

THE MARKET Shows.com

a division of MIDSOUTHmedia group

2012 Applications



THE MARKET *Shows.com*

Welcome,

We're excited to be extending this invitation to you to join in some of the fastest and largest retail shopping events in the mid-South. We would like to invite you to be a part of our great events, The Market Shows, and experience the difference that sets us apart from all the others!



Our parent company, MidSouth Media Group, opened its doors the early part of 1999 and has since grown into a multi-media company diverse in the marketing and advertising needs of its clients. MidSouth Media Group began as a home and garden trade show in 1999; then launched a successful regional publication – MIDSOUTH magazine in Spring of 2000; and later produced a regional television show with the same name in April of 2002. MidSouth Media Group has grown to be a household name experienced in the homes, gardens, and lifestyles of the Southerners in the mid-South. Helping businesses expand and grow their business in this niche market.



Today, MidSouth Media Group holds some of the most successful and widely anticipated shopping events for women coming from all across the Southern region. Each show attracts 7,000 to 12,000 and more eager shoppers looking for the hippest and hottest in fashion, accessories, home décor, gourmet foods, health, beauty and more. These are some of the largest and well attended shopping events in the region! Our current women shows include - Spring Markets of Memphis, TN and Jackson, MS; and Mistletoe Merchants of Memphis, TN

Always thinking outside the box helps us to serve your needs better. Always listening, always evolving, always growing your business and ours - that's our business!

We look forward to having you as a part of our MidSouth **family!**



Sincerely,

Kristi

Kristi Rowan, President



WOMEN, THE MOST POWERFUL CONSUMER

In today's economy, maximizing marketing dollars is a concern for all businesses. Women are information driven and shop for themselves, families, children, businesses and employers. We understand this and create an **extensive media campaign which includes radio, television, newspapers, magazines, billboards, Internet, and direct mail.** For minimal investment, we will introduce you to thousands of your potential customers, for the most powerful, concentrated form of cost-effective advertising anywhere. Advertising costs in today's climate can amount to tens of thousands of dollars. Becoming a merchant at The Market Shows offers one of the most cost effective means of exposure to your client. Face to face advertising provides the ultimate opportunity to further broaden and brand your business in a positive and effective marketing environment.

Our successful track record in delivering upscale, ready-to-buy women guarantees that your small booth investment will create a profitable return on your time and money. We have produced some of the most successful Spring and Fall shopping events targeting the women's market for the past decade. The Market Shows invite you to reap the benefits of selling to women in a fun filled environment. These are the ultimate events for launching new products, generating sales, and maintaining close customer relationships.

THE MARKET SHOWS .com BRINGING THE MARKET TO THE PUBLIC

Many women won't be able to attend the fashion and gift markets in Atlanta, Las Vegas, Chicago, Dallas, or New York.

So, why can't we bring the Market to them?

And that is just what we do at the Market Shows.com. We select only the top merchants from across the South, many who have just returned from Market, with the latest trends in fashion, home decor, gift items, gourmet food, health and beauty products, and so much more. We hand pick artists and designers who have created one-of-a-kind art, frames, jewelry, pottery, and more.



MERCHANT BENEFITS INCLUDE

- Immediate Sales
- Product Demonstration
- Product Sampling
- Build Customer Database
- Direct Sales Opportunities
- Distribute Information
- B2B Opportunities
- Build / Maintain Relationships
- Generate Leads

THE MARKET Shows.com



THE APPLICATION PROCESS

To apply for any of The Market Show events you must do the following:

1. Fill out the contracts to the shows in which you want to be accepted. Please check your calendar to ensure there are not conflicts with your dates.
2. Attach the deposit. There is a non-refundable 50% deposit required with each contract. (In the event that you are not accepted into the show, the deposit will be refunded without penalty. Upon acceptance and booth assignment, your check will be cashed or your credit card ran for the deposit amount.)
3. Contracts can be mailed to the address at the bottom of the contract, or they may be emailed to kristi@midsouthmediagroup.com.
4. Email photos of your merchandise, and one of your booth set up to kristi@midsouthmediagroup.com. (We must have photos submitted from all merchants - even those that are returning.)
5. You will be notified almost immediately of acceptance.

