



Spring Market

OF MEMPHIS

SCHEDULE OF EVENTS

SHOW HOURS:

Friday 9 a.m. to 9 p.m.
Saturday 9 a.m. to 8 p.m.
Sunday 11 a.m. to 5 p.m.

Exhibitors may enter the show one hour prior to opening to the public. See Parking below.

MOVE-IN:

Wednesday Noon to 6 p.m.

Thursday 8 to 6 p.m.

You must register and pick up your move-in packet by noon on Thursday prior to moving in; the move-in packet will include name badges, two(2) lunch tickets for Friday and Saturday, schedule of events and show map.

MOVE-OUT:

Sunday 5:01 p.m. to 10 p.m.
Monday 8 a.m. to noon

Under no circumstances may a vendor begin the process of packing up merchandise, taking down their display, or bringing in boxes for move-out prior to the show ending during show hours. This is strictly prohibited, not only does it bring the show to an end early in the area which you are located, it interferes with other paying vendors and customers still shopping at the event. If this occurs, you will lose your seniority for the following year, and be fined \$500 according to the terms of the contract. Failure to completely move out by deadline will result in a fine.

EXHIBITOR MEETING:

Sunday at 10:30 a.m. in the hospitality room. This is an opportunity to reselect your booth(s) for future shows.

LUNCH TICKETS:

Every exhibitor will receive two(2) lunch tickets for Friday and two (2) lunch tickets for Saturday. Each ticket can be used in the vendor hospitality room; additional lunch tickets may be purchased for \$8 at the time of move in. Tickets will be in your exhibitor packet that you are to pick up from MidSouth Media Group Staff at move-in. *No cash value. No money back*
Hospitality room will have available each day, complimentary coffee, water and soft drinks. Hospitality room is marked on your map.

PARKING RULES:

Agricenter Parking is Free. Exhibitors will have a designated parking area, which is located in the front of the Agricenter. Trailers should be parked in this lot. Additional vendor parking is located outside building "A" in the grassy area (outskirts). Under no circumstances will vendors be allowed to park trailers in the customer parking area.





Dear Merchant,

The time for Spring Market is nearly here. This show will be one of the biggest and best shows in the spring for the Memphis area. We are glad that you will join us at the Agricenter, 7777 Walnut Grove in Memphis.

We are excited and ready to assist you in any needs that you may have. Through the following pages you will find information that we need from you to ensure that you have an easy and smooth move-in and great show. Please read over all the forms carefully, fill them out and return them by the deadlines to the appropriate people: MidSouth Media Group, Agricenter International, and Hicks Convention Services. If you have any questions don't hesitate to call.

MOVE-IN CHECKLIST

- _____ Return Utility Request Form to Agricenter along with payment.
- _____ Reserve Equipment (Tables, Chairs, etc.) from Hicks Convention Services.
- _____ Return Name Badge Request to MIDSOUTH MEDIA GROUP.
- _____ Return application to reserve booth(s) for next years Spring Market (Jackson, MS & Memphis, TN).
- _____ Return application to reserve booth(s) for the next years Mistletoe Merchants (Memphis, TN).
- _____ Pay outstanding balance to MIDSOUTH MEDIA GROUP upon receipt.
- _____ Request marketing materials (\$1 off coupons, email coupon, & brochures) to
MIDSOUTH MEDIA GROUP.
- _____ Return Event Prize Donation form to MIDSOUTH MEDIA GROUP.
- _____ Contact Health Department at 901.222.9213 (Only the merchants selling/sampling food.)

Return all MidSouth Media Group forms and direct any questions or concerns to:

Attention: Kristi Rowan
MidSouth Media Group
6920 Oak Forest Drive
Olive Branch, MS 38654
Ph. 662-890-3359
fax 662-890-3918

Please return by February 1st.



