

M the Market SHOWS

a division of
MIDSOUTHmedia group

2020 Applications

Spring Market

May 29-31, 2020
Agricenter International
Memphis, TN

Holiday Market OF JACKSON

September 18-20, 2020
Mississippi Trade Mart
Jackson, MS

Mistletoe Merchants

September 25-27, 2020
Wilson Co. Expo
Lebanon, TN

Mistletoe Merchants

October 2-4, 2020
Agricenter International
Memphis, TN

Holiday Market by Mistletoe Merchants

October 23-25, 2020
Agricenter International
Memphis, TN





THE MARKET *Shows.com*

Welcome,

We're excited to be extending this invitation to you to join in some of the 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 it's doors Spring 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 homes, gardens and lifestyles of Southerners in the mid-South, all while 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 15,000 and more eager shoppers looking for the hippest and hottest items 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 womens shows include: Spring Market of Memphis, TN; Holiday Market of Jackson, MS; Mistletoe Merchants of Nashville, TN; Mistletoe Merchants of Memphis, TN; and The Holiday Market of Memphis, TN. Our newest addition, Duck Buck & Bass, an event tailored toward the outdoors men.

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

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

Sincerely,

Kristi & Brian

Kristi Rowan / President
Brian Rowan / Vice President
MidSouth Media Group



THE APPLICATION PROCESS

1. Fill out the show contracts. Please check your calendar to ensure there are no conflicts with your dates prior to applying.

2. Either mail or email photos of the products which you will be selling. At least one photo should be a photo of your booth set up. Photo submissions are used in making final decisions. We are a retail show, and do not allow wholesaling at our events. We limit direct sales companies.

3. Please give a list of shows that you have previously attended as a merchant.

4. Attach the deposit with the contract.

There is a non-refundable 50% deposit required with each contract. In the event that you are not accepted into the show, this deposit will be refunded without penalty.

5. Return contracts to MidSouth Media Group, 6920 Oak Forest Dr., Olive Branch, MS 38654; fax to 662.890.3918, or email to kristi@midsouthmediagroup.com.

6. If you are applying for the Spring and Fall shows, you will be notified almost immediately of your acceptance. Upon acceptance and booth assignment, your check will be cashed or your credit card will be ran for the deposit amount. Those applying for Fall shows only, will be notified as soon as all Spring merchants have been placed. (No later than mid March to early April).

7. Balances are due 60 days prior to the event. Move in packets will be emailed 60-90 days prior to the event date.

Due to the promptness of our review and acceptance of merchants, it is important to submit all contracts to all the shows early, and at the same time. This ensures your placement into all desired shows. Those that submit their paperwork at a later date, may run the risk of a show being sold out, or their product category already being filled. We may limit specific categories or types of products sold at the event.

PLEASE NOTE:

There is a 60 day first right of refusal for **returning merchants** after an event. Those dates are located at the top right corner of the contracts. We can **NOT** guarantee booth space to returning merchants if the contracts are received after that date. Returning merchants receive first placement, then new merchants after the 60 day grace period.

For **new merchants**, booth assignment will begin after the 60 day first right of refusal date. Booths are assigned in the order of contracts received and accepted. Be sure to submit your deposit so there is no delay in the assignment process.

Due to the limited space and demand of the holiday events, those merchants that are signing up for a Spring event will have **first placement and guaranteed** a spot in one of the holiday events, as long as they submit the contracts together before the "early-bird" deadline! Guarantee is based on availability, so send your contracts in early!

Those merchants only participating in the holiday events can **NOT** be guaranteed a space until after the "early-bird" deadline has expired, and after Spring Market merchants have been placed for fall. This may be March or early April when this is completed. After that time if there are any remaining booths, they will be assigned to those merchants on the waiting list.