Due to the quickness of our review of merchants and acceptance of merchants, it is important to submit your contracts to the shows early. To ensure our merchants success, we may limit specific categories or types of products sold at the event. Those that submit their paperwork at a later date, may run the risk of their category already being filled.

There is a first right of refusal for **returning merchants**. Those dates are at the top right corner of the contracts. We can not guarantee booth space to returning merchant if the contracts are received after that date.

For **new merchants**, booth assignment will begin after the first right of refusal date. Booths are assigned in the order of contracts received and accepted. Be sure to submit your deposit so that there is no delay in the assignment process.



Spring Market OF MEMPHIS

First right of refusal 7/1/2011

March 30 - April 1, 2012
Friday 9-9 Saturday 9-8 Sunday 11-5

OFFICE USE ONLY	
Booth #	_____
Price	_____
Invoice Sent	_____
Paid In Full	_____
Packet Sent	_____

Set-Up Time: Wednesday, March 28, 2012 Noon-6 p.m. and Thursday, March 29, 2012 8 a.m.-6 p.m.

Move Out: Sunday, April 1, 2012 5:01 p.m.-10 p.m. and Monday, April 2, 2012 from 8 a.m.-Noon.

Location: Agricenter International—7777 Walnut Grove Road, Memphis, TN 38120

Show Colors: Black

Company: _____

Contact: _____

Phone: _____

Fax: _____

Web Site: _____

E-mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Type of Business: _____

We would like to reserve _____ # of booths. (Each booth is a 10' x 10' with pipe and drapes on sides, and ID sign.) Electricity is an additional charge. An Electrical Form will be included in the Exhibitor's Packet.

With Corner _____ Without Corner _____ First Choice _____ Second Choice _____

BOOTH RENTAL

RESERVED AND DEPOSIT PAID

"EARLY BIRD" RATE (Up to January 15, 2012)

(After January 15, 2012)

10' x 10'	\$700	\$750
10' x 20'	\$1100	\$1200
10' x 30'	\$1500	\$1650
10' x 40'	\$1850	\$2100
Corner	\$100 extra	\$150 extra

Advertisements in the "Official Show Guide": Deadline is February 1, 2012

Full page	\$1475	Back	\$1700
1/2 page	\$825	Inside Back	\$1575
1/4 page	\$455	Inside Front	\$1575
1/8 page	\$250		

Please check all items that you carry and % of each. Designer inspired items are acceptable - Counterfeit knock-offs are strictly prohibited!

_____ art/photography	_____ beauty/wellness/health	_____ books	_____ children's clothing
_____ children's toys	_____ cookware	_____ gifts	_____ gourmet foods
_____ floral/garden	_____ home décor	_____ jewelry	_____ men's items
_____ monogramming	_____ pet accessories	_____ purses/shoes	_____ women's fashion

other: _____

"Early Bird" deadline for application is January 15, 2012. A nonrefundable 50% deposit is due upon acceptance of contract and booth assignment made. An assigned booth number is guaranteed when a deposit is paid. Balance is due 60 days prior to Show date. Any balance remaining 30 days or less prior to Show date is subject to 10% charge on remaining balance. Cancellations and refunds are not accepted 60 days or less prior to the Show date. Please refer to "terms of contract". MidSouth Media Group, Inc. reserves the right to refuse an exhibitor for any reason, and has the right to limit the numbers of exhibitors showing similar or same products to prevent duplication.