Spring Market
OF MEMPHIS

AGRICENTER INTERNATIONAL

EXHIBITOR RULES

1. Staples, pins, nails, stickers, paint, masking tape and duct tape are **not** allowed on Agricenter International walls, floors, windows, posts or drapes. **Nylon tie straps, Gaffer's Duck Tape by Manco Inc. (for use on the floors), and 3M Command Adhesive Strips (for use on the walls) have been approved by Agricenter Management.** (These items are available for purchase from the Agricenter Administrative Office at competitive retail prices.)
2. Loading or unloading is prohibited from the Employee Parking Lot, located on the West side of the building. If unauthorized vehicles are parked in the Employee Parking Lot, they will be towed at the owner's expense.
3. Visqueen, or heavy plastic material, **must** be used on the floor for any exhibit or display using oil, water, or any other landscaping materials.
4. If balloons are used and float to the ceiling, a \$25.00 charge per balloon will be applied if removal is necessary by Agricenter International Staff.
5. Normal janitorial service will be supplied at no cost in all aisles, halls, and other access areas. Individual exhibit booth janitorial service may be arranged through the display company at a nominal charge. Agricenter International is not responsible for cleaning or vacuuming any carpet provided by the display company.
6. There will be **no** animals, except seeing eye dogs, allowed in the building.
7. Agricenter International has been designated a non-smoking facility.
8. Children must be supervised at all times. Parents **are** responsible for damage done by their unsupervised children roaming the building.
9. **DO NOT** tamper with or remove light bulbs. A fine of \$75.00 per bulb, plus applicable fees will apply.
10. Any alterations to electrical boxes will result in a \$150.00 fine, plus applicable damage fees.
11. All exhibitors must construct displays within the limits of your booth. Tables **should not** extend past the poles of your booth and into the aisles.
12. Exhibitors **will not** be allowed to stand in the aisles, or walk the aisles handing out literature. All selling should be conducted within your booth. Fair type "barkers" shouting at the public as they pass is not allowed.
13. Exhibitors **can not** display huge "discount" banners. MidSouth Media Group promotes quality shows with quality businesses featured at the events. Any discount signs should be limited to small, preprinted tabletop signs no larger than 5" x 7". Show Specials are allowed.
14. Under no circumstances may a vendor begin the processes of packing up merchandise, taking down their display, or bringing in boxes for move-out prior the show ending during show hours. This is strictly prohibited, not only does it bring the show to an end early in the area which you are located, it interferes with other paying vendors and customers still shopping at the event. If this occurs, you will lose your seniority for the following year, and be fined \$500 according to the terms of the contract. Failure to completely move out by deadline will result in a fine.

HICKS Convention Services



ATTN: Terry Reeves
935 Rayner St. • Memphis, TN 38114
901-272-1171 • 901-272-9491 (FAX)

FURNITURE ORDER FORM

CANCELLATION POLICY: Items cancelled after delivery to booth will be subject to a 50% charge of the original price.

USE OF EQUIPMENT: Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Hicks Convention Services cannot be responsible for injuries or falls caused by the improper use of rental furniture. All materials are on a rental basis and remain the property of Hicks Convention Services.

| Qty. | 30" Wide Draped Tables (white plastic top; skirted on 3 sides.) Circle your skirt color below. | Disc. Price | Stand. Price | Sub-total |
|------|--|-------------|--------------|-----------|
| | 4' long 30" high | \$40.00 | \$50.00 | |
| | 4' long 42" high | \$63.00 | \$73.00 | |
| | 6' long 30" high | \$50.00 | \$60.00 | |
| | 6' long 42" high | \$77.00 | \$87.00 | |
| | 8' long 30" high | \$60.00 | \$70.00 | |
| | 8' long 42" high | \$90.00 | \$100.00 | |
| | Fourth side draping | \$20.00 | \$30.00 | |

| Qty. | Accessories | Disc. Price | Stand. Price | Sub-total |
|------|---------------------------------------|-------------|--------------|-----------|
| | Samsonite chair | \$15.00 | \$17.00 | |
| | Padded arm chair | \$32.00 | \$42.00 | |
| | Padded side chair | \$25.00 | \$35.00 | |
| | Counter stool | \$35.00 | \$45.00 | |
| | Director's chair - low height | \$30.00 | \$40.00 | |
| | Wastebasket | \$8.00 | \$10.00 | |
| | Easel | \$15.00 | \$25.00 | |
| | 22" x 28" chrome sign holders | \$41.00 | \$51.00 | |
| | Pegboard 4' x 8' vertical/horizontal | \$85.00 | \$95.00 | |
| | Tackboard 4' x 8' vertical/horizontal | \$85.00 | \$95.00 | |
| | Glass showcase | \$250.00 | \$325.00 | |
| | Clothing rack or Bag rack | \$40.00 | \$50.00 | |
| | 4' undraped table riser -1 step | \$23.00 | \$29.00 | |
| | 4' undraped table riser -2 step | \$33.00 | \$41.00 | |
| | 6' undraped table riser -1 step | \$28.00 | \$34.00 | |
| | 6' undraped table riser -2 step | \$36.00 | \$45.00 | |
| | 8' undraped table riser -1 step | \$33.00 | \$41.00 | |
| | 8' undraped table riser -2 step | \$47.00 | \$59.00 | |
| | Riser draping -priced per linear foot | \$3.00 | \$4.00 | |

