

2020 EXHIBITOR KIT



SOUTHERN WOMEN'S SHOW ²⁰/₂₀

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

march 6-8 ⚡ agricenter ⚡ memphis

SOUTHERNWOMENSSHOW.COM  

march 6-8 ⚡ agricenter ⚡ memphis

Dear 2020 Exhibitor,

We are delighted to welcome you to the 30th Southern Women's Show in Memphis! We are thrilled to be returning to the city of Memphis and are excited you have chosen to join us. It is sure to be a fun time for all!

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 Memphis 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 29th year of the Southern Women's Show in Memphis with you. Let us know how we can help you succeed.

Sincerely,

Brittany Meehan
Show Manager
bmeehan@southernshows.com
704-494-7556

Katie Debnam
Assistant Show Manager
704-494-7542
kdebnam@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

March 6-8, 2020

SHOW LOCATION

Agricenter
7777 Walnut Grove Road
Memphis, TN 38120

SHOW DAYS & HOURS

Friday, March 6: 10:00am - 8:00pm
Saturday, March 7: 10:00am - 7:00pm
Sunday, March 8: 11:00am - 5:00pm

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 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 floor plan

1. MOVE-IN:

Wednesday, March 4: 1:00pm to 5:00pm
Thursday, March 5: 9:00am to 7:00pm
Exhibits must be fully set up by Thursday, March 5 at 7:00pm

2. MOVE OUT:

Sunday, March 8: 5:00pm to 10:00pm
All products must be removed from the building by
Sunday, March 8 by 10:00pm

3. EXHIBITOR CREDENTIALS:

- All exhibits receive 8 badges for personnel staffing the exhibit space.
- Exhibits receive 5 complimentary tickets for 10x10 of space purchases

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.

SPONSORED BY



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GENERAL INFORMATION

SHOW CONTACTS

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

Katie Debnam, *Assistant Show Manager*
704-494-7542
kdebnam@southernshows.com

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 for \$5 each. Tickets admit one person, one time only. TICKETS ARE NOT TO BE SOLD. See page 16.

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 & FIRE MARSHALL REGULATIONS:

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.

Companies who use trailers for their display can display inside the building. However, the trailer or building's ceiling must be 300sq. ft. or less. Anything larger will require protection and pre-approval from the Fire Marshal. Protection in this instance would be an approved suppression system or sprinkler system. Please contact ejernigan@southernshows.com with any questions and to obtain pre-approval on the use of a trailer or building inside the show.

No tents or awnings over 16 sq. ft. will be allowed inside the building per the Fire Marshal.

9. NOT ALLOWED:

Helium balloons, popcorn, stickers, straw, combustible materials.

10. 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.

11. DIRECTIONS TO THE AGRICENTER:

<https://southernshows.com/wme/directions>

12. PARKING:

Parking is FREE

13. TAXES:

The tax rate for Memphis, TN is 9.25%.

If you were in the show last year, you are already registered. Starting on April 1st, you can login to the Tennessee Taxpayer Access Point at www.tn.gov/revenue. Click the box labeled "Tennessee Taxpayer Access Point". Enter your username & password.

If you were NOT in the show last year and are not already registered, the Tennessee Department of Revenue will contact you to set you up. If you are not yet registered and are not contacted by the Tennessee Department of Revenue by April 1st, you can call the Tennessee Department of Revenue at 800-342-1003 to get registered.

Shelby County requires that all exhibitors selling at the show have a Tennessee Business License. For the 2020 show, Southern Shows is purchasing these licenses on your behalf for \$25 each. This amount will be added to your account. If you have a Tennessee Business License, please email or fax a copy to us, and the charge will be removed. If you will not be selling at the show, let us know and the charge will be removed.

GENERAL INFORMATION

14. CARPET/DRAPE COLORS:

Carpet: Pink
Drapes: Black

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.

16. WAREHOUSE SHIPMENTS:

Hicks Convention Services will accept crated, boxed, or skidded materials beginning February 13, 2020 to the warehouse address below. Any shipment received after February 21, 2020 will be charged a 25% late surcharge. Shipments arriving after February 28, 2020 will be refused.

Warehouse shipping address:

(All information below must be provided on the shipping labels.)

Show name: Southern Women's Show
Company Name _____
Booth # (Optional) _____

Hicks Convention Services
935 Rayner St.
Memphis, TN 38114

SHOW SITE SHIPMENTS:

Hicks Conventions Services will accept show site shipments on March 4, 2020 at the address below. DO NOT ship your materials to arrive prior to these date(s). All shipments must be consigned c/o Hicks Convention Services to enable us to accept them for handling. The facility will not accept direct shipments consigned to them, as they have no means for receiving or storing freight. If exhibit material is shipped to the facility, the facility may turn it over to Hicks Convention Services for distribution to your booth. This will result in charges from Hicks Convention Services and the facility.

