



Spring Market

of jackson

Welcome to Spring Market!

We are excited to have you join us in this year's extraordinary shopping event as we kick off Spring with the largest Spring shopping event in Jackson! We wish everyone much success!

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 **FEBRUARY 9, 2018** to the appropriate people: MidSouth Media Group, Mississippi Trade Mart, and Convention Display Services. If you have any questions don't hesitate to call.

MOVE-IN CHECKLIST

_____ Return Utility Request Form to Convention Display Services, CDS. Phone 601.948.4228

_____ Reserve Equipment (Tables, Chairs, etc.) from CDS.

_____ Return application to reserve booth(s) for next year's Spring Market (Jackson, MS & Memphis, TN).

_____ Return application to reserve booth(s) for the next year's Mistletoe Merchants (Lebanon, TN).

_____ Return application to reserve booth(s) for the next year's Mistletoe Merchants (Memphis, TN).

_____ Return application to reserve booth(s) for the next year's Holiday Market (Memphis, TN).

_____ Make sure any outstanding balance for Spring Market is paid by January 22, 2018.

After that date there is a 10% late fee added to the outstanding balance.

Pay to MIDSOUTH MEDIA GROUP upon receipt.

_____ Request marketing materials (\$1 off coupons, email coupon, fliers, brochures) to

MIDSOUTH MEDIA GROUP. 662.890.3359. (Order plenty to hand out at events prior to Spring Market) THESE ARE FREE!

_____ Return Event Prize Donation form to MIDSOUTH MEDIA GROUP. 662.890.3359

_____ Contact Health Department for food permit at food@msdh.ms.gov (Only the merchants selling/sampling food.)

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

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

Please return all forms by February 9



Mississippi Trade Mart
1200 Mississippi St
Jackson, MS 39202

Important Phone Numbers:
MidSouth Media 662.890.3359
MS Trade Mart 601.961.4000
CDS Convention 601.948.4228

Friday 9-8, Saturday 9-6, Sunday 11-5

Welcome to Spring Market!

We are excited to have you a part of our group of shows! The following is information that is important for the 3-day event. Feel free to contact us if you have any questions. We wish you much success!

Schedule of Events

SHOW HOURS

Friday	9 a.m. to 8 p.m.
Saturday	9 a.m. to 6 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 following page.

Move-In

Thursday 8 to 6 p.m.

You must register and pick up move-in packet by 2 p.m. on Thursday prior to moving in; the move-in packet will include name badges, schedule of events, and a show guide.

Move-Out

Sunday 5 p.m. to 10 p.m.

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 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 not be invited back to future events.

DONATION ITEMS

Door Prizes: Each merchant is required to donate a \$25 gift certificate as a door prize. These are printed prior to the show and used for online promotions to promote all merchants.

Auction Items: Need to be brought to the show office by 5:00 p.m. on Thursday. CARA will pick up any remaining items on Friday morning.

SHOW GIVE-A-WAY

\$250 Shop the Show: As a grand prize we have awarded several \$250 Shop the Show bucks in \$25 increments. If you receive these, please honor as a gift certificate. I (Kristi) will reimburse these gift certificates. Please see me at the show, or you may go to any of the doors ticket booths to be reimbursed.

MARKET MADNESS:

Hours: Friday, 9 a.m. - noon Sunday, 2 p.m. - 5 p.m.

Merchants participating must have signs displayed in your booths. These can be obtained from the show office at check in. You can still participate if you did not sign up previously. **We are no longer doing wristbands. All shoppers receive 10% off purchases during these hours if you are participating. Market Madness is now part of general admission.**

Cupcakes & Cocktails - Friday, 5 p.m. - 8 p.m.

Free wine glass, cupcake, complimentary drinks, and auction for our guests. Free Market TOTES to the first 100 guests. Merchants may participate in the Silent Auction and get complimentary wine & beer at the bar. Sorry, our souvenir wine glasses, bags, and cupcakes are limited.

Wine / BEER Bar Friday, 4 p.m. - 8 p.m.

Auction Friday, 5 p.m. - 7 p.m.

Muffins and Mimosas **Saturday, 9 a.m. - noon** Free muffin, complimentary Mimosas, and Free Market TOTES to the first 100 guests. Merchants may purchase a ticket for a mimosa or muffin. Sorry, our mimosa glasses, bags, and muffins are limited to guests.

Trash: Dumpsters are located outside near "loading dock" areas. No trash is to be thrown outside of the facility on the grounds. Please break down boxes to place in the trash.