Terms of Contract Agreement (Please initial all)

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 The Other Holiday Market by Mistletoe Merchants. (hereinafter "Show") to be held by MidSouth Media Group during 2020. 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 Friday, 9 a.m.–9 p.m., Saturday, 9 a.m.–6 p.m., and Sunday, 11 a.m. – 5 p.m. for Spring Market of Jackson, MS; Spring Market of Memphis, Mistletoe Merchants of Nashville, Holiday Market of Memphis, TN show; and Friday, 9 a.m.–9 p.m., Saturday, 9 a.m.–8 p.m., and Sunday, 11 a.m.–5 p.m. for Mistletoe Merchants of Memphis, TN show. Exhibitor shall staff its booth during all hours the Show is open to the public. Exhibitor shall not begin disassembling its exhibits until 5:01 p.m. Sunday. 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. Thursday of move in until the Show closes its doors to the public at 5:00 p.m. Sunday. 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.

_____. 11. **Social Media Promotions:** Exhibitor agrees to distribute show promotional material/coupons, and hold ticket give-a-ways through their social media - Facebook and Instagram accounts.

May 29-31, 2020

Friday 9-9

Saturday 9-6

Sunday 11-5

Spring Market

OF MEMPHIS

First right of refusal 6/5/2020

OFFICE USE ONLY

Booth # _____
Price _____
Invoice Sent _____
Paid In Full _____
Packet Sent _____

Show Colors: Black

Set-Up Time: Wednesday, May 27, Noon-6 p.m. and Thursday, May 28, 8 a.m.-6 p.m.

Move Out: Sunday, May 31, 2020 5:01 p.m.-10 p.m. and Monday, June 1, 8 a.m.-Noon.

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

Company: _____

Contact: _____

Phone: _____ Fax: _____

Facebook Page: _____

Web Site: _____

E-mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Type of Merchandise: _____

Please check all items that you carry and % of each. Designer inspired items are acceptable.
Counterfeit knock-offs are strictly prohibited! We do not accept wholesale or direct sales companies.

_____ 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: _____

We would like to reserve _____ # of booths. (Each booth is a 10' x 10' with pipe and drapes on sides, and ID sign.) Electricity and WiFi is an additional charge. An Electrical / WiFi 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 (Before 1-17-2020)

(After 1-17-2020)

Advertising

10' x 10'	\$ 700	\$ 750	Full Page 4/c	\$950
10' x 20'	\$1100	\$1200	1/2 Page 4/c	\$550
10' x 30' or 16'x20'	\$1500	\$1650	1/4 Page 4/c	\$350
10' x 40'	\$1850	\$2100		
Corner	\$ 100 extra	\$ 150 extra		

* Merchants are required to donate a \$25 gift certificate for door prize, and a silent auction item (value \$75-100).

Merchants also agree to distribute coupons and show literature prior to the show, and host ticket Give-A-Ways on their FaceBook and Instagram accounts. Tickets and coupons will be mailed to each merchant strictly for this purpose.

"Early-Bird" deadline for application is January 17, 2020. 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 60 days or less prior to Show date is subject to 10% late charge on remaining balance. Cancellations and refunds are not accepted 60 days or less prior to the Show date. Deposits are non-refundable. 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: _____

