

2021 EXHIBITOR KIT



SOUTHERN WOMEN'S SHOW ²⁰²¹

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

march 19 - 21 ⚡ richmond raceway complex

[SOUTHERNWOMENSSHOW.COM](https://southernwomensshow.com)  

WELCOME

Dear 2021 Exhibitor,

We are delighted to welcome you to the 30th annual Southern Women's Show in Richmond! We are thrilled to be bringing the Southern Women's Show series to the city of Richmond 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 Richmond 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 another year of the Southern Women's Show in Richmond with you. Let us know how we can help you succeed.

Sincerely,

Tish Atkins

Show Manager

tatkins@southernshows.com

704.494.7540

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 19-21, 2021

SHOW LOCATION

Richmond Raceway Complex
600 E Laburnum Ave
Richmond, VA 23222

SHOW DAYS & HOURS

Friday, March 19: 10:00am - 8:00pm
Saturday, March 20: 10:00am - 7:00pm
Sunday, March 21: 11:00am - 5:00pm

PUBLIC SHOW ADMISSION

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

EXHIBIT SPACE RATES

8' x 10' or 9' x 10' = \$1,000
8' x 20' or 9' x 20' = \$2,000

Exhibits 240 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 floorplan

1. MOVE-IN:

Wednesday, March 17: 2:00pm to 6:00pm
Thursday, March 18: 9:00am to 7:00pm
Exhibits must be fully set up by Thursday, March 18 at 7:00pm

2. MOVE OUT:

Sunday, March 21: 5:01pm to 10:00pm
All products must be removed from the building by
Sunday, March 21 by 10:00pm

3. EXHIBITOR CREDENTIALS:

- 80 - 90 square feet of exhibit space – 8 badges and 5 complimentary tickets
- 160 - 180 square feet of exhibit space – 8 badges and 10 complimentary tickets
- 240 - 270 or more square feet of exhibit space – 16 badges (with 2 extra badges for every additional 90 square feet) and 5 complimentary tickets for every additional 90 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

Tish Atkins, *Executive Show Manager*
tatkins@southernshows.com
704-494-7540

Mardee Woodward, Show Manager
mwoodward@southernshows.com
704-376-3873

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Richmond Times-Dispatch

SOUTHERN
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GENERAL INFORMATION

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 \$6 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 and/or selling food must fill out the sampling form and return it to the Virginia Department of Health. *The sampling form can be found on page 18 & 19.*

10. NOT ALLOWED:

Helium balloons, popcorn, stickers, enclosed exhibits or tent coverings larger than 9' x 10' area, straw, combustible materials and open flames

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 RICHMOND RACEWAY COMPLEX:

www.southernshows.com/wri/directions

13. PARKING:

Free for exhibitors and guests.

14. TAXES:

Taxes at the combined rate of 6% must be collected on all sales. Contact the Revenue Officer noted below to discuss your situation.

What you should do:

- Complete the Temporary Sales Tax Certificate - ST-50

Submit your application to the address below:

- Virginia's Department of Taxation
c/o Robin Novell
P.O. Box 489, Mechanicsville VA, 23111

15. CARPET/DRAPE COLORS:

Aisles are carpeted 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.

17. SHIPPING ADDRESS INFORMATION:

February 12, 2021 - March 12, 2021:

Warehouse Shipping Address:

Exhibiting Company Name / Booth # _____
SOUTHERN WOMEN'S SHOW
C/O YRC FREIGHT
7600 PRESTON DRIVE
LANDOVER, MD 20785

Items will be accepted as crated, boxed or skidded materials beginning Monday, **February 12 2021**, at the above address. Material arriving after **March 12 2021** will be received at the warehouse with an additional after deadline charge. Warehouse materials are accepted at the warehouse Monday through Friday between the hours of **8:30am - 3:30pm**. If required, provide your carrier with this phone number: **1-800-774-1251 ext. 1**

Show site shipping address:

Exhibiting Company Name / Booth # _____
SOUTHERN WOMEN'S SHOW C/O Exhibits Inc
RICHMOND RACEWAY COMPLEX
600 E. LABURNUM AVE
RICHMOND, VA 23222

Shipments will be accepted at the exhibit facility beginning Wednesday, March 17, 2021 at 10:00am. Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility are the responsibility of the Exhibitor. If required, provide your carrier with this phone number: 804-799-4400

SOUTHERN
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richmond raceway complex

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.

