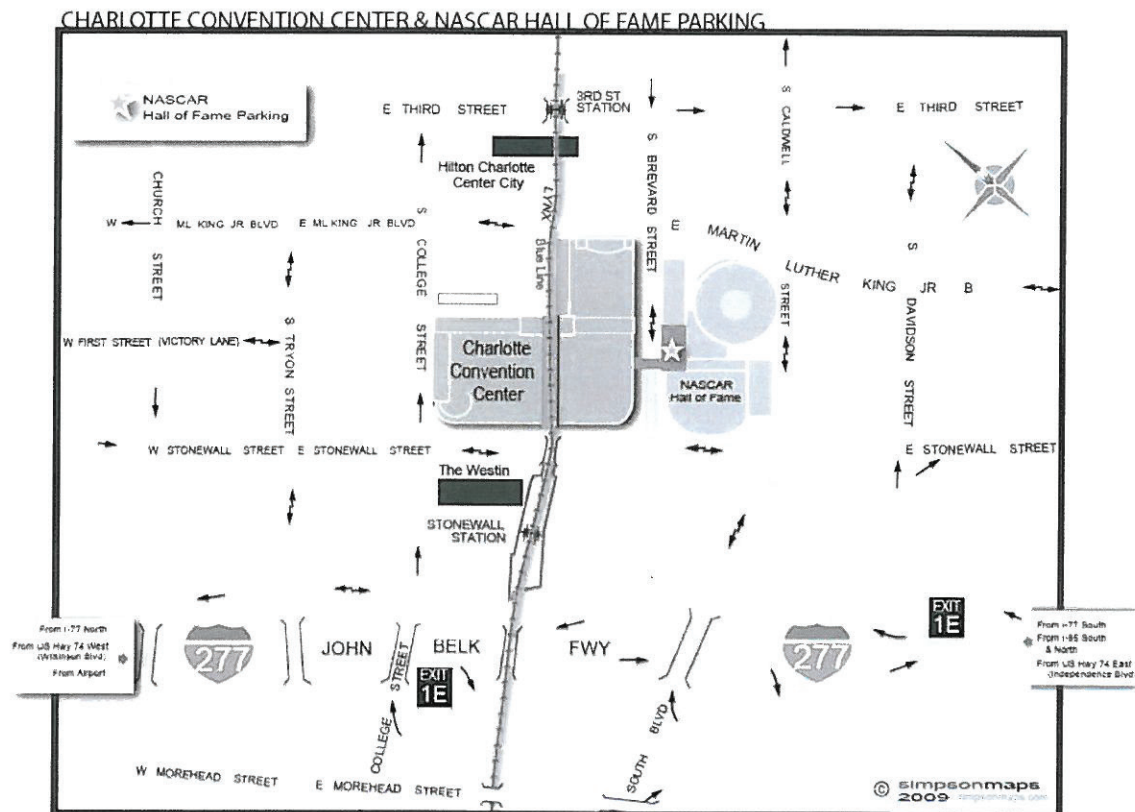
\$2 each additional 1/2 hour

\$20 Daily Max

After hours rate: \$10*

*\$10 with voucher. Please pick up voucher from show office and present to parking attendant.

Effective June 2018. Subject to change.



400 East Martin Luther King Jr. Blvd., Charlotte, NC 28202



october 2-4 charlotte convention center

PLANT RENTAL ORDER FORM



OAKDALE GREENHOUSES, LLC
 Mailing address: PO Box 481444, Charlotte, NC 28269
 Physical address: 5626 Statesville Road, Charlotte, NC 28269
 Website: www.oakdalegreenhouses.com
 Email: billkay@carolina.rr.com
 Phone: (704) 596-4052 FAX: (704) 596-0870

******* Attract More Customers To Your Booth *******
"Green Up & Liven Up" your space with live plants delivered directly to your Booth

Quantity	Type	(1) Advance Rental Rate	"At-Show" Rental Rate	Sub-total Price
_____	6" pot "Tabletop" foliage - var. types (non-blooming, 10 in. - 12 in. height)	\$ 10.00	\$ 12.00	\$ _____
_____	10" pot Floor foliage - var. types (2 ft. - 5 ft. height)	\$ 14.00	\$ 17.00	\$ _____
_____	14" pot Floor foliage - Palm tree (6 ft. - 8 ft. height)	\$ 35.00	\$ 40.00	\$ _____
_____	14" pot Floor foliage - Ficus tree (6 ft. - 8 ft. height)	\$ 45.00	\$ 50.00	\$ _____
_____	6" pot Blooming plants - var. types (in-season plants)	\$ 17.00	\$ 23.00	\$ _____
	Subtotal			\$ _____
	NC Sales Tax (7.25%)			\$ _____
	Total			\$ =====

(1) Eligibility for **Advance Rental Rate** requires order placement before 5 PM, Wednesday, August 22, 2018.