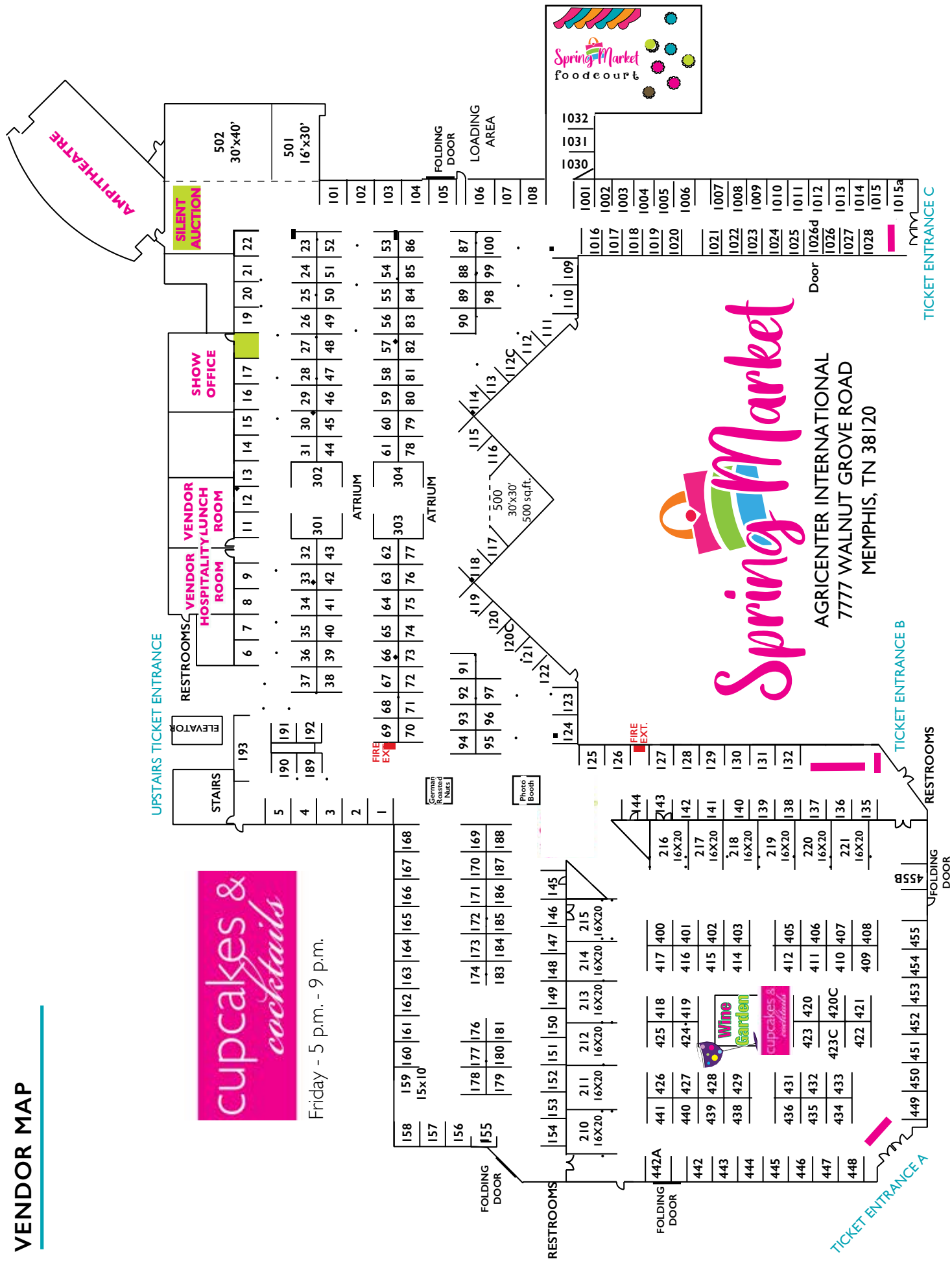
Please charge a deposit of \$ _____ to my Visa, MasterCard or American Express.

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
Cell: 901.949.1101
Fax: 662.890.3918

VENDOR MAP



September 18-20, 2020

Friday 9-9

Saturday 9-6

Sunday 11-5



First right of refusal 12/27/2020

OFFICE USE ONLY

Booth # _____
Price _____
Invoice Sent _____
Paid In Full _____
Packet Sent _____

Show Colors: Black

Set-Up Time: Wednesday, September 16, 2020 Noon-6 p.m. and Thursday, September 17, 2020, 8 a.m.-6 p.m.

Move Out: Sunday, September 20, 2020, 5:01 p.m.-10 p.m., and Monday, September 21, 2020, 8 a.m.-Noon.

Location: Mississippi Trademart Center — 1200 Mississippi Street, Jackson, MS 39202

Company: _____

Contact: _____

Phone: _____ Fax: _____

Facebook Page: _____

Web Site: _____

E-mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Type of Merchandise: _____

Please check all items that you carry and % of each. Designer inspired items are acceptable.
Counterfeit knock-offs are strictly prohibited! We do not accept wholesale or direct sales companies.