I, the applicant, hereby release, indemnify and agree to hold harmless the promoter, MidSouth Media Group, and all other persons involved with the event from and against all liabilities and any claims for damage, loss or injury to person or property suffered during the event. (Including set-up days and non-business hours.) I understand that liability and casualty insurance against such damage, injury, and loss is my responsibility. I agree to abide by the rules of the Show and rules otherwise imposed by the promoter at any time. This contract is binding.

I have read and agree to the terms of this contract.

Signature: _____

Name (printed): _____ Date: _____

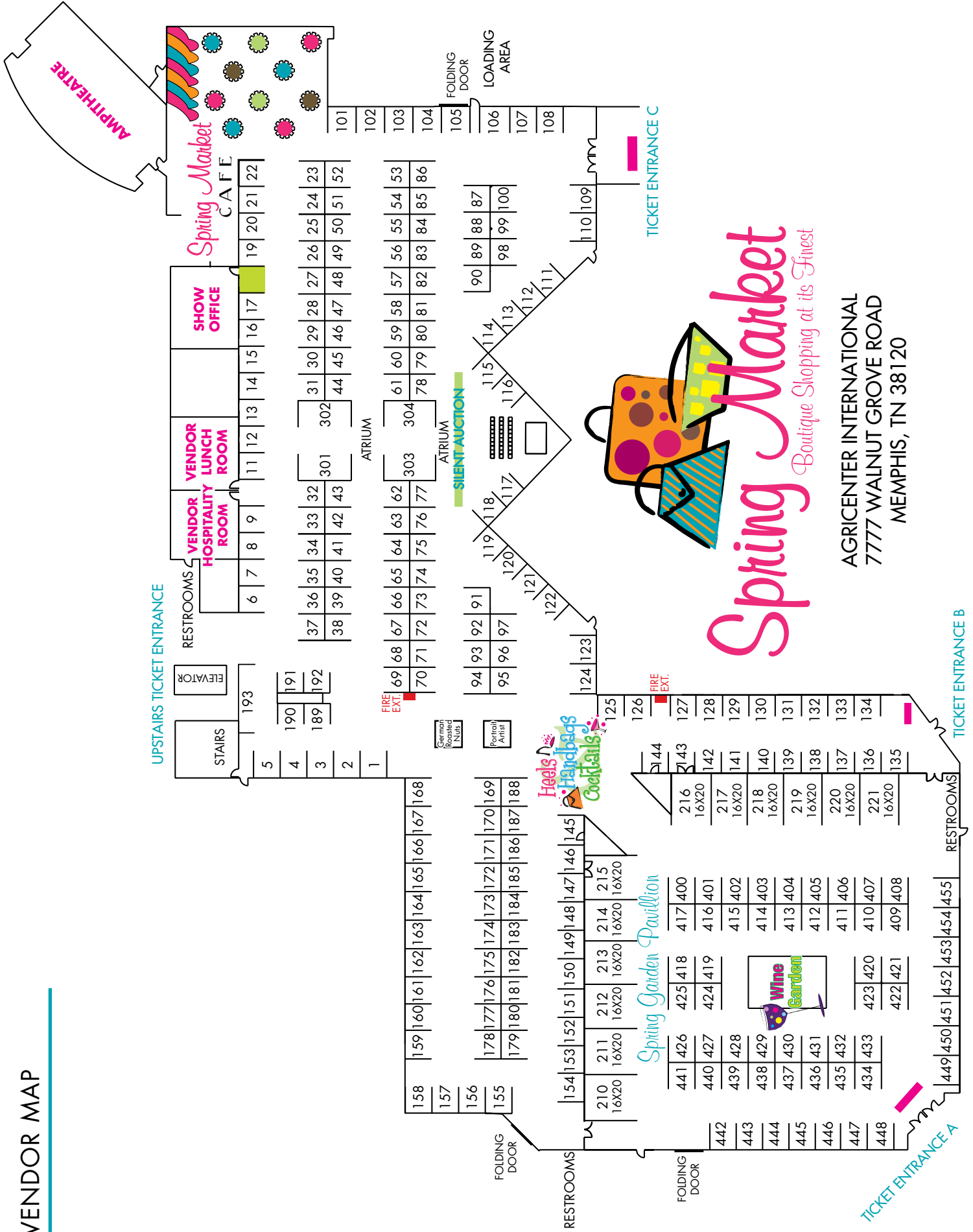
Please charge a deposit of \$ _____ to my Visa, MasterCard or American Express. 3.5% fee is applied to American Express transactions.

