

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 35.7, with a range from 25 to 64. Some 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 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.



BENEFITS THAT SPEAK FOR THEMSELVES:



"It allowed us to market new products to a wide range of women giving us invaluable feedback as we research and develop our line. We have seen a definite increase in our sales as a result of being part of this very well run event."

Richelle Spargur,
Virginia Soaps & Scents



"The attendees come to do one thing....shop!"

McKenzie Williams,
Damsel in Defense



"The show was an amazing opportunity to reach our target market and demographics. We were overwhelmed with the response and leads."

Karen Hermann,
CruiseOne

**OUR PROMISE TO YOU:
WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.**

march 10-12 agricenter
MEMPHIS

**SOUTHERN
WOMEN'S
SHOW²⁰¹⁷**
SHOPPING / FOOD / FASHION
HEALTH / BEAUTY / FUN

GENERAL INFORMATION

SHOW LOCATION:

Agricenter
7777 Walnut Grove Road
Memphis, TN 38120

SHOW DAYS & HOURS:

Friday, March 10: 10am to 8pm
Saturday, March 11: 10am to 7pm
Sunday, March 12: 11am to 6pm

PUBLIC SHOW ADMISSION:

Adults \$10 at the Door
Youth (6-12) \$5
Under 6 FREE with Paying Adult

EXHIBIT SPACE RATES:

\$9 per square foot
10' x 10' = \$900
10' x 20' = \$1,800

- 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
- Direct mail brochures (*while supplies last*)
- 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%. The Tennessee Department of Revenue will be at the show on Friday, March 11th to distribute tax forms. You can complete and return your form with payment after the show.

Shelby County requires that all exhibitors selling at the show have a Tennessee Business License. For the 2016 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.

EXHIBITOR ID BADGES & SHOW SPECIAL ADMISSION TICKETS:

- 100 sq ft - 8 badges and 5 complimentary tickets
- 200 sq ft - 12 badges and 10 complimentary tickets
- 300 or more sq ft - 12 badges for first 200 sq ft and 2 badges for each additional 100 sq ft, plus 5 complimentary tickets for every 100 sq ft

GUEST TICKETS:

Guest tickets (*not for resale*) are available to exhibitors at \$5 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 8: 12pm to 6pm
Thursday, March 9: 9am to 7pm
Exhibits must be fully set up by Thursday, March 9 at 7pm.

MOVE-OUT SCHEDULE:

Sunday, March 12: 6pm to 10pm
All products must be removed from the building by 10pm
Sunday, March 12.

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.

SPONSORED BY



GOULD'S
SALON • SPA



FOR MORE INFORMATION:

ELISHA JERNIGAN
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704.494.7542
800.849.0248 x112
ejernigan@southernshows.com

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Show Manager
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800.849.0248 x132
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SouthernShows™

810 Baxter Street Charlotte, NC 28202
P.O. Box 36859 Charlotte, NC 28236

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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: \$10.00 per square foot

10' x 10' = \$900.00 • 10' x 20' = \$1,800.00

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): \$ _____

County of Shelby requires that you have a temporary TN Business License to sell product. If you don't have one, we will handle getting you a temporary TN Business License for \$25.

☐ Enclosed is my check for 50% of above cost. (100% due after Jan. 11, 2017)

☐ Please bill my credit card for 100% of above cost.

☐ Visa ☐ MasterCard ☐ American Express

Name as it appears on card, including Company/Business name. _____

Card Number _____

Exp. Date: ____/____ 3 or 4 digit CVV# _____

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 is required with application. If you 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 #14

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

Building _____ Exhibit Space # _____ Size _____ x _____ = _____

Exhibit \$ _____ + Corners \$ _____ = Total \$ _____

Comments _____

MAKE CHECK PAYABLE TO:

SouthernShows^{INC}

PO Box 36859
Charlotte, NC 28236

810 Baxter Street
Charlotte, NC 28202

704.376.6594 • Fax 704.376.6345

TERMS & GENERAL INFORMATION

PREVIOUS EXHIBITORS

This application must be accompanied by a check for 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 JANUARY 11, 2017

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

FINAL PAYMENT

Due January 11, 2017

INSURANCE REQUIREMENTS

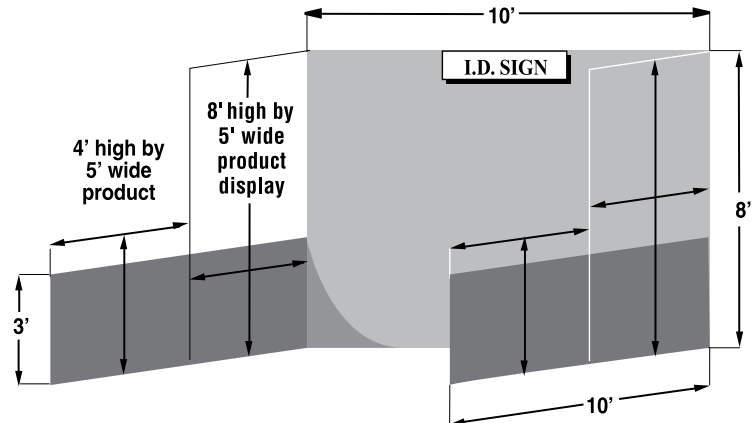
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

SPACE ASSIGNMENTS

Whenever possible, space assignment will be made by Show Management in keeping with the desires of the exhibitor. However final determination of space assignment 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.



HEIGHT REGULATIONS for 10' x 10' exhibit space

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.

(See Exhibitor Kit for complete rules and regulations)

EXHIBIT SPACE RENTAL INCLUDES:

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

For more information contact:

SouthernShows^{INC}

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www.SouthernShows.com

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SOUTHERN
**WOMEN'S
 SHOW²⁰¹⁷**
 SHOPPING / FOOD / FASHION
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FLOORPLAN

