

**Email sent Friday, December 18 to all exhibitors in the most recent Southern Women's Shows and Michigan International Women's Show**

Our sincere thanks to each of you who has remained committed to Southern Shows Inc. events. As the shows we produce have been postponed and canceled nine times over the last ten months, you have been supportive, encouraging, and have entrusted us with transferring your deposits forward to future shows. It has been a difficult year for everyone - since March, our hopes and plans for improving conditions have continually turned to disappointment when the health crisis and government mandates did not ease up.

Looking forward into 2021, we do believe that conditions will get better. We believe that most of the public will eventually feel safe being among large numbers of people, and that both small and large companies will gradually return to participation in public events. And, while we all hope those changes will happen sooner rather than later, as we have learned over the past ten months, the timing and degree of that return is difficult for anyone to accurately predict.

In February, Southern Shows Inc. will celebrate the 60<sup>th</sup> anniversary of its first event. Since that first show in 1961, our company has produced over 450 trade and consumer shows. And we can say, with some pride, we have always produced quality shows that we felt would be successful for the exhibitors. Unfortunately, the reality of consumer shows for the next six months, and perhaps beyond, is that both attendance and exhibitor participation will very likely continue to be down. Show guests will continue to be asked to wear masks, socially distance, and follow other health protocols. Friends will not be able to shake hands or embrace. Most show guests will not gather for group photos, or crowd around stages to see their favorite celebrity. Sampling, and customers in your exhibit area, will be limited. In other words, much of what makes the shows fun and productive will no longer be part of what we can offer.

Faced with those realities and staying with our commitment to producing only events we truly believe will be successful, Southern Shows is temporarily suspending all upcoming shows. Once we are convinced the public is comfortable returning to events in pre-pandemic numbers, and that companies are again eager to return as exhibitors, the plan is, with your help, to get back to producing successful events.

This has been a difficult, even traumatic decision. However, having made this decision, we are returning all deposits on future shows. If you have made a payment on a 2021 show, or have asked for your deposits from cancelled shows to be transferred to upcoming ones, you will receive another email soon providing details on having all your payments returned.

We know that many of you count on the shows we produce, and know you have had a tough year. I wish we were offering better news. We hope we can be back in business sooner than later, and look forward to the privilege of working with you when that happens.

Best wishes

David Zimmerman  
President  
Southern Shows Inc.