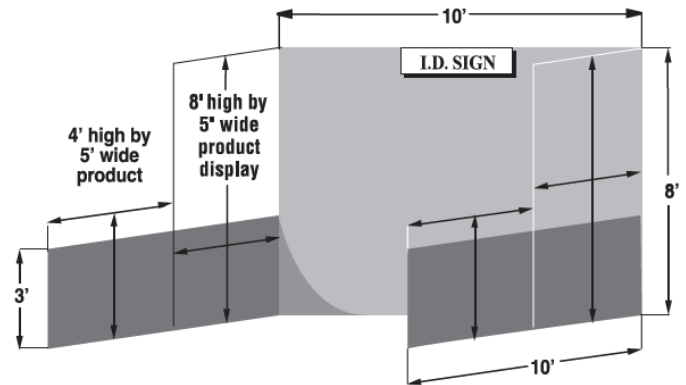
If equipment or machinery requiring special amperage, or appliances that might come under fire codes are planned as part of the exhibit, please contact show management regarding facility codes, and availability of necessary services.

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.

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.

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.

PROMOTIONAL OPPORTUNITIES

PROMOTIONAL OPPORTUNITY #1: GRAND PRIZES (VALUED AT \$250)

If you will be doing a register to win for a prize worth \$250 or more please let us know. Guests will sign up to win these prizes during the show at your exhibit space. We will promote these grand prizes on our website. Registration for the prize must be in your space at the show, but the winner can be notified after the show. You must state when the winner will be notified. Added benefit: you build an effective database to that you can reach out to for additional sales throughout the year!

To participate please respond back to this email with the following information:

Number & Value of prize(s) _____

Description of prize(s) _____

Exhibitor Name & Company _____

We will also need a picture of the item for the website. Please attach to the email when you return form.

PROMOTIONAL OPPORTUNITY #2: VIP SHOPPERS

Be a part of the Southern Women's Show VIP Shopper's Swag Bag! Our VIP ticket holders are serious shoppers – so we want to give them access to the best of the best from select exhibitors.

VIP guests will be given a shopping map highlighting your exhibit space, as well as a VIP lanyard pass, so you can identify them. We'll also provide pre-show digital promotion to highlight your exhibit. All you need to do is offer an item, product or service for 100 VIP shoppers.

To participate please fill out the following information:

Exhibitor Name & Company _____

Description of Item _____

PROMOTIONAL OPPORTUNITY #3: 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.

**Please return this form no later than Friday, February 8th to participate in any of the above promotions!
YES!! You can participate in more than just one!**

Questions?
⚡ Tish Atkins, Show Manager
⚡ 704-494-7540
⚡ tatkins@southernshows.com

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704.376.6594 • 800.849.0248 • Fax 704.376.6345
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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?

 Tish Atkins, *Show Manager*
 704-494-7540
 tatkins@southernshows.com

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HELP US 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 @SouthernWomensShowRichmond and on Instagram at @SWS.Richmond

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 **March 9th**. 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 \$13 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 _____ / _____ CVW 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.

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MAIN FASHION STAGE

The Main Fashion 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 Stage is promoted in the Official Show Program, on the Official Show Website and through onsite signage and announcements. Time on the Main Fashion 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. There is an opportunity for a dress rehearsal on Thursday, March 18 from 3:00pm - 6:00pm.

