

## 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: \$11.50 per square foot

10' x 10' = \$1,150.00 • 10' x 20' = \$2,300.00

Exhibits 300 sq. ft. or larger = 5% discount

Corner spaces \$100 extra; not to exceed \$200

Will you be selling in your exhibit? Yes  No

*Davidson County requires that you have a TN Business License to sell product. If you don't have, we will handle getting you a Temporary TN Business License for \$25.*

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 Feb. 1, 2018)

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 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 #10

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

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

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

Comments \_\_\_\_\_

MAKE CHECK PAYABLE TO:

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

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 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 FEBRUARY 1, 2018

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

### FINAL PAYMENT

February 1, 2018

### INSURANCE REQUIREMENTS

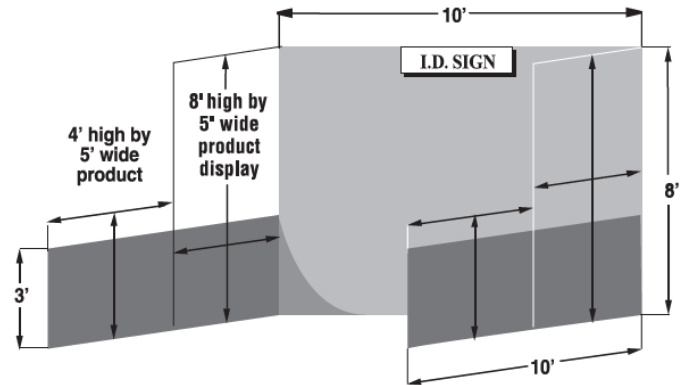
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

### 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 cancellation 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 information contact:

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

PO Box 36859 • Charlotte, NC 28236 704.376.6594 • 800.849.0248 • Fax 704.376.6345

[www.SouthernShows.com](http://www.SouthernShows.com)

## 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:



*"The Southern Women's Show was an amazing opportunity for our small business! We had a fabulous time meeting new people and learning about their life stories through assisting them with their Origami Owl locket creations! We are looking forward to coming back in 2018!"*

Tina Siemsen,  
Origami Owl



*"Our sales were superb and we are enjoying a return customer base at this show that has been unmatched."*

Rachel & Gabriel Spagar,  
Virginia Soaps & Scents



*"Wonderful environment for making sales on the spot, and endless opportunities to grow life long customer relationships! Can't wait for the next show!"*

Amanda Tavormina,  
LuLaRoe

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

## GENERAL INFORMATION

### SHOW LOCATION:

Music City Center  
201 5th Avenue South  
Nashville, TN 37203

### SHOW DAYS & HOURS:

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

### PUBLIC SHOW ADMISSION:

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

### EXHIBIT SPACE RATES:

\$11.50 per square foot

10' x 10' = \$1,150

10' x 20' = \$2,300

- 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.

### FOOD SERVICE :

Concessions will be available during show hours and a variety of hot and cold entrees will be offered through CenterPlate (onsite caterer at Music City Center).

### TAXES-LICENSES:

Davidson County requires that all exhibitors selling at the show have a Tennessee Business License. If you do not have, Southern Shows, will purchase a temporary business license on your behalf for \$25. 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. Sales tax must be collected and exhibitors are responsible for reporting and paying taxes on sales made to the show.

### 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

Exceptions to above would be special feature or non-profit participants.

### PARKING:

The Music City Center has a dedicated parking lot with 1800 spaces. No overnight parking is allowed. There are additional parking lots within walking distance of the Music City Center.

### GUEST TICKETS:

Guest tickets (not for resale) are available on consignment for \$6 each. Unused tickets may be returned for credit prior to show's conclusion.

### EXHIBITOR DOCUMENTS

#### ONLINE:

The following documents are available online at [www.southernshows.com](http://www.southernshows.com)

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

### MOVE-IN SCHEDULE:

Tuesday, April 3: 10am to 6pm  
Wednesday, April 4: 9am to 7pm  
Exhibits must be fully set up by Wednesday, April 4 at 7pm.

### MOVE-OUT SCHEDULE:

Sunday, April 8: 6pm to 10pm  
Monday, April 9: 8am to 11am  
All products must be removed from the building by 11am  
Monday, April 9.

### FOR MORE INFORMATION:

STACY ABERNETHY  
Executive Show Manager  
704.494.7554  
800.849.0248 x129  
[sabernethy@southernshows.com](mailto:sabernethy@southernshows.com)

**SouthernShows™**

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

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# APRIL 5-8 : music city center : nashville

## FLOOR PLAN

**FASHION STAGE AREA**

**Cafe Area**

**COOKING STAGE AREA**

130	231	230	301	131	129	127	125	123	121	119	112	213	313	413	513	613	713	813	913	1013	1103	1203	1303	1403	1503	1603	1600	
124	225	224	325	324	425	424	525	524	625	624	725	724	825	824	925	924	1025	1024	1125	1124	1225	1224	1325	1324	1425	1424	1525	1626
122	223	222	323	322	423	422	523	522	623	622	723	722	823	822	923	922	1023	1022	1123	1122	1223	1222	1323	1322	1423	1422	1523	1627
120	221	220	321	320	421	420	521	520	621	620	721	720	821	820	921	920	1021	1020	1121	1120	1221	1220	1321	1320	1421	1420	1521	1628
118	219	218	319	318	419	418	519	518	619	618	719	718	819	818	919	918	1019	1018	1119	1118	1219	1218	1319	1318	1419	1418	1519	1629
116	217	216	317	316	417	416	517	516	617	616	717	716	817	816	917	916	1017	1016	1117	1116	1217	1216	1317	1316	1417	1416	1517	1630
110	211	210	311	310	411	410	511	510	611	610	711	710	811	810	911	910	1011	1010	1111	1110	1211	1210	1311	1310	1411	1410	1511	1631
108	209	208	309	308	409	408	509	508	609	608	709	708	809	808	909	908	1009	1008	1109	1108	1209	1208	1309	1308	1409	1408	1509	1632
104	205	204	305	304	405	404	505	504	605	604	705	704	805	804	905	904	1005	1004	1105	1104	1205	1204	1305	1304	1405	1404	1505	1633
102	203	202	303	302	403	402	503	502	603	602	703	702	803	802	903	902	1003	1002	1103	1102	1203	1202	1303	1302	1403	1402	1503	1634
100	201	200	301	300	401	400	501	500	601	600	701	700	801	800	901	900	1001	1000	1101	1100	1201	1200	1301	1300	1401	1400	1501	1635
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**PUBLIC ENTRANCE**