Card #: _____ Expiration: _____ Code: _____

Name on card: _____ Signature: _____

Complete application and mail to: Attention: Kristi Rowan
MidSouth Media Group
6920 Oak Forest Dr.
Olive Branch, MS 38654
Phone: 662.890.3359
Fax: 662.890.3918
Cell: 901.949.1101

VENDOR MAP





Spring Market OF JACKSON

April 13-15, 2012
Friday 9-9 Saturday 9-6 Sunday 11-5

OFFICE USE ONLY	
Booth #	_____
Price	_____
Invoice Sent	_____
Paid In Full	_____
Packet Sent	_____

Set-Up Time: Thursday, April 12, 2012, 8 a.m. - 8 p.m.
Move Out: Sunday, April 15, 2012, 5:01 p.m. - 10 p.m.
Location: Mississippi Trade Mart—1200 Mississippi Street, Jackson, MS 39202

Show Colors: Black

Company: _____
 Contact: _____
 Phone: _____
 Fax: _____
 Web Site: _____
 E-mail Address: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Type of Business: _____

We would like to reserve _____ # of booths. (Each booth is a 10' x 10' with pipe and drapes on sides, and ID sign.) Electricity is an additional charge. An Electrical Form will be included in the Exhibitor's Packet.
 With Corner _____ Without Corner _____ First Choice _____ Second Choice _____

BOOTH RENTAL	RESERVED AND DEPOSIT PAID	
	"EARLY BIRD" RATE (Up to January 15, 2012)	(After January 15, 2012)
10' x 10'	\$700	\$750
10' x 20'	\$1100	\$1200
10' x 30'	\$1500	\$1650
10' x 40'	\$1850	\$2100
Corner	\$100 extra	\$150 extra

Advertisements in the "Official Spring Shopping Guide": Deadline is March 15, 2012

Full page	\$1475	Back	\$1700
1/2 page	\$825	Inside Back	\$1575
1/4 page	\$455	Inside Front	\$1575
1/8 page	\$250		

Please check all items that you carry and % of each. Designer inspired items are acceptable - Counterfeit knock-offs are strictly prohibited!

- | | | | |
|-----------------------|------------------------------|--------------------|---------------------------|
| _____ art/photography | _____ beauty/wellness/health | _____ books | _____ children's clothing |
| _____ children's toys | _____ cookware | _____ gifts | _____ gourmet foods |
| _____ floral/garden | _____ home décor | _____ jewelry | _____ men's items |
| _____ monogramming | _____ pet accessories | _____ purses/shoes | _____ women's fashion |

other: _____

"Early Bird" deadline for application is January 15, 2012. A nonrefundable 50% deposit is due upon acceptance of contract and booth assignment made. An assigned booth number is guaranteed when a deposit is paid. Balance is due 60 days prior to Show date. Any balance remaining 30 days or less prior to Show date is subject to 10% charge on remaining balance. Cancellations and refunds are not accepted 60 days or less prior to the Show date. Please refer to "terms of contract". MidSouth Media Group, Inc. reserves the right to refuse an exhibitor for any reason, and has the right to limit the numbers of exhibitors showing similar or same products to prevent duplication.

I, the applicant, hereby release, indemnify and agree to hold harmless the promoter, MidSouth Media Group, and all other persons involved with the event from and against all liabilities and any claims for damage, loss or injury to person or property suffered during the event. (Including set-up days and non-business hours.) I understand that liability and casualty insurance against such damage, injury, and loss is my responsibility. I agree to abide by the rules of the Show and rules otherwise imposed by the promoter at any time. This contract is binding.

