



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!

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, Hicks Convention Services, and Agricenter International.

MOVE-IN CHECKLIST

- _____ Return Utility Request Form to Agricenter along with payment. 901.757.7777
- _____ Reserve Equipment (Tables, Chairs, etc.) Hicks Convention Services 901.272.1171
- _____ 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 Feb, 1, 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 48 hours prior to event at 901.222.9000.
(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, 2018



Agricenter International
7777 Walnut Grove Rd.
Memphis, TN 38120

Important Phone Numbers:
MidSouth Media 662.890.3359
Agricenter Int. 901.757.7777
Hicks Convention 901.272.1171

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

Schedule of Events

SHOW HOURS

Friday 9 a.m. to 9 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

Wednesday Noon to 6 p.m. 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. 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 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. The Kidney Foundation 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. - 9 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, 5 p.m. - 9 p.m. Saturday, 1 p.m. - 6 p.m. Sunday, 1 p.m. - 5 p.m.

Auction Friday, 5 p.m. - 7 p.m. / Saturday, 1 p.m. - 3 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 both the "A" wing and the "loading dock" areas. No trash is to be thrown outside of the facility on the grounds.

Vendor Parking: For the convenience and safety of our vendors, we have provided the parking lot in front of the well lit main entrance of the Agricenter. 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. Other trailers may be dropped in the grassy area at door A.
No dropping of trailers in front of overhead doors during move in hours.

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. Only exception are handwritten 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. At times we do have a massage therapist which can provide massages.

Merchant Meeting: Sunday, 10:30 in the Food Court. Booking of shows following meeting in the lunch room.

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.



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, but limited to 20% of total merchandise. Hand written chalkboard signage is 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.**



UTILITY REQUEST FORM

****The electrical fees are due directly to Agricenter International and are NOT included in your booth price****

NAME OF EVENT: Spring Market EVENT DATE: April 6-8, 2018

BOOTH NUMBER / LOCATION: _____

FIRM NAME: _____

ADDRESS: _____ CITY _____ STATE _____ ZIP _____

PHONE: _____ FAX: _____ EMAIL: _____

PAYMENT: CHECK _____ VISA _____ MASTERCARD _____ DISCOVER _____ AMEX _____

CARD #: _____ V-Code: ___ EXP. DATE: _____ NAME ON CARD: _____

AUTHORIZED BY: _____

(Printed Name)

(Signature)

ELECTRICAL SERVICE

QUANTITY	DESCRIPTION	ADVANCE RATE	FLOOR RATE	AMOUNT
		(4 days prior to show)		
	8amp, 110v (1300w MAX)	\$ 75.00	\$ 90.00	
	20 amp, 110v, Dedicated (1700w MAX)	\$ 100.00	\$ 120.00	
	30 amp, 110v, Dedicated (2600w MAX)	\$ 130.00	\$ 150.00	
	20 amp, 208v, 3/4 Wire, Dedicated	\$ 165.00	\$ 180.00	
	30 amp, 208v, 3/4 Wire, Dedicated	\$ 215.00	\$ 240.00	

Higher Amperage Must be ordered 4 Days in advance. **Floor Orders will not be taken.**

	40 amp, 208v, 3/4 Wire, Dedicated	\$ 275.00		
	50 amp, 208v, 3/4 Wire, Dedicated	\$ 325.00		
	30 amp, 208v, Three Phase	\$ 270.00		
	40 amp, 208v, Three Phase	\$ 350.00		

(Anything over 40 amp, Three Phase is an additional \$4.00 per amp)

TOTAL ELECTRICAL CHARGES: _____

**** EQUIPMENT DESCRIPTION & AMPERAGE IS REQUIRED FOR ALL EQUIPMENT NEEDING DEDICATED LINES:**

Description: _____ Amperage: _____ Circle One: 3 Wire Plug 4 Wire Plug

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Description: _____ Amperage: _____ Circle One: 3 Wire Plug 4 Wire Plug

TELEPHONE AND COMPUTER SERVICE

Phone service or internet MUST be ordered 4 business days in advance.

Limited availability. Phone lines require dialing 9 to get a line out

Agricenter does not guarantee through-put rates on phone or data lines.

	Unit Cost	Quantity	Cost
Standard Phone Line (per booth)	\$250.00	_____	_____
Each Add. Phone Line (same booth)	\$125.00	_____	_____
Ethernet (Hard Wire)	\$200.00	_____	_____
Wireless Access (Wi-Fi)	\$125.00	_____	_____
	Total Cost	_____	_____

CONDITIONS & SAFETY REGULATIONS:

1. Wall, column and permanent building utility outlets are not part of booth space and are not to be used by exhibitors unless specified otherwise
2. All equipment, regardless of source of power, must comply with all federal, state and local building and safety codes.
3. All equipment must be properly tagged and wired with complete information as to type of current, voltage, phase, horsepower, etc.