Show site shipping address:

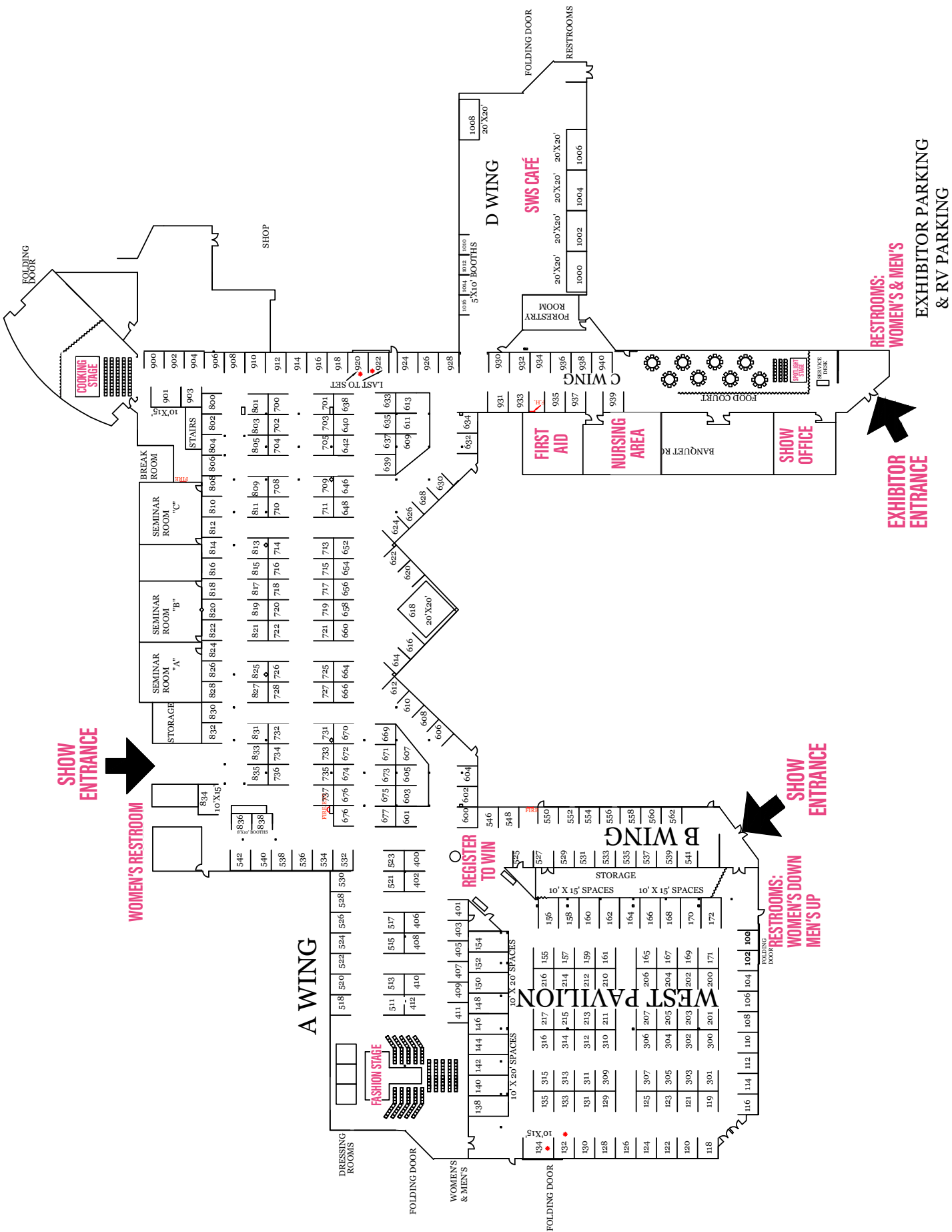
Show name: Southern Women's Show
Exhibiting Company Name _____
Booth # _____
C/O Hicks Convention Services

Show Site Address: Agricenter International
7777 Walnut Grove Rd
Memphis, TN 38120