I have read and agree to the terms of this contract.

Signature: _____

Name (printed): _____ Date: _____

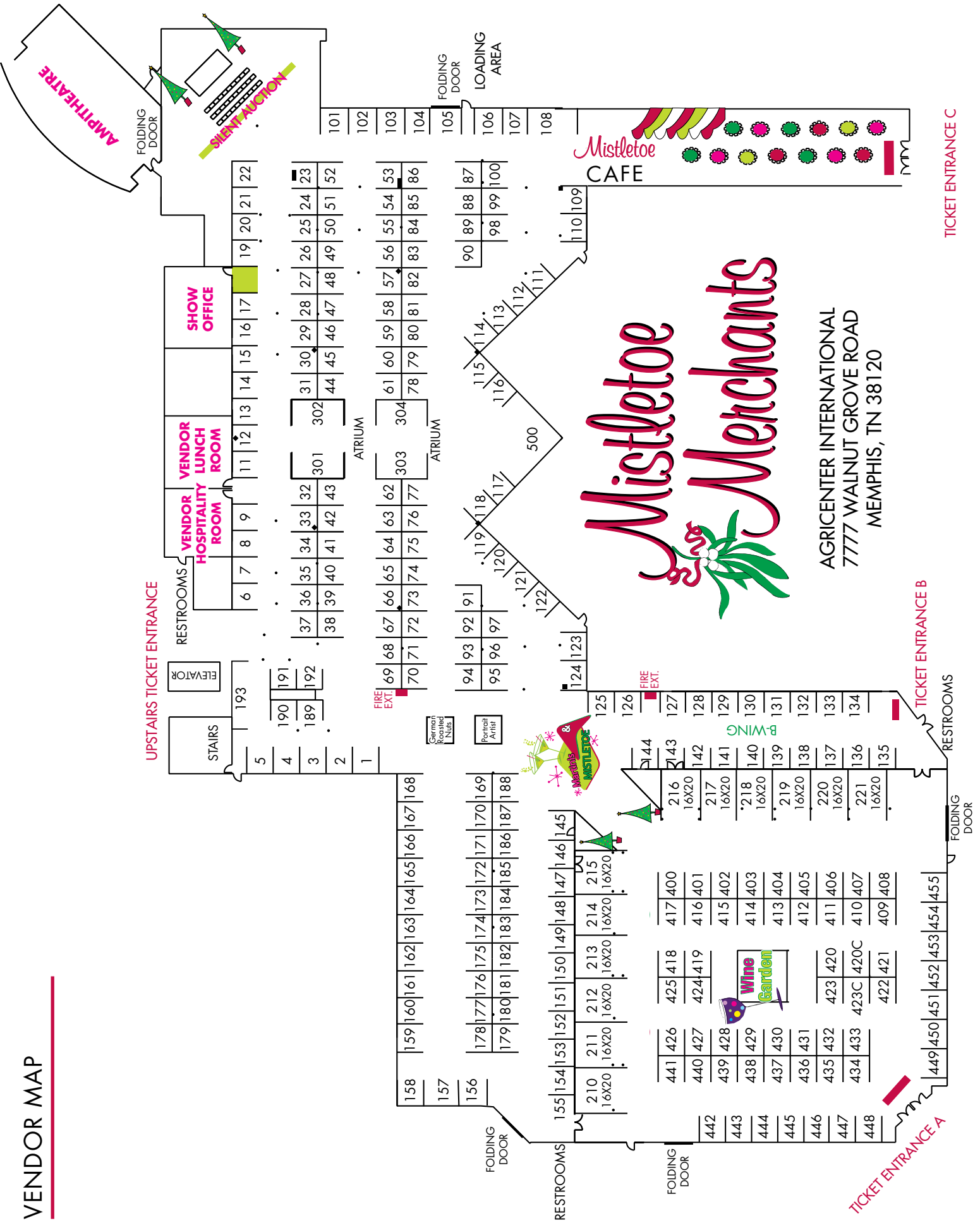
Please charge a deposit of \$ _____ to my Visa, MasterCard or American Express. 3.5% fee is applied to American Express transactions.