Above rental rates include decorative plant container: Indicate preference: Wicker _____ Black Plastic _____

Please indicate type of payment: Cash _____ Check _____ Credit Card _____ and include NC Sales Tax. If paying via Credit Card, complete **Credit Card information** below. Advance Orders placed prior to 5 PM, Wednesday, 8/22/18, will be delivered to your booth on Thursday, 8/23/18, before 5 PM. **Email, fax, or mail this completed Order Form to the address above.**

Show Name: Southern Women's Show – Charlotte Convention Center Show Dates: 8/24 - 8/26/2018

Exhibitor Company Name: _____ Booth Number: _____

Mailing address: _____ City _____ State _____

Tel: _____ Fax _____ Email _____

On-site contact name: _____ Mobile: _____

Credit card information:

VISA ___ M/C ___ AMEX ___ Discover ___ Credit Card number _____ CSV Code _____

Exp. Date _____ Billing Zip Code _____ Cardholder name on credit card _____

FASHION & ENTERTAINMENT STAGE

The Fashion & Entertainment Stage is a main focal point of the show seating over 300 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 Main Fashion 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, October 1 from 3:00pm - 6:00pm.

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

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

SHOW DAYS AND TIMES FOR PRESENTATION

Friday, October 2 hourly from 11:00am - 6:00pm; Saturday, October 3 hourly from 11:00am - 6:00pm;
Sunday, October 4 hourly from 11:00am - 4:00pm

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 _____

**One complimentary model pass per performer will be available for pickup at the Show Office beginning Wednesday, September 29. For youth performers (under 16 years), one complimentary ticket will be provided for parent/guardian.*

Check one: Leave pass(es) at Show Office for pick up Mail pass(es) to the address provided above

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*

Questions?
⚡ Brittany Meehan, Show Manager
⚡ 704.494.7556 • 800.849.0248 x1132
⚡ bmeehan@southernshows.com

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P.O. Box 36859 • Charlotte, NC 28236
704.376.6594 • 800.849.0248 • Fax 704.376.6345
SouthernShows.com • A Southern Shows Inc. Production

SPOTLIGHT STAGE

The Spotlight Stage is the perfect setting to present interactive demonstrations and workshops. The area is set theater style and seats approximately 30-50 people and is equipped with a podium, microphone, TV monitor and table for materials. Projectors and overheads are not provided. 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 PRESENTATION

Friday, October 2 hourly from 11:30am - 5:30pm; Saturday, October 3 hourly from 11:30am - 5:30pm;

Sunday, October 4 hourly from 11:30am - 3:30pm

1. Total number of stage times requested _____

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

3. Name of speaker if different from above _____

Check one: Leave ticket(s) at Show Office for pick up Mail ticket(s) to the address provided above

*One complimentary ticket per speaker per day will be available for pickup at the Show Office beginning Wednesday, September 29.

Passes will be left at Show Office for pick up.

5. 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) _____

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

Questions?
⚡ Brittany Meehan, Show Manager
⚡ 704.494.7556 • 800.849.0248 x1132
⚡ bmeehan@southernshows.com

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CELEBRITY COOKING STAGE REQUEST

The Celebrity Cooking Stage is the perfect setting to demonstrate the latest in entertaining, introduce time saving recipes, and talk about healthy cooking. The working kitchen is equipped with a refrigerator, stove/oven and microwave. Running water is available in the prep area. Also provided is a professional sound and light system, including cameras and video monitoring, and seating for 50+ people. Presentations should be no longer than 30 minutes. Chefs are responsible for bringing their own cooking utensils, sampling supplies, groceries, and cleaning supplies. Note: Chefs must leave the Celebrity Cooking Stage clean after each presentation.

The Celebrity Cooking 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 chef/speaker if available.

Time on the Celebrity Cooking 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, October 2 hourly from 10:30am-5:30pm

Saturday, October 3 hourly from 10:30am-5:30pm; Sunday, October 4 hourly from 11:30pm-3:30pm

1. Total number of cooking demonstration times requested _____

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

3. Name of speaker if different from above: _____

**One complimentary ticket per speaker per day will be available for pickup at the Show Office beginning Wednesday, September 29.*

4. Title of demonstration and name as it will appear in Show Program, Website and onsite signage (*limit 40 characters*):

Title of cooking 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*

Questions?
⚡ Brittany Meehan, Show Manager
⚡ 704.494.7556 • 800.849.0248 x1132
⚡ bmeehan@southernshows.com

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HELP SPREAD THE WORD

Are you a member of a club, organization, home party business, PTA or church group? Do you post on social media, blog, send special mailings or e-news to promote your participation in the show?

