

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 years, with a range from 25 to 64. At least 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 THAT SPEAK FOR THEMSELVES:



This event continues year after year to have a great turn out. The people come, and come to shop. This is biggest thing we do each year, and we would not miss it.

Sam's Club

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.



Thank you for the opportunity. I really appreciate the support the Women's Show offered me for my first experience. I made lots of contacts and made sales. The feedback was good from customers and fellow vendors. I plan to work with you in the future.

Foxx Skynz by Design



We set daily goals for each person who staffed our exhibit. Everyone surpassed their overall goal for the entire show THE VERY FIRST DAY!

Belle Grace Guest House

Our promise to you: WE'LL DELIVER THE BENEFITS, THE AUDIENCE, AND THE SERVICE.

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

- 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

MARDEE WOODWARD

Show Manager
704-376-3873
800-849-0248 x1147
mwoodward@southernshows.com

SouthernShows™

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

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SOUTHERN
WOMEN'S
SHOW
2021

march 19-21 richmond raceway complex

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
8' x 10' or 9' x 10' = \$1,000
8' x 20' or 9' x 20' = \$2,000
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
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 Jan. 19, 2021)
 Please bill my credit card for 100% of above cost.
 Visa MasterCard American Express A \$5 processing fee is added to credit card payments.
Name as it appears on card, including Company/Business name. _____
Card Number _____
Exp. Date: ____/____ 3 or 4 digit CVW# _____
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 #05

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

SOUTHERN
WOMEN'S
SHOW
2021

march 19-21  richmond raceway complex

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 JANUARY 19, 2021

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

FINAL PAYMENT

JANUARY 19, 2021

INSURANCE REQUIREMENTS

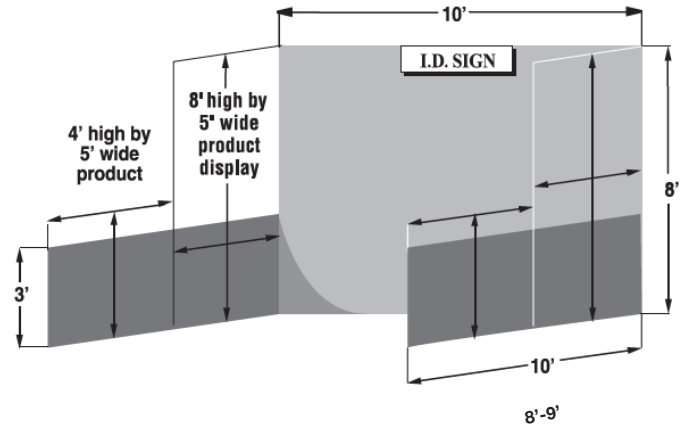
Participating companies are required to provide an insurance certificate covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate should list Southern Shows Inc. as the additional insured.

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 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 canceled 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 info contact
SouthernShows^{INC}

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704.376.6594 - 800.849.0248 - Fax 704.376.6345
SouthernShows.com