_____ 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: _____

We would like to reserve _____ # of booths. (Each booth is a 10' x 10' with pipe and drapes on sides, and ID sign.)

Electricity and WiFi is an additional charge. An Electrical / WiFi 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 (Before 1-17, 2020)

Booking a Spring Market event &
Holiday Market event before January 17, 2020

Use this rate

10' x 10' \$ 700
10' x 20' \$1100
10' x 30' or 16'x20' \$1500
10' x 40' \$1900
Corner \$ 100 extra

(After 1-17, 2020)

Booking a Spring Market event &
Holiday Market event after January 17, 2020

Use this rate

\$ 750
\$1200
\$1650
\$2100
\$ 100 extra

(After 1-17, 2020)

Booking a Holiday Market ONLY
Not booking a Spring Market

Use This Rate

\$ 800
\$1300
\$1800
\$2300
\$ 150 extra

Advertising

Full Page \$950
1/2 Page \$550
1/4 Page \$350

* Merchants are required to donate a \$25 gift certificate for door prize, and a silent auction item (value \$75-100).

Merchants also agree to distribute coupons and show literature prior to the show, and host ticket Give-A-Ways on their FaceBook and Instagram accounts. Tickets and coupons will be mailed to each merchant strictly for this purpose.

"Early-Bird" deadline for application is January 17, 2020. 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 60 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
Cell: 901.949.1101
Fax: 662.890.3918

September 25-27, 2020

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



Set-Up Time: Thursday, September 24, 2020, 8 a.m. - 8 p.m.

Move Out: Sunday, September 27, 2020, 5:01 p.m. - 10 p.m.

Location: Wilson County Exposition Center, 923 East Baddour Pkwy., Lebanon, TN 37087

First right of refusal 11/29/2020

OFFICE USE ONLY

Booth # _____
Price _____
Invoice Sent _____
Paid In Full _____
Packet Sent _____

Show Colors: RED

Company: _____

Contact: _____

Phone: _____ Fax: _____

Facebook Page: _____

Web Site: _____

E-mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Type of Merchandise: _____

Please check all items that you carry and % of each. Designer inspired items are acceptable.
Counterfeit knock-offs are strictly prohibited! We do not accept wholesale or direct sales companies.

_____ 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: _____

We would like to reserve _____ # of booths. (Each booth is a 10' x 10' with pipe and drapes on sides, and ID sign.)

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

Electricity _____ 110v \$45 _____ 220v \$70 (Must be ordered 10 days prior to show date.) 20% increase for on
show floor orders. _____ WiFi connections are \$25.

BOOTH RENTAL / RESERVED AND DEPOSIT PAID

"EARLY-BIRD" RATE (Before 1-17, 2020)

Booking a Spring Market event &
Mistletoe or Holiday before January 19, 2020

Use this rate

10' x 10' \$ 700
10' x 20' \$1100
10' x 30' or 16'x20' \$1500
10' x 40' \$1900
Corner \$ 100 extra

(After 1-17, 2020)

Booking a Spring Market event &
Mistletoe or Holiday after January 19, 2020

Use this rate

\$ 750
\$1200
\$1650
\$2100
\$100 extra

(After 1-17, 2020)

Booking Mistletoe and Or Holiday Only
Not booking a Spring Market

Use this Rate

\$ 800
\$1300
\$1800
\$2300
\$ 150 extra

Advertising

Full Page \$950
1/2 Page \$550
1/4 Page \$350

Merchants are required to donate a \$25 gift certificate for door prize, and a silent auction item (value \$75-100).

Merchants also agree to distribute coupons and show literature prior to the show, and host ticket Give-A-Ways on their FaceBook and Instagram accounts. Tickets and coupons will be mailed to each merchant strictly for this purpose.

"Early-Bird" deadline for application is January 17, 2020. 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 60 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.