Make sure to follow and tag us on Facebook and Instagram at @swscharlotte

Return this form and you'll receive the materials you need to generate buzz about your exhibit at the show! Introduce the show to your club members, customers, and followers and encourage them to visit you there!

OPTIONS

- Send me an electronic flyer for sharing via e-newsletters, on social channels or printing for distribution.
- Send me social graphics via email I can use to promote my participation in the show!
- I want to host a ticket giveaway on social media. Send me a ticket giveaway graphic. I will give away 5 tickets and send the first and last names of the winners to **asmith@southernshows.com** by **September 21**. Tickets will be waiting at will call under the last name of the winner.

Name _____

Company Name _____

Email _____

*Encourage your friends to attend the show by offering them your exhibitor discount! Exhibitor guest tickets are just \$6!
This is a substantial saving...regular adult admission is \$13 per ticket!*

YES! I'D LIKE TO ORDER....

_____ Exhibitor Guest Tickets *(Please indicate quantity.)*

- A check for \$ _____ is enclosed
- I'd like to pay by credit card *(Credit card transactions over \$100 will incur a \$5 processing fee.)*

Credit Card # _____ Expiration ____ / ____ CW Code _____ Amount \$ _____

Card Holder's Name as it Appears _____

Billing Address _____

City _____ State _____ Zip _____

- Place tickets in the file to be picked up at Show Office.
- Mail tickets to me in advance *(Must be ordered 2 weeks in advance)*

Please complete and submit request no later than 2 weeks prior to the show. Fax completed forms to 704.376.6345 or email/mail to the address below.

Questions?
⚡ Brittany Meehan, Show Manager
⚡ 704.494.7556 • 800.849.0248 x1132
⚡ bmeehan@southernshows.com

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WOMEN LOVE TO WIN PRIZES

Increase your exposure and drive traffic to your exhibit by offering a prize valued at \$500 or more! Generate buzz and excitement among show guests and give away gift certificates, dinner, vacations, memberships, gift baskets, or shopping sprees! You provide the gift and we'll help spread the word!

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Description of Prizes: _____

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

Questions? ⚡
⚡ Brittany Meehan, *Show Manager*
⚡ 704.494.7556 • 800.849.0248 x1132
⚡ bmeehan@southernshows.com

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NEW! EXHIBITOR REFERRAL PROGRAM

Do you know a company that would be a good fit for the show? If yes, please provide the company name, individual name, contact information, and a brief description of their product below.

If they become a new exhibitor in the show, we'll send you a **\$50 Amazon gift card!**

The criteria to qualify for the \$50 Amazon card is as follows:

- The company must be a first time exhibitor.
- The company must apply, be accepted and exhibit in the show.

The \$50 Amazon gift card will be awarded after the show.

Questions?

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PROMOTIONAL OPPORTUNITIES

PROMOTIONAL OPPORTUNITY #1 – DIGITAL MARKETING

E-NEWSLETTER EXHIBITOR PRODUCT FEATURE: Promotional copy of up to 50 words, headline and photo featuring one exhibitor product can be included in a show e-Newsletter. Exhibitor Product Feature E-newsletters highlight specific products retailed by show exhibitors and are sent to a dedicated subscriber database of fans who request to receive the information.

FACEBOOK BOOSTED EXHIBITOR FEATURE: One Facebook post on the Official Show Facebook page. A link, photo or image can be included along with one to two lines of promotional copy. Each show has thousands of Facebook fans who follow the page to find out show details and inside information. We provide access to those fans AND put our advertising dollars behind the post.

INSTAGRAM EXHIBITOR FEATURE: One Instagram post as a “Featured Exhibitor” with shoppable link. A photo will be posted along with one to two lines of promotional copy. Each show has hundreds of Instagram followers looking to find out what vendors will be exhibiting.

ULTIMATE DIGITAL MEDIA PACKAGE: One of each of the above items to provide maximum exposure and coverage.

Contact Alexandra Smith, Digital Marketing Coordinator (704.494.7564 / asmith@southernshows.com) for more details including pricing and availability.

Questions?



Brittany Meehan, *Show Manager*
704.494.7556 • 800.849.0248 x1132
bmeehan@southernshows.com

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