Vendor Parking: For the convenience and safety of our vendors, we have provided vendor parking in the back of the facility. All Merchants are to park their trailers and vehicles in this lot. This entrance will be the only entrance open for merchants to enter prior to the opening of the show each day. Security will be there to let you in each morning, at 8 a.m.

Dressing Rooms: Bathrooms are not dressing rooms. You **must** provide a dressing area if you are selling clothing.

Signage: No handwritten discount signs are permitted. Signs must be printed and no larger than 5x7. The only exception are the hand written chalkboard signs.

Isles: **Booths should not extend past your 10ft area. No items should be in the isles and definitely not blocking the view of your neighbor. Please be courteous! The Fire Marshal requires us to strictly enforce this policy!**

Lunch: Lunches are served for the merchants Friday and Saturday, 12-2 p.m., in the Lunch Room beside the Hospitality Room. Each merchant booth is allowed two merchants' lunches per day. Additional lunches may be purchased for \$8.00.

Hospitality Room:

Will be open during all hours of the show. Complimentary water, soft drinks, and coffee are available.

Merchant Meeting: Sunday, 10:30 in the Lunch Room. Booking of shows following.

To Book Future Shows:

I (Kristi) will be available from 11 a.m. - 2 p.m. Sunday in the lunch room to take contracts for ALL 2018-2019 events. You will have the opportunity to sit down and select your booths for those events which the first right of refusal has past, or to rebook your current booth for this show. Those that are booking Spring shows will be guaranteed a spot in either the Mistletoes or Holiday Market Shows. Spring Market Merchants will be given first priority to all fall events.



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MISSISSIPPI TRADE MART

EXHIBITOR RULES

1. Staples, pins, nails, stickers, paint, masking tape and duct tape are **not** allowed on Mississippi Trade Mart 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 Mississippi Trade Mart Management.**
2. Visqueen, or heavy plastic material, **must** be used on the floor for any exhibit or display using oil, water, or any other landscaping materials.
3. If balloons are used and float to the ceiling, a \$25.00 charge per balloon will be applied if removal is necessary by Mississippi Trade Mart staff.
4. 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. Mississippi Trade Mart is not responsible for cleaning or vacuuming any carpet provided by the display company.
5. There will be **no** animals, except seeing eye dogs, allowed in the building.
6. Mississippi Trade Mart has been designated a non-smoking facility.
7. Children must be supervised at all times. Parents **are** responsible for damage done by their unsupervised children roaming the building.
8. **DO NOT** tamper with or remove light bulbs. A fine of \$75.00 per bulb, plus applicable fees will apply.
9. Any alterations to electrical boxes will result in a \$150.00 fine, plus applicable damage fees.
10. **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.**
11. **Exhibitors will not be allowed to stand in the aisles, or walk the isles handing out literature. All selling should be conducted within your booth. Fair type "barkers" shouting at the public as they pass is not allowed.**
12. **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.**
13. **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.**



Request for Marketing Materials

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Promote Your Business

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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** — Use 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. We will email promotion emails to you prior to the event.
3. **Coupons / Flyers at doors** If you would like coupons, flyers, etc handed out at the door entrances during the show, we are able to do this at the rate of \$75 per 1000 pieces supplied. Please call for more information. 662.890.3359
4. **Social Media**—We will have available ads that can be used for social media posts. You will be able to share them on your pages. Please join our page on **FB Spring Market of Jackson, MS / www.themarketshows.com or <https://www.facebook.com/springmarketjackson/>**
5. **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 \$600 1/2 page \$500

Fax form back to MidSouth Media Group at 662.890.3918 or
mail to: MidSouth Media Group • 6920 Oak Forest Drive • Olive Branch, MS 38654 • 662.890.3359



EventDonation
Market**Madness**

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Each merchant is required to participate in the silent auction and door prize. Please fill out and return to MidSouth Media Group. **Silent Auction donations should be brought to the show office by 5 p.m. on Thursday.** Suggested donation value - \$50-100 for silent auction and \$25-for door prizes. Silent Auction is to benefit CARA.. Door prizes are used for various promotions. Winners will bring certificates to your booth to redeem.