| | | | |
|-----------------------|--------|----------|-------|
| Circle Skirt Color: ▶ | Red | Burgundy | Teal |
| | Blue | Plum | Black |
| | Silver | White | Gold |

| Qty. | 30" Wide Undraped Tables (topped in white plastic) | Disc. Price | Stand. Price | Sub-total |
|------|--|-------------|--------------|-----------|
| | 4' long 30" high | \$29.00 | \$39.00 | |
| | 4' long 42" high | \$39.00 | \$49.00 | |
| | 6' long 30" high | \$39.00 | \$49.00 | |
| | 6' long 42" high | \$49.00 | \$59.00 | |
| | 8' long 30" high | \$49.00 | \$59.00 | |
| | 8' long 42" high | \$59.00 | \$69.00 | |

| Qty. | Special Masking Drape | Disc. Price | Stand. Price | Sub-total |
|------|---|-------------|--------------|-----------|
| | 8' Masking | \$8.00/lf | \$10.00/lf | |
| | 3' Masking | \$5.00/lf | \$7.00/lf | |
| | Pole Package: 2- 8' Uprights and 3- Crossbars per 10' space | \$85.00 | \$105.00 | |

Total of items: Ordered: \$ _____ + 9.25% _____ = Amt. due _____

Company Name _____ Booth# _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Authorized by (please print or type) _____

▶ Circle Drape Color:

| | | |
|------|----------|-------|
| Plum | Silver | White |
| Red | Burgundy | Teal |
| Blue | Rose | Black |

- Table risers are topped in white plastic
- If colors are not selected, Hicks will do so at no risk

Signature _____ Title _____



ATTN: Terry Reeves
935 Rayner St. • Memphis, TN 38114
901-272-1171 • 901-272-9491 (FAX)

CHARGE AUTHORIZATION FORM PLEASE PRINT CLEARLY OR

TYPE. Complete, sign and return this form with your orders.

Form with fields: Company Name, Booth #, Billing Address, City, State, Zip, Ordered By, Date, Phone, Fax. Includes a warning: Any charge back fee resulting from invalid charge disputes will incur a \$25.00 fee, per occurrence.

PLEASE PRINT CLEARLY OR TYPE: Check the appropriate box, list card number and expiration date.

Form with checkboxes for American Express, Master Card, VISA and a V-Code field.

Form with a grid of 16 boxes for card number and an expiration date field.

SIGNATURE OF CARDHOLDER (as it appears on card): _____

PRINT NAME (as it appears on card): _____

PRINT NAME OF PERSON(S) AUTHORIZED TO SIGN AT SHOWSITE: _____

IMPORTANT: Any show site balances or charges for outbound freight, labor or miscellaneous items not paid, will be charged to your credit card account where applicable.

NameBadge RequestForm



Each exhibitor will receive up to four (4) name badges free. This form must be filled out with the company name and name of the exhibitor. Please list the names of exhibitors as you wish them to appear. Also, list any extra badges you will need and the total cost. Any additional or lost badges will cost \$5.00 each. These must be purchased at the time of move-in or from any MIDSOUTH MEDIA GROUP staff during the show. **If names are not turned in by the February 1st deadline, badges will only list your company name; company name will be printed as written on name badge form.**

PLEASE PRINT LEGIBLY

Company Name: _____

| | | |
|----|------------|-----------|
| 1. | _____ | _____ |
| | First Name | Last Name |
| 2. | _____ | _____ |
| | First Name | Last Name |
| 3. | _____ | _____ |
| | First Name | Last Name |
| 4. | _____ | _____ |
| | First Name | Last Name |

Additional Badges

| | | |
|----|------------|-----------|
| 1. | _____ | _____ |
| | First Name | Last Name |
| 2. | _____ | _____ |
| | First Name | Last Name |
| 3. | _____ | _____ |
| | First Name | Last Name |

Total Cost \$ _____



**Request for
Marketing Materials**

Promote Your Business

.....
To help ensure your success at Spring Market, we offer the following marketing materials for your use.