Card #: _____ Expiration: _____ Code: _____

Name on card: _____ Signature: _____

Complete application and mail to: Attention: Kristi Rowan Phone: 662.890.3359
 MidSouth Media Group Fax: 662.890.3918
 6920 Oak Forest Dr. Cell: 901.949.1101
 Olive Branch, MS 38654

VENDOR MAP



Terms of Contract Agreement

The company or individual(s) identified on the front of these contracts hereby subscribes for an exhibit booth or space at The Market Shows known as the following, Spring Market of Memphis, Spring Market of Jackson, Mistletoe Merchants of Memphis, and Mistletoe Merchants of Arkansas. (hereinafter "Show") to be held by MidSouth Media Group during 2012. Exhibitor shall adhere to the rules and regulations set forth herein, and conformance with such rules and regulations is understood to be part of this Contract. The signature of the Exhibitor, or its authorized representative, in the space on front of the contracts indicates agreement with all of the provisions of this Contract by Exhibitor, including its owners, officers, employees, agents, representatives, and independent contractors.

1. Exhibit/Booth Space. All displays are subject to approval by MidSouth Media Group, and MidSouth Media Group expressly reserves the right to reject any applicant for exhibit space and refund the amount that said applicant has paid for space. While best efforts will be made to accommodate Exhibitor's exhibit booth selection, MidSouth Media Group reserves the right to assign, designate or change exhibit or booth location. All Exhibitor personnel shall wear an identification badge while on the Show floor.

2. Hours of Operation. The hours during which the Show is open shall be Thursday, 9 a.m.–6 p.m., Friday, 9 a.m.–9 p.m., Saturday, 9 a.m.–6 p.m. for Thursday thru Saturday shows; and Friday, 9 a.m.–9 p.m., Saturday, 9 a.m.–8 p.m., and Sunday, 11 a.m.–5 p.m. for Friday thru Sunday shows. Exhibitor shall staff its booth during all hours the Show is open to the public. Exhibitor shall not begin disassembling its exhibits until 6:01 p.m. on Saturday for Thursday thru Saturday shows; and 5:01 p.m. Sunday for Friday thru Sunday shows. Exhibitors who do not comply with these provisions shall be assessed a surcharge in the amount of \$500.00. Exhibitor disassembly and move-out times are until 10 p.m.

3. Operation of Exhibit Space. Excessive noise, bothersome lighting or other use of exhibit space by Exhibitor that interferes with the exhibition space used by other Exhibitors or with the operation of the Show is prohibited, as is the creation of or maintenance by Exhibitor of any dangerous or hazardous condition or situation. Exhibitor's displays and advertising material shall not protrude into the aisles or otherwise interfere with the movement of visitors to the Show. Booth shall not exceed 8 feet in height without the approval of MidSouth Media Group, and Exhibitor shall not block or interfere with the visibility of an adjoining Exhibitor. Exhibitors shall exercise maximum care in the prevention of fire and to avoid loss of property, which is part of the Show.

4. Security Services. *MidSouth Media Group will provide security services beginning 6:00 p.m., the evening of first day of move in until the Show closes its doors to the public. Notwithstanding the above, Exhibitor shall not leave valuable items or personal property unattended at the exhibit booth or space, and MidSouth Media Group is not responsible for any losses Exhibitor may suffer as a result of items stored either at the Show facility or in or at the Exhibitor's exhibit space during the Show.*

5. Services Not Provided. MidSouth Media Group does not provide equipment, decoration, labor, carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. Exhibitor must make all arrangements for these items and, in addition to the indemnity obligations set forth in section 7 below; exhibitor shall defend, indemnify and hold harmless MidSouth Media Group for any and all claims, losses, damages, injuries, or other charges that may occur from any such arrangements made by Exhibitor.