The parties agree that the implied warranties of merchantability and fitness for a particular purpose and all other warranties, expressed or implied, are excluded from this agreement. Agricenter International does not assume any liability for damages or damage of any sort whatsoever to user's goods or equipment arising from any cause whatsoever.

Make Remittance Payable to: Agricenter International

Mail to: Agricenter International, 7777 Walnut Grove Road, Memphis, TN 38120 Phone: 901-757-7777 Fax: 901-757-7783

Please direct electrical questions to the office Administrator, extension 0

Please direct phone/data Questions to the I.T. Manager, extension 7106



Request for Marketing Materials

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 off Coupons** — Use to hand out at events leading up to the show.
Quantity needed _____ (no charge)
- 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.
- 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
- 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 The Market Shows / Spring, Mistletoe, Holiday Markets of Memphis or [https://www.facebook.com/The-Market-Shows-Spring-Mistletoe- Holiday-Markets-of-Memphis-67472188108/](https://www.facebook.com/The-Market-Shows-Spring-Mistletoe-Holiday-Markets-of-Memphis-67472188108/)
- 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: 6920 Oak Forest Drive • Olive Branch, MS. 38654

Event Donation Market Madness



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 the National Kidney Foundation. 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: _____

Silent Auction

Item Donated: _____ Retail Value: _____
*required

Complete Description of Item: _____

Door Prize (\$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

MARKET MADNESS 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.**

NameBadge 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: _____

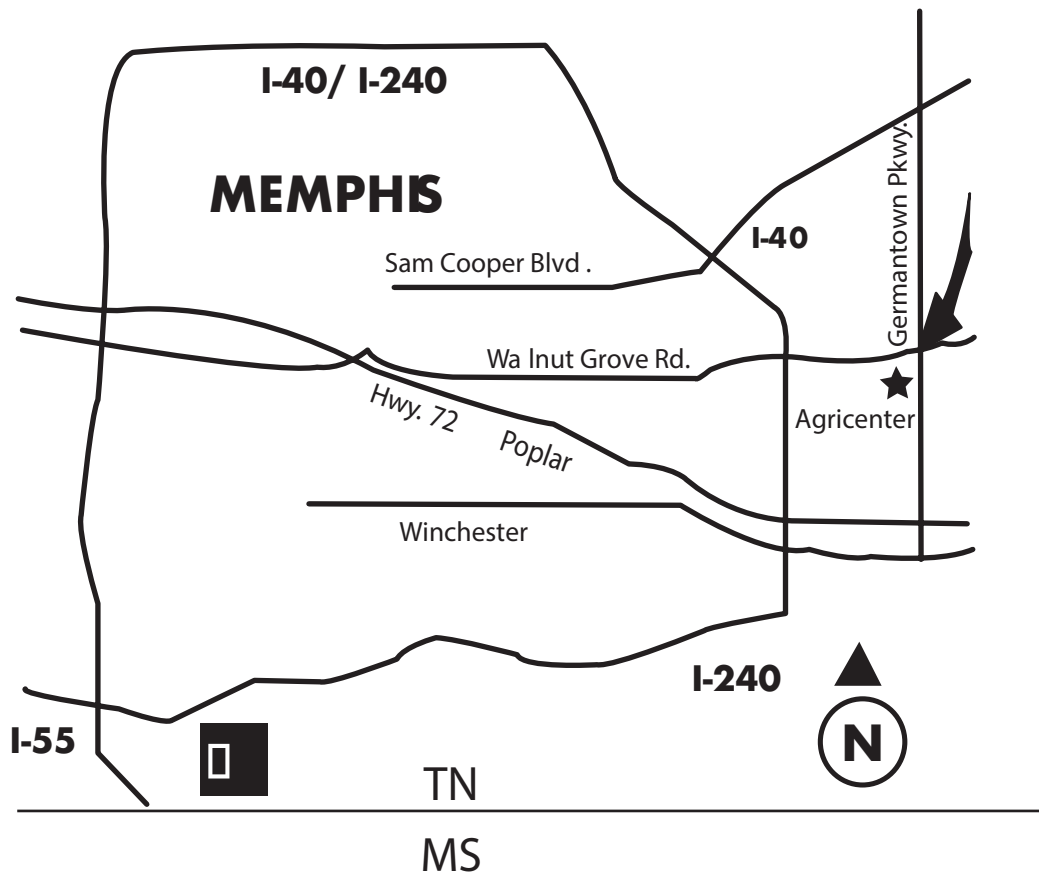
1.	_____	_____
	First Name	Last Name
2.	_____	_____
	First Name	Last Name
3.	_____	_____
	First Name	Last Name
4.	_____	_____
	First Name	Last Name

Additional Badges

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

Total Cost \$ _____

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

Please visit our website for other hotel recommendations at 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					

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

Price Sheet 1/11