*Stage Dimensions: 24' Wide x 12' Deep x 24" High | Runway: 8' Wide x 16' Long x 32" High

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

SHOW DAYS AND TIMES FOR PRESENTATION

Friday, March 19 hourly from 11:00am - 7:00pm; Saturday, March 20 hourly from 11:00am - 6:00pm;

Sunday, March 21 hourly from Noon - 4:00pm

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 on Wednesday, March 1, . 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*

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THE CULINARY & CREATE STAGE REQUEST

The Culinary 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 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 Culinary Stage clean after each presentation. No dish may be prepared in oils or butter according to the Fire Marshall.

The Create Stage is the perfect setting to present interactive demonstrations and workshops. The area is set with round tables and seats approximately 36 people and is equipped with a podium, microphone, TV monitor and table for materials. Any visual aids/AV equipment (including laptop, cables, etc) needed for presentations are the sole responsibility of the presenter. Overhead lighting cannot be dimmed. Presentations should be no longer than 30 minutes.

The Culinary and Create Stage is promoted 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 Culinary and Create 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 in February.

Name _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

SHOW DAYS AND TIMES FOR PRESENTATION

Friday, March 19 hourly from 10:30am - 6:00pm; Saturday, March 20 hourly from 10:30am - 5:30pm;
Sunday, March 21 hourly from 11:30am - 3:30pm

1. Total number of demonstration times requested _____

2. List days and times convenient for your demonstrations (*please be as flexible as possible*) _____

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 and Emcee Name) _____

Please complete and submit request with press kit by February 19, 2021. 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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⚡ 704-494-7540
⚡ tatkins@southernshows.com

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HENRICO HEALTH DEPARTMENT - SAMPLING REQUIREMENTS

Food served to the public is regulated under the VA Food Regulations (12 VAC 5-421). This document highlights specific areas of concern when food samples are offered to the public and does not supersede or replace the requirements set forth in the VA Food Regulations. The regulations can be found at:

<http://www.vdh.state.va.us/EnvironmentalHealth/FOOD/Regulations/documents/2009/2010%20Food%20Regulations%20Final%20with%20TOC.pdf> and information on Temporary Event regulations can be found at: <http://www.co.henrico.va.us/health/environmental-health/temporary-foodservice-permit/>

Permits

Anyone who serves or provides a sample of food or drink that is not in the original commercial package when served must obtain a permit from the health department. Application for permit must be received by the health department at least 10 days before the event opens. Inspections will be conducted by the health department before the permit is issued. **Late applications will not be accepted by the inspector at the event.** The permit must be posted where visible to the public before beginning operations.

“Food” means a raw, cooked, or processed edible substance, ice, beverage, or ingredient used or intended for use or for sale in whole or in part for human consumption.

General Requirements

All workers are expected to wash their hands in one of the following ways:

- a. Workers that cut, mix, cook or otherwise prepare food shall wash hands with soap under running water. A handwash station must be set up in the prep area. Specific requirements will depend on the type of foods you are preparing.
- b. Chemically treated towelettes made for handwashing may be allowed if preapproved by the health department during the application process.

Workers may not conduct any activities that may contaminate their hands (eat, drink, smoke, use phone, handle money, etc) while working with food. Workers may drink from a closed beverage container with a straw while working if they drink in a manner that doesn't contaminate food or food contact areas and the drink is properly stored between uses.

All food handlers shall wear clean, washable garments and hair restraints. Hands of the operators shall be free of cuts, sores and bandages and shall be kept clean at all times. Workers must be knowledgeable of the foodborne illness risks factors associated with the foods they will be offering and demonstrate adequate means of controlling those risk factors.

HENRICO HEALTH DEPARTMENT - SAMPLING REQUIREMENTS

The food worker shall use tongs, spatulas, gloves or other suitable utensils to avoid bare hand contact with ready-to-eat food. All utensils and equipment must be food grade and cleaned and sanitized as specified in the food regulations.