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FLOOR PLAN



SHOW ENTRANCE

WOMEN'S RESTROOM

SHOW ENTRANCE

**RESTROOMS:
WOMEN'S DOWN
MEN'S UP**

EXHIBITOR ENTRANCE
**RESTROOMS:
WOMEN'S & MEN'S**

**EXHIBITOR PARKING
& RV PARKING**



HOMEWOOD SUITES

Hilton

7855 Wolf River Blvd
Germantown, TN 38138
901.751.2500

- Spacious suites with separate living and sleeping areas all have fully equipped kitchens with microwave, refrigerator, stove top, dishwasher, coffee maker and cooking utensils
- Complimentary van transportation to the Agricenter! Also, to and from the airport, and within a 5-mile radius of the hotel. Hours are 7 am- 10 pm (Based on appointment only)
- (2) flat screen TV's in each suite/DVD players in all suites
- Complimentary high speed wireless internet access throughout the hotel
- Complimentary upscale pantry style breakfast buffet served from 6:30 am – 9:30 am, Monday-Friday and 7:00 am – 10:00 am on Saturday and Sunday. Complimentary Evening Social consists of a light meal with iced tea and lemonade. Served Monday -Thursday 5:30 pm –7:30 pm.
- On -Site 24 hour convenience store/Grocery shopping service
- Executive Center with copier and personal computer
- Indoor fitness facility.

**PLEASE BE SURE TO ASK FOR THE SOUTHERN WOMEN'S SHOW RATE OF \$114
when reserving your suite. Cutoff for this rate is Friday, February 14th.**

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.

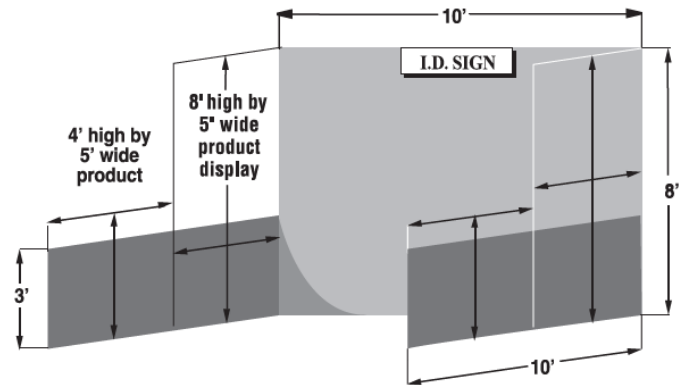
If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.

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.



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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.



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15 TIPS FOR MAXIMIZING YOUR PARTICIPATION

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!

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:

1. No floor covering: -30
2. Tables not completely covered: -10
3. Unprofessional signs or vinyl banners: -10
4. Uninvolved personnel (eating, drinking, reading or missing from exhibit entirely): -10
5. Exposed boxes, excess stock, trash or other unsightly materials: -5
6. Company identity or product not clear: -5
7. Literature or product unprofessionally displayed: -5

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.



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MAIN FASHION & ENTERTAINMENT STAGE

The Main Fashion & Entertainment Stage is a main focal point of the show seating over 200 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 Main 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 & 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 of the number of shows and times assigned. There is an opportunity for a dress rehearsal on Thursday, March 5th from 3:00pm - 6:00pm.

*Stage Dimensions: 24' Wide x 12' Deep | Runway: 8' Wide x 18' Long

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

SHOW DAYS AND TIMES FOR PRESENTATION

Friday, March 6 hourly from 11:00am - 6:00pm;
Saturday, March 7 hourly from 11:00am - 5:00pm; Sunday, March 8 hourly from Noon - 3:00pm

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, March 4th. 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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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 PRESENTATION

Friday, March 6 hourly from 10:30am-6:30pm

Saturday, March 7 hourly from 10:30am-5:30pm; Sunday, March 8 hourly from 12:30pm-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, March 4th.*

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*

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SPOTLIGHT STAGE REQUEST

The Spotlight Stage is the perfect setting to present interactive demonstrations and workshops. The area is set banquet style, seats approximately 50 to 75 people and is equipped with a podium, microphone, TV monitor and table for materials. Projector and screen are provided. Any visual aids/AV equipment (including laptop, cables, etc.) needed for presentations are the sole responsibility of the presenter. Presentations should be no longer than 30 minutes.

The 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 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, March 6 hourly from 10:30am-6:30pm

Saturday, March 7 hourly from 10:30am-5:30pm; Sunday, March 8 hourly from 12:30pm-3:30pm

1. Total number of stage times requested _____

2. List days and times convenient for your workshops (*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, March 4th.

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

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

Title of 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

Questions?

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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 @SouthernWomensShowMemphis and on Instagram at @SWS.Memphis

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 **February 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 \$12 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?

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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?



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