Name _____
 Company _____ Phone _____
 Address _____
 City _____ State _____ Zip _____
 Web site _____
 E-mail _____

1. \$1 off Coupons —can be used to mail to your existing clients extending an invitation to see you at the show, or used to hand out at events leading up to the show.

Quantity needed _____ (no charge)

2. Internet E-mail Coupon—This is an email reminder of the show with general information and a \$1 off admission coupon that you can send to your clients via email. Let us personalize and send to your client base. (Call for details) _____ (no charge)

♥ Book and prepay your advertising space by February 15th to receive 25% off all ad space! - Send artwork to kristi@midsouthmediagroup.com

3. Spring Market “Official Show Guide” 8.5” x 11”
 Brochure available at door of show, mailed to past visitors of the show, and distributed through various locations throughout the city prior to the event.

Send hi-res photo and information to kristi@midsouthmediagroup.com to participate in product highlights. To advertise, please see rates below:

_____ Yes, I would like to participate in an advertisement. (Circle One)
 Full page \$1475 1/2 page \$825 1/3 page \$455 1/6 page \$250
 _____ Yes, I would like to participate with web link only (web link good for one year) \$75

Fax form back to MidSouth Media Group at 662.890.3918 or
 mail to: 6920 Oak Forest Drive • Olive Branch, MS. 38654

Please return by February 1st.



Custom Promotional Material

Let MidSouth Media Group create a stunning marketing piece for your company at the next EXPO. Whether it's a flyer, postcard, business cards or brochure, we can design a marketing piece that will grab everyone's attention.

Price List

| QUANTITY | 1000 | 2,500 | 5,000 | 10,000 | 15,000 |
|--|-----------|-----------|-----------|-----------|-------------|
| ITEM | | | | | |
| Business Cards 16pt. UV coated | | | | | |
| 4/1 | \$50.00 | \$75.00 | \$106.00 | \$200.00 | call |
| 4/4 | \$50.00 | \$75.00 | \$106.00 | \$200.00 | call |
| Artwork-\$25 per business card | | | | | |
| Post Cards 16 pt. UV coated | | | | | |
| 4x6 4/1 | \$93.50 | \$178.50 | \$249.00 | \$489.50 | \$726.25 |
| 4x6 4/4 | \$93.50 | \$184.50 | \$255.00 | \$517.50 | \$764.25 |
| 5x7 4/1 | \$193.00 | \$257.00 | \$376.75 | \$721.50 | \$1050.00 |
| 5x7 4/4 | \$193.00 | \$261.00 | \$414.75 | \$769.50 | \$1112.00 |
| 6x9 4/1 | \$200.75 | \$376.50 | \$579.00 | \$1061.75 | \$1693.00 |
| 6x9 4/4 | \$237.75 | \$384.50 | \$579.00 | \$1107.75 | \$1693.00 |
| Artwork-\$75 per postcard | | | | | |
| Flyers/Brochures-We will re-quote project, as paper prices fluctuate up & down. | | | | | |
| 100 lb Gloss Book UV coated 8 1/2 x 11-4/4 | | | | | |
| 2pg. flyer | \$455.75 | \$619.25 | \$959.00 | \$1850.00 | \$2649.00 |
| 100lb. Book 8 1/2 x 11-4/4 | | | | | |
| 4pg | \$621.00 | \$863.75 | \$1300.25 | \$1987.25 | \$3321.00 |
| 8pg | \$1418.25 | \$1964.25 | \$2737.25 | \$4374.00 | \$5975.36 |
| 12pg | \$1881.75 | \$2651.00 | \$3835.00 | \$6280.25 | \$8608.00 |
| 16pg | \$2530.50 | \$3273.25 | \$4791.00 | \$7535.25 | \$10,000.00 |
| Artwork-\$100 per page | | | | | |

MidSouth Media Group • 6920 Oak Forest Drive • Olive Branch, MS 38654 • 662.890.3359 • 662.890.3918 fax

Allow 7-10 day delivery after proof approval.
Pricing includes delivery.