Card #: _____ Expiration: _____ Code: _____

Name on card: _____ Signature: _____

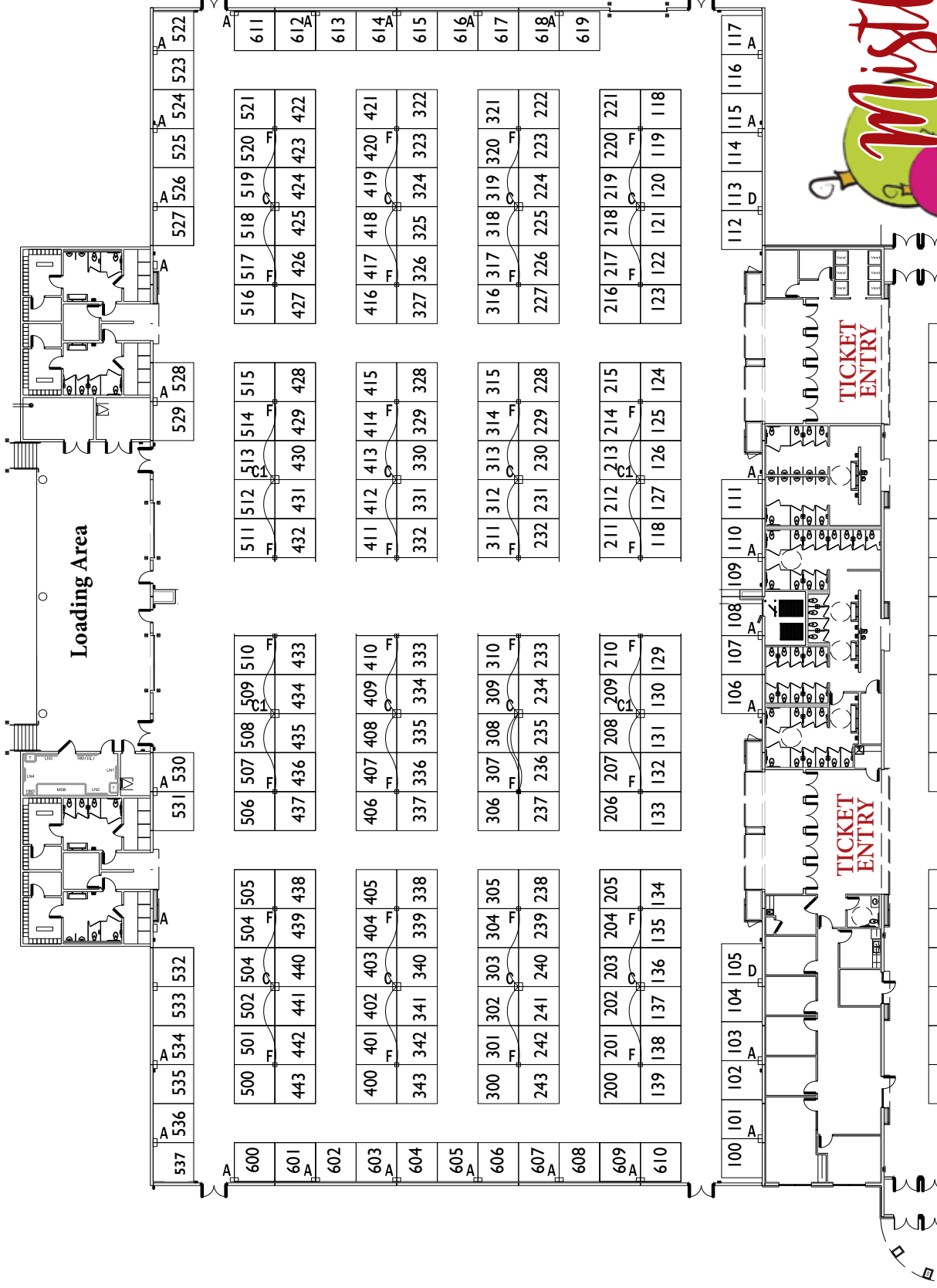
Complete application and mail to: Attention: Kristi Rowan
MidSouth Media Group
6920 Oak Forest Dr.
Olive Branch, MS 38654

