

# GENERAL INFORMATION

## SHOW LOCATION:

Richmond Raceway Complex  
600 E. Laburnum Avenue  
Richmond, Virginia 23222  
804-228-7500

## SHOW DAYS & HOURS:

Friday, March 19: 10am to 8pm  
Saturday, March 20: 10am to 7pm  
Sunday, March 21: 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  
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 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 8'x10' and 9' 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 18' 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. Each exhibitor selling at the show must have a business tax license for the specific location and city. Each exhibitor is responsible for reporting and paying taxes on sales made at the show.

## FOOD SAMPLING:

Each exhibitor sampling any food product must follow Health Department guidelines, submit payment and application to the Health Department pre-show, and abide by sample size restrictions enforced by the facility.

## EXHIBITOR ID BADGES & SHOW SPECIAL ADMISSION TICKETS:

- 80-90 sq ft - 8 badges and 5 complimentary tickets
- 160-180 sq ft - 8 badges and 10 complimentary tickets
- 240-270 or more sq ft -16 badges for first 180 sq ft and 2 badges for each additional 80-90 sq ft, plus 5 complimentary tickets for every 80-90 sq ft

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

## EXHIBITOR DOCUMENTS ONLINE:

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

- Exhibitor Kit
- Decorator forms/ Southern Exhibition Services
- Forms for electrical, telephone, internet and other utilities
- Information for creating your exhibitor website
- Hotel Information
- Show floor plan

## 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.

## MOVE-IN SCHEDULE:

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

**MOVE-OUT SCHEDULE:** Sunday, March 21: 5:01pm to 10pm All products must be removed from the building by 10pm on March, 21.

**PARKING**  
FREE

## SPONSORED BY



CHEVROLET

**Richmond  
Times-Dispatch**

## FOR MORE INFORMATION:

TISH ATKINS  
Executive Show Manager  
704-494-7540  
800-849-0248 x1110  
[tatkins@southernshows.com](mailto:tatkins@southernshows.com)

## MARDEE WOODWARD

Show Manager  
704-376-3873  
800-849-0248 x1147  
[mwoodward@southernshows.com](mailto:mwoodward@southernshows.com)

**SouthernShows™**

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

The Southern Women's Show and Women's Show Series names and logos are U.S. Registered Trademarks owned by Southern Shows Inc. of Charlotte, NC. All shows and production rights reserved.

**SOUTHERN  
WOMEN'S  
SHOW**  
2021

**march 19-21** ♣ **richmond raceway complex**