6. Insurance Not Provided. Exhibitor acknowledges MidSouth Media Group does not have or provide insurance against the loss of or damage to Exhibitor's property at the Show for any reason. Exhibitor assumes the sole responsibility to obtain insurance of any kind, including but not limited to insurance against property damage, personal injury, theft, vandalism, business interruption, or any other insurance it may need to cover any losses it may suffer at the Show.

7. Liability and Indemnification Waiver. Exhibitor agrees to comply with all fire and safety rules and regulations adopted by all applicable governmental authorities and the Show. In the event MidSouth Media Group shall be held liable for any occurrence that results or might have resulted from the Exhibitor's action(s) or failure to act, including, but not limited to, acts or omissions constituting negligence, deceptive trade practices, strict liability, or the creation of liability resulting from an unreasonably dangerous product (product liability), Exhibitor shall reimburse and indemnify MidSouth Media Group for damages resulting from such liability and the costs incident thereto, including its reasonable attorneys fees. Exhibitor further agrees that it shall hold harmless and indemnify MidSouth Media Group from and against any loss, damage, expense or penalty arising from any action including any action based on strict liability or negligence, on account of personal injury or property, including its reasonable attorneys fees incurred in connection therewith.

8. Assignment Prohibited. Exhibitor shall not share, lease, sublet, assign, offer for use, or otherwise convey any portion of its exhibit space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of MidSouth Media Group.

9. Cancellation Policy. **If Exhibitor is not able to attend the Show, they must submit the intent to cancel in writing. Exhibitor may be entitled to a refund based on the following schedule: a. Notice of sixty days or more: If written cancellation is received 60 days or more prior to the Show, and if the Exhibitor has paid for space in full, Exhibitor is entitled to a 50% refund of cost of space. b. Notice of less than 60 days: If written cancellation is received less than sixty days prior to the Show, Exhibitor will not receive a refund and will be responsible for full payment of booth space and any balance remaining. MidSouth Media Group is not responsible for cancellations and will not carry over balances into other events. No exceptions.**

10. Payment. Payment for Exhibitor's space must be in compliance with terms shown on the booth space contract. Any exceptions to these payment terms must be approved by MidSouth Media Group prior to date of final payment due date. No Exhibitor shall be permitted to erect an exhibit without having made full remittance of space rental or prior arrangements with MidSouth Media Group. Exhibitor consents to the jurisdiction of the courts of DeSoto County, Mississippi in any action brought by MidSouth Media Group to collect amounts owed hereunder, and expressly waives any objection Exhibitor may have to the assertion of personal jurisdiction by such courts. In any legal proceeding initiated by MidSouth Media Group to collect any sums owed by Exhibitor under this The Market Shows Contract, Media Group shall be entitled, in addition to the principal amount owed, to any and all costs or expenses incurred in bringing such action, including its reasonable attorneys fees.

THE MARKET *Shows.com*

Mission Statement

The mission of MidSouth Media Group is to partner with our clients, to provide results-oriented advertising to meet our client's needs by relentlessly pursuing breakthrough ideas for our shows and direct marketing approaches. Our desire is to measure our success by the success of our clients through their increased sales. We are committed to maintaining a high quality atmosphere in which we can accomplish our mission through the highest levels of professionalism and experience.

As a marketing firm, we are experienced in all aspects of print, broadcast and face-to-face selling and procedures to deliver the best in marketing.

One way of accomplishing this is through the special publications of The Market Shows. We offer publications that target audiences with a bulls-eye approach.

Catering to its readership of more than 25,000 readers with each special issue our advertisers receive best-in-class service and value for their marketing expenditure.