All foods must be prepared onsite or in an approved inspected facility.

All food containers and wares must be washed, rinsed, sanitized with an approved sanitizer and air dried after use/before reuse. Hot and cold running water under pressure will be required for dishwashing if any raw animal foods are used.

Food for sampling by customers shall not be offered from a common bowl, container or tray where the customer's hands could come in contact with the food on display. **Offering food from an unprotected tray or plate will not be allowed.** All food, except packaged, wrapped or bottled foods, must be protected at all times from customer contamination, flies, dust and dirt. Food shall not be exposed or left unattended at any time. No food or food product shall be stored within six inches of the floor. Racks, shelves or pallets shall be supplied when needed.

A trash receptacle must be provided for the consumer to dispose of garbage from sampling products.

If you plan to cook raw meats or poultry you must get approval from the Health Department before the event.

TCS food (food that requires time or temperature control to limit growth of pathogenic microorganisms) offered hot shall be maintained at a temperature of 135° F or greater at all times. TCS food offered cold shall be maintained at a temperature of 41°F or lower. You must have a food thermometer and monitor the temperature of the food.

Definitions of terms used in this document can be found in the VA Food Regulations as can more specific information on the requirements.

If you have questions about the permitting or operation of your food service establishment/sampling process, please contact us at: HenricoEH@vdh.virginia.gov or call 804-501-4529 before the event begins.



**VIRGINIA DEPARTMENT OF HEALTH
APPLICATION FOR TEMPORARY RESTAURANT PERMIT
(PLEASE PRINT OR TYPE)**

TODAY'S DATE: _____

NAME OF ORGANIZATION/INDIVIDUAL: _____

STREET ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE NUMBER: (W) _____ (H) _____ (C) _____

EMAIL ADDRESS: _____

ORGANIZATION REPRESENTATIVE NAME: _____

EVENT NAME: _____

LOCATION OF EVENT: _____

DATE(S) OF OPERATION: _____ TO _____ TIME(S): _____ TO _____

TYPE OF FOOD FACILITY: _____

(Beverage Wagon, Booth with Booth Number, Kitchen, Tent, etc.)

- Food Trucks/Mobile Units please provide a copy of your permit with contact information.

WATER SOURCE: _____ SEWAGE DISPOSAL: _____

LIST ALL FOOD AND BEVERAGE ITEMS BELOW

FOOD & BEVERAGE	SOURCE ADDRESS	WHERE PREPARED	METHODS OF PREPARTION AND SERVING, EQUIPMENT USED
Example: Hot Dogs	Supermarket	Joe's Restaurant or on site	Boiled in large pot on gas grill using tongs

FOOD & BEVERAGE	SOURCE ADDRESS	WHERE PREPARED	METHODS OF PREPARTION AND SERVING, EQUIPMENT USED

HANDWASH METHODS	CONDIMENTS, HOW SERVED	LIST ALL UTENSILS	UTENSIL CLEANING METHOD & SANITIZER TYPE	TYPE OF REFRIGERATION	LIST ALL COOKING EQUIPMENT
EXAMPLE: Soap, water, towels	Prepackaged mustard, ketchup, etc.	Ice scoop, tongs, knife	Bleach & water sanitizer	Reach-in refrigerator, cooler with ice	Electric grill, steam table, hot plate

Please call the Health Department prior to the event to verify the status of your application. Please notify the Health Department of any changes in your application (i.e., additional menu items, etc.).

CERTIFICATION

I have read the attached instructions, understand them, and will comply with their requirements. I understand that failure to comply may result in non-issuance of a permit or permit suspension, as per Title 35.1-18 Code of Virginia, and 12 VAC 5-421-3660 et.seq. Virginia Food Regulations.

Operator Signature

Date

Please submit application with payment or copy of paid receipt to:

Henrico County Health Department
P.O. Box 90775
Henrico, VA 23273-90775
Phone: 804-501-4529
Fax: 804-501-4983