Phone: 662.890.3359
Cell: 901.949.1101
Fax: 662.890.3918

UTILITY SERVICES LEGEND

- A (1) 110 QUAD OUTLET
WALL-MOUNTED
- B (2) 110 QUAD OUTLETS
- C (2) 110 QUAD OUTLETS,
(2) 30A, 208V TWIST-
LOCK OUTLETS,
(1) 30A, 208V TWIST-
LOCK OUTLET
- C1 (2) 110 QUAD OUTLETS,
WATER, SEWER, COMPRESSED
AIR AND (2) 30A, 208V TWIST-
LOCK OUTLETS
(1) 30A, 208V TWIST-
LOCK OUTLET
- D (2) 110 QUAD OUTLETS,
4 VOICE AND DATA OUTLETS
WATER AND SEWER SERVICE
WALL-MOUNTED
- E (1) FLOOR-MOUNTED
110 QUAD OUTLET AND
(2) 30A, 208V TWISTLOCK
OUTLETS
- F (2) 110 QUAD OUTLET
30 AMP LOAD CENTER
ON DROP CORD FROM
"C" FLOOR BOX

Loading Area



Expo Hall 1 LOBBY FOODCOURT HOSPITALITY SHOW OFFICE

WILSON COUNTY
EXPOSITION CENTER

JAMES E. WARD AGRICULTURAL CENTER
923 East Baddour Parkway, Lebanon, Tennessee 37087

October 2-4, 2020

Friday 9-9

Saturday 9-8

Sunday 11-5



Mistletoe Merchants

OF MEMPHIS

First right of refusal 12/6/2020

OFFICE USE ONLY

Booth # _____
Price _____
Invoice Sent _____
Paid In Full _____
Packet Sent _____

Set-Up Time: Wednesday, September 30, 2020, Noon-6 p.m. and Thursday, October 1, 2020, 8 a.m.-6 p.m.

Show Colors: Black

Move Out: Sunday, October 4, 2020 5:01 p.m.-10 p.m. and Monday, October 5, 2020, 8 a.m.-Noon.

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

Company: _____

Contact: _____

Phone: _____ Fax: _____

Facebook Page: _____

Web Site: _____

E-mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Type of Merchandise: _____

Please check all items that you carry and % of each. Designer inspired items are acceptable.
Counterfeit knock-offs are strictly prohibited! We do not accept wholesale or direct sales companies.

_____ 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: _____

We would like to reserve _____ # of booths. (Each booth is a 10' x 10' with pipe and drapes on sides, and ID sign.) Electricity and WiFi is an additional charge. An Electrical / WiFi 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 (Before 1-17, 2020)

Booking a Spring Market event &
Mistletoe Merchants before January 17, 2020

	Use this rate
10' x 10'	\$ 700
10' x 20'	\$1200
10' x 30' or 16'x20'	\$1600
10' x 40'	\$2000
Corner	\$ 100 extra

(After 1-17, 2020)

Booking a Spring Market event &
Mistletoe Merchants after January 17, 2020

	Use this rate
	\$ 800
	\$1300
	\$1750
	\$2200
	\$100 extra

(After 1-17, 2020)

Booking Mistletoe Merchants Only
Not booking a Spring Market

	Use this Rate
	\$ 900
	\$1500
	\$2000
	\$2500
	\$ 150 extra

Advertising	
Full Page	\$950
1/2 Page	\$550
1/4 Page	\$350

Merchants are required to donate a \$25 gift certificate for door prize, and a silent auction item (value \$75-100).

Merchants also agree to distribute coupons and show literature prior to the show, and host ticket Give-A-Ways on their FaceBook and Instagram accounts. Tickets and coupons will be mailed to each merchant strictly for this purpose.

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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.

Card #: _____ Expiration: _____ Code: _____