Readership

Our specialty publications will be available prior to each event through retail locations, bookstores, direct mail, digital on-line version, and also at the door of each of our retail trade show events for a total readership of more than 25,000 readers each issue.

We target the most affluent, avid-consumers in the market, effectively segmenting the most coveted prospects in these sought after demographics.



[Spring Market of Memphis Spring/Summer Shopping Guide](#)

[Spring Market of Jackson Spring/Summer Shopping Guide](#)

[Mistletoe Merchants of Memphis Gift Guide](#)

2012-2013 RATE & SPECS

ADVERTISING RATES

FULL PAGE.....	\$1475
1/2 PAGE Horizontal or Vertical.....	\$825
1/4 PAGE.....	\$455
1/8 PAGE.....	\$250

PREMIUM POSITIONS

BACK COVER.....	\$1700
INSIDE FRONT COVER.....	\$1575
INSIDE BACK COVER.....	\$1575

*THESE RATES ARE NET

- Rates effective June 10, 2010
- Guaranteed preferred position add 15% to rate (1/2 page minimum)
- Insert rates available upon request
- Credit cards accepted
- Digital files required. See specs next column

SIZES & DIMENSIONS

	WIDTH (in inches)	DEPTH
Full Page (Trim Size).....	8.5	11.00
Full Page (Live Area).....	7.5	10.00
Full Page (bleed size).....	8.75	11.25
1/2 Page Horizontal.....	7.5	4.875
1/2 Page Vertical.....	3.666	10.00
1/4 Page.....	3.666	4.875
1/8 Page.....	1.75	4.875

ART / PRODUCTION SPECS

FILE FORMATS

- PDF files are accepted. Include, embed or outline all fonts.
- Illustrator and In Design files are accepted. include all images and all fonts.

RESOLUTION

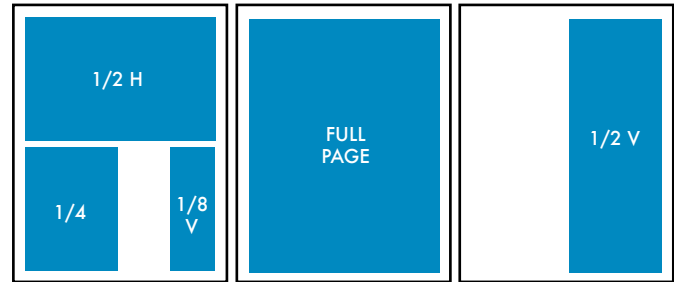
All images must be 300 dpi at 100% print size.

PRODUCTION CHARGES

Ad Design & Layout:	FP-\$100	1/4-\$65
	1/2-\$85	1/8-\$50

Stock Images: \$50 each

Please note: Due to tolerance in printing, bindery and ink variances, the publisher does not guarantee the exact color match or exact trim position to matchprints, color keys or press proofs.



EMAIL BLAST:

SPOTLIGHT
\$75/WEEK

WEB ADS:

www.themarketshows.com

ONE MONTH:
Banner \$100/week
Square \$75/week

12 MONTHS
Banner \$75/week
Square \$50/week

6 MONTHS:
Banner \$85/week
Square \$65/week

WEB SIZES

250 pixels x
250 pixels
square

300 pixels x 90 pixels top banner

Web ads must be bought in monthly increments. A production charge of \$50 will apply for each banner/square built by our art department.

DEADLINES

	DEADLINE DATE	ISSUE DATE
Spring Market of Memphis Spring/Summer Shopping Guide	Feb. 1	March 10
Spring Market of Jackson Spring/Summer Shopping Guide	Feb. 15	March 15
Mistletoe Merchants of Memphis Gift Guide	Aug. 1	Sept. 15

CUSTOM PRINT

Let us help you design your next custom print piece. From business cards to brochures, we can create that distinct look that will separate you from your competition. Competitive prices, quick turn around.

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					

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

Price Sheet 1/11