

GENERAL INFORMATION

SHOW LOCATION:

Agricenter
7777 Walnut Grove Road
Memphis, TN 38120

SHOW DAYS & HOURS:

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

PUBLIC SHOW ADMISSION:

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

EXHIBIT SPACE RATES:

\$10 per square foot
10' x 10' = \$1,000
10' x 20' = \$2,000

- Exhibits 300 continuous sq. ft. or larger = 5% discount
- Corner space \$100 extra not to exceed \$200
- Floor covering is required for all exhibits (not provided).
- All unfinished tables are to be draped to the floor.

SPACE RENTAL INCLUDES:

- 8' high draped backdrop
- 3' high draped booth dividers
- Standard sign (7" x 44")
- General exhibit hall security
- Listing in official show program and on official show website
- Badges for staff
- Discounted admission tickets

EXHIBIT SPACE ASSIGNMENT:

Returning exhibitors receive priority on exhibit space. Available space is then assigned according to availability in specific categories. A deposit does not ensure space. The 50% deposit required with application is returned if space is not assigned.

STANDARD EXHIBIT SPACES:

Standard exhibit spaces are 10' x 10' unless otherwise noted. Exhibits may not exceed 8' height in the back; dividers may extend one-half exhibit depth (back to front) at 8'. Balance of side dividers (*front portion of space*) may not exceed 4' height.

ISLAND EXHIBIT SPACES:

Islands are minimum 20' x 20', with aisles on all four sides. They have an automatic separation from neighboring exhibits. Full use of exhibit floor space floor to ceiling is permitted. Exterior walls of display should showcase your company and not obstruct view of other exhibits.

PENINSULA EXHIBIT SPACES:

Peninsula exhibits (*four or more adjoining spaces with aisles on three sides*) may be 8' high in the center 10' of back drape. Remaining back drape (*5' each side*) must not exceed 4' height. All display fixtures over 4' in height and placed within 10 lineal feet of a neighboring exhibit must be configured to avoid blocking the sightline to the adjoining exhibit. Any portion of the exhibit bordering another exhibit space must be finished out and may not carry signs that would intrude into or detract from the adjoining exhibit. Exhibit Limitation Exceptions: If adjoining exhibitors wish to extend the 8' height limitation to the front of the exhibit, this may be done only with Show Management's prior approval.

SETTING UP:

Exhibitors must provide their own moving/rolling equipment. Fork lifts and front-end loaders (*with driver*) are available for a fee. The facility does not provide carts or dollies.

INSURANCE:

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

TAXES-LICENSES:

Sales tax must be collected. 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 the behalf of exhibitors for \$25 each. This amount will be added to your account if you are selling at the show. If you have a Tennessee Business License, please email or fax a copy to Show Management, and the charge will be removed. If you will not be selling at the show, let Show Management know and the charge will be removed.

FOOD SAMPLING:

Each exhibitor sampling any food product must follow Health Department guidelines, as well as sample size restrictions enforced by the facility.

Any exhibitors sampling and/or selling food or beverage products are required by the Shelby County Health Department to obtain a Health Permit. Show Management collects paperwork and payment for the health permits and submits to the Health Department on your behalf. If you are sampling food or beverage, please be aware that you will need to submit these items to Show Management when required. You are not able to exhibit in the show without proper permitting.

EXHIBITOR ID BADGES & SHOW SPECIAL ADMISSION TICKETS:

All exhibits receive 8 badges for personnel staffing the exhibit space.

Exhibits receive 5 complimentary tickets for 10x10 space purchased.

GUEST TICKETS:

Guest tickets (*not for resale*) are available to exhibitors at \$6 each. Must be ordered in quantities of 10. Exhibitor guest tickets are non-refundable.

EXHIBITOR DOCUMENTS ONLINE:

The following documents are available online at www.southernshows.com

- Exhibitor Kit
- Decorator forms
- Forms for electrical, telephone, internet and other utilities
- Information for creating your exhibitor website
- Show program advertising information
- Show floorplan

MOVE-IN SCHEDULE:

Wednesday, March 3: 1pm to 5pm
Thursday, March 4: 9am to 7pm Exhibits must be fully set up by Thursday, March 4 at 7pm.

MOVE-OUT SCHEDULE:

Sunday, March 7: 5:01pm to 10pm
All products must be removed from the building by 10pm Sunday, March 7.

PARKING:

Due to the expected large number of attendees at the event, we have opened a "Exhibitor Parking" area located southwest of the Expo Center. Please follow "Exhibitor Parking" signage to park your vehicles. This should ensure that our shoppers have a place to park when visiting the show.

FOR MORE INFORMATION:

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SOUTHERN
WOMEN'S
SHOW
2021

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