

# 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 years, with a range from 25 to 64. At least 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:



This event continues year after year to have a great turn out. The people come, and come to shop. This is biggest thing we do each year, and we would not miss it.

*Sam's Club*

## 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.



Thank you for the opportunity. I really appreciate the support the Women's Show offered me for my first experience. I made lots of contacts and made sales. The feedback was good from customers and fellow vendors. I plan to work with you in the future.

*Foxx Skynz by Design*



We set daily goals for each person who staffed our exhibit. Everyone surpassed their overall goal for the entire show THE VERY FIRST DAY!

*Belle Grace Guest House*

*Our promise to you:* WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.

# GENERAL INFORMATION

## SHOW DATES

September 24-26, 2021

## SHOW LOCATION

Charlotte Convention Center  
501 South College Street  
Charlotte, NC 28202

## SHOW DAYS & HOURS

Friday, September 24 10:00am - 7:00pm  
Saturday, September 25: 10:00am - 7:00pm  
Sunday, September 26: 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](http://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 22 from 2:00pm to 6:00pm  
Thursday, September 23 from 9:00am to 7:00pm  
Exhibits must be fully set up by Thursday, September 23 at 7:00pm

## 2. MOVE OUT:

Sunday, September 26 from 5:01pm to 10:00pm  
All products must be removed from the building by Sunday, September 26 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

Tish Atkins  
*Executive Show Manager*  
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704.494.7540

Courtney Jackson  
*Assistant Show Manager*  
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## SPONSORED BY



**CHEVROLET**

**SOUTHERN  
WOMEN'S  
SHOW** 2021

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# 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](http://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](http://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.

# 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: \$10.30 per square foot

10' x 10' = \$1030.00 • 10' x 20' = \$2060.00

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 July 23, 2021)

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 CW# \_\_\_\_\_

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 #04**

MAKE CHECK PAYABLE TO:

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

Building \_\_\_\_\_ Exhibit Space # \_\_\_\_\_ Size \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

Exhibit \$ \_\_\_\_\_ + Corners \$ \_\_\_\_\_ = Total \$ \_\_\_\_\_

Comments \_\_\_\_\_

**SouthernShows<sup>INC</sup>**

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**SOUTHERN  
WOMEN'S  
SHOW<sup>2021</sup>**

september 24-26  charlotte convention center

# 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 JULY 23, 2021

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

## FINAL PAYMENT

July 23, 2021

## INSURANCE REQUIREMENTS

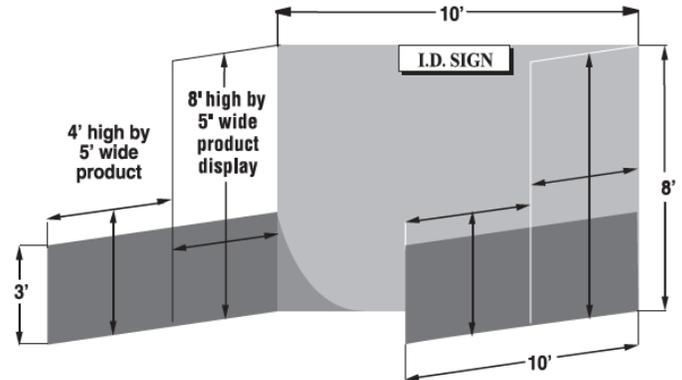
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

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

For more info contact  
SouthernShows<sup>INC</sup>

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