Price Sheet 1/11



Spring Market

OF MEMPHIS

Event Auction

Each merchant is required to participate in the silent auction and door prize. Please fill out and return to MidSouth Media Group by February 1st. **Donations should be brought to the show office by 2 p.m. on Thursday.** Suggested donation value - \$100. for silent auction and \$15-\$25 for door prizes. Silent Auction is to benefit the National Kidney Foundation. Door prizes are used for various promotions.

Donor: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Silent Auction

Item Donated: _____ Retail Value: _____

Complete Description of Item: _____

Door Prize

Item Donated: _____ Retail Value: _____

Complete Description of Item: _____



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MARKET MADNESS

New this year!
MARKET MADNESS!

The first three hours of Spring Market, Friday 9 a.m. - 12 noon and the last three hours of Spring Market, Sunday 2 p.m. - 5 p.m., shoppers with wrist bands can receive 10% off purchases from participating merchants. This is not a requirement of merchants, but is optional. We encourage every merchant to participate as this will create a rush for the shoppers to buy.

Participating Merchants

- You will be identified on our website as participating in this event.
- You will be identified in our brochure as participating in this event.
- You will be identified in email blasts as participating in this event.
- You will benefit from additional sales during this sale period.
- You will receive a flag or flyer to display in your booth as a participant during those particular hours of the show.

If you agree to participate, please sign below.

I, _____ agree to participate in Market Madness during the show hours of Friday 9 a.m. - 12 noon, and Sunday 2 p.m. - 5 p.m. by offering shoppers with the required wrist bands 10 % off their purchases from our booth.

COMPANY _____
NAME _____

6920 Oak Forest Drive • Olive Branch, MS 38654 or fax to 662.890.3918

Please return by February 1st.



6920 Oak Forest Drive • Olive Branch, MS 38654
662.890.3359 • 662.890.3918 fax

LABOR REQUEST

In order to provide prompt and efficient processing of your labor requirements for the set up and dismantling of exhibits, it is urged that advance notice be provided on this form. Orders received at the show will be processed after advance orders in all cases.

Please indicate service desired. If procedure is not indicated, NO advance order will be assigned until exhibitor reports to Show Information Desk. Please read procedures carefully when ordering skilled labor for the installation and dismantling of your exhibit.

MidSouth Media Group will provide labor according to the following schedule:

Labor to Set Up Display

of Men _____ Date _____ Time _____
Approximate Time Required to Set-up Display _____

Labor to Dismantle Display

of Men _____ Date _____ Time _____
Approximate Time Required to Dismantle Display _____

- A 10% Service Fee will apply if labor is ordered at the Service Desk or after the show.
- MidSouth Media Group will not assume responsibility for damages to the exhibitor's equipment by temporary or full-time employees.

SUPERVISION

- *Proceed with installation at the earliest time.
- *Exhibit will be installed on Straight Time Whenever possible
 _____ Set up (drawing & photos enclosed)
 _____ Set up (drawing & photos w/exhibit)
- *Instructions should be provided. MidSouth Media Group personnel will supervise, but blue prints, directions, etc. will facilitate an economic and correct installation.
- *A supervision charge of 30% will be added.

LABOR REQUEST

- *No men will be dispatched directly to the booth.
- *Exhibitor must come to the Show Information Desk to sign for the men required.
- *Exhibitor agrees to return to the labor desk to check in labor at the completion of work each day.
- *Note that start times other than 8:00 A.M. cannot be Guaranteed.
- *Sun-Sat. 8:00 a.m.–8:00 p.m. is straight time.

LABOR RATES PER MAN, PER HOUR: STRAIGHT TIME: \$30.⁰⁰ per hour

MidSouth Media Group will accept VISA, MASTERCARD, CHECK or CASH for payment.