Merchant/Donor: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

SilentAuction

Item Donated: _____ Retail Value: _____
*required

Complete Description of Item: _____

DoorPrize (\$25 Gift Certificate)

Every Merchant is required to donate (1) \$25 Gift Certificate for a door prize. Will will have these preprinted for the show. Many of these certificates will be promoted through social media and the remaining will be given during the show. This is a requirement for merchants. Please email a photo that we may use to promote your business through social media. Email photos to art@midsouthmediagroup.com

MARKETMADNESS Agreement

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 10 % off their purchases from our booth. **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.**



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Name Badge Request Form

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 9 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

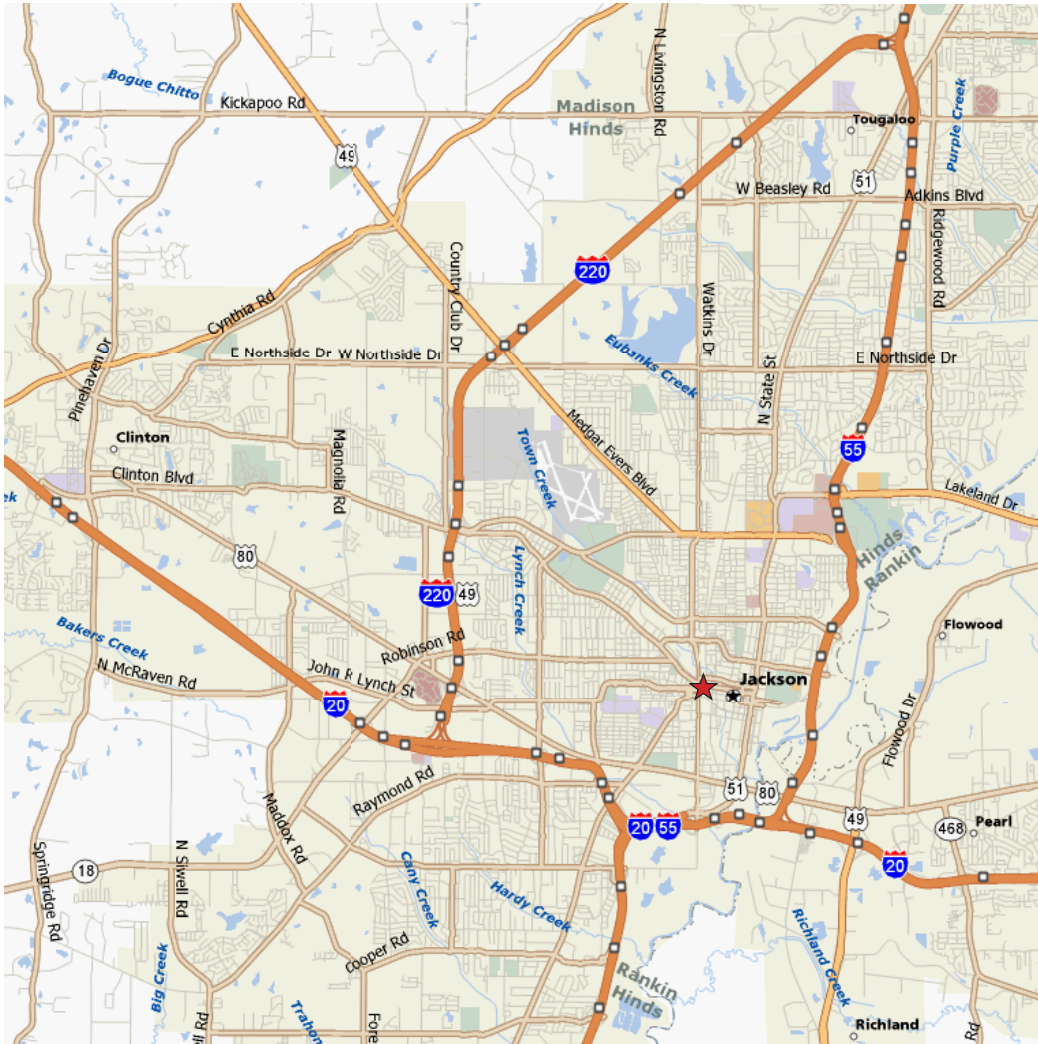
Additional Badges

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

Total Cost \$ _____

DIRECTIONS AND HOTEL INFORMATION

Mississippi Trade Mart - 1200 Mississippi Street - Jackson, MS 39202



NEARBY HOTELS

1. Hampton Inn

320 Graymont Ave.

Malcolm or Samona
601.352.1700

2. Best Western
(large rooms)

725 Larson St.

Dave 601.969.6555

SEE Website for additional hotels and current rates.

www.themarketshows.com



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 ½ x 11-4/4					
2pg. flyer	\$455.75	\$619.25	\$959.00	\$1850.00	\$2649.00
100lb. Book 8 ½ 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					

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

Price Sheet 1/11

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