

# 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

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## 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.