COMPANY NAME (PLEASE PRINT) _____ BOOTH NO. _____

AUTHORIZED SIGNATURE _____ (PLEASE PRINT) _____

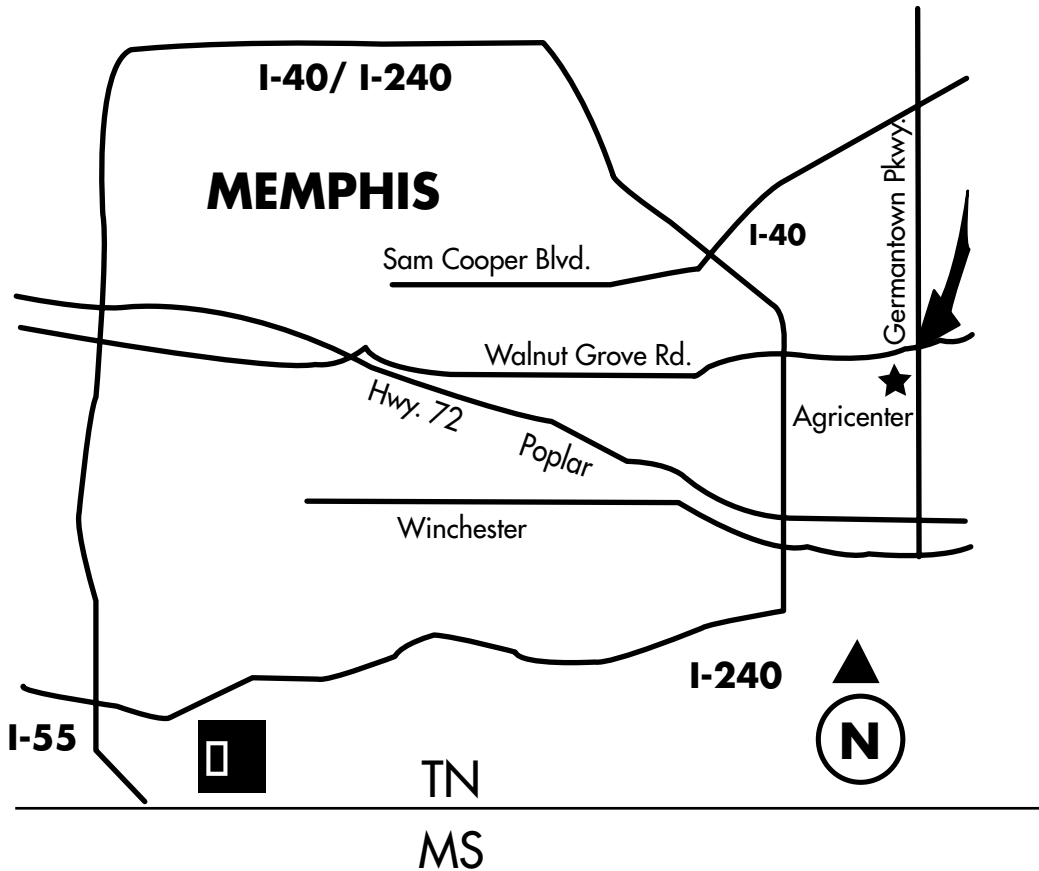
ON-SITE REPRESENTATIVE (IF DIFFERENT FROM ABOVE) (PLEASE PRINT) _____

COMPANY ADDRESS _____ CITY _____ STATE _____ ZIP _____

COMPANY PHONE NUMBER (____) _____ FAX (____) _____

MAKE ALL CHECKS PAYABLE TO: MIDSOUTH MEDIA GROUP

DIRECTIONS / HOTEL INFORMATION



Agricenter International, 7777 Walnut Grove, is located in Memphis, east from the I-240 Walnut Grove exit, or, exit I-40 at Germantown Parkway and go south.

NEARBY HOTELS (Within 1 mile to 6 miles from Agricenter)

| | | |
|--------------------------|---|--------------|
| Comfort Inn & Suites | 7787 Wolf River Blvd. (1 mile) | 901.757.7800 |
| | <i>Includes FREE breakfast, Internet, Microwave, Frig., and more.</i> | |
| Courtyard by Marriot | 7750 Wolf River Parkway | 901.751.0230 |
| Hampton Inn Walnut Grove | 33 Humphreys Center | 901.747.3700 |
| | <i>Includes Hot Breakfast, Internet, Exercise Facility, and more.</i> | |
| Homewood Suites | 7855 Wolf River Blvd. | 901.751.2500 |
| | <i>Includes Equipped Kitchen, Breakfast, and more.</i> | |
| Quailty Suites | 8166 Varnavas Drive (2 miles) | 901.386.4600 |
| | <i>Includes Hot Breakfast, Social Hour, Pool, Exercise Room, Kitchenette.</i> | |
| Wingate by Wyndham | 2270 Germantown PKWY | 901.386.1110 |
| | <i>Includes Hot Breakfast</i> | |

For Discounts on rooms please mention you are a vendor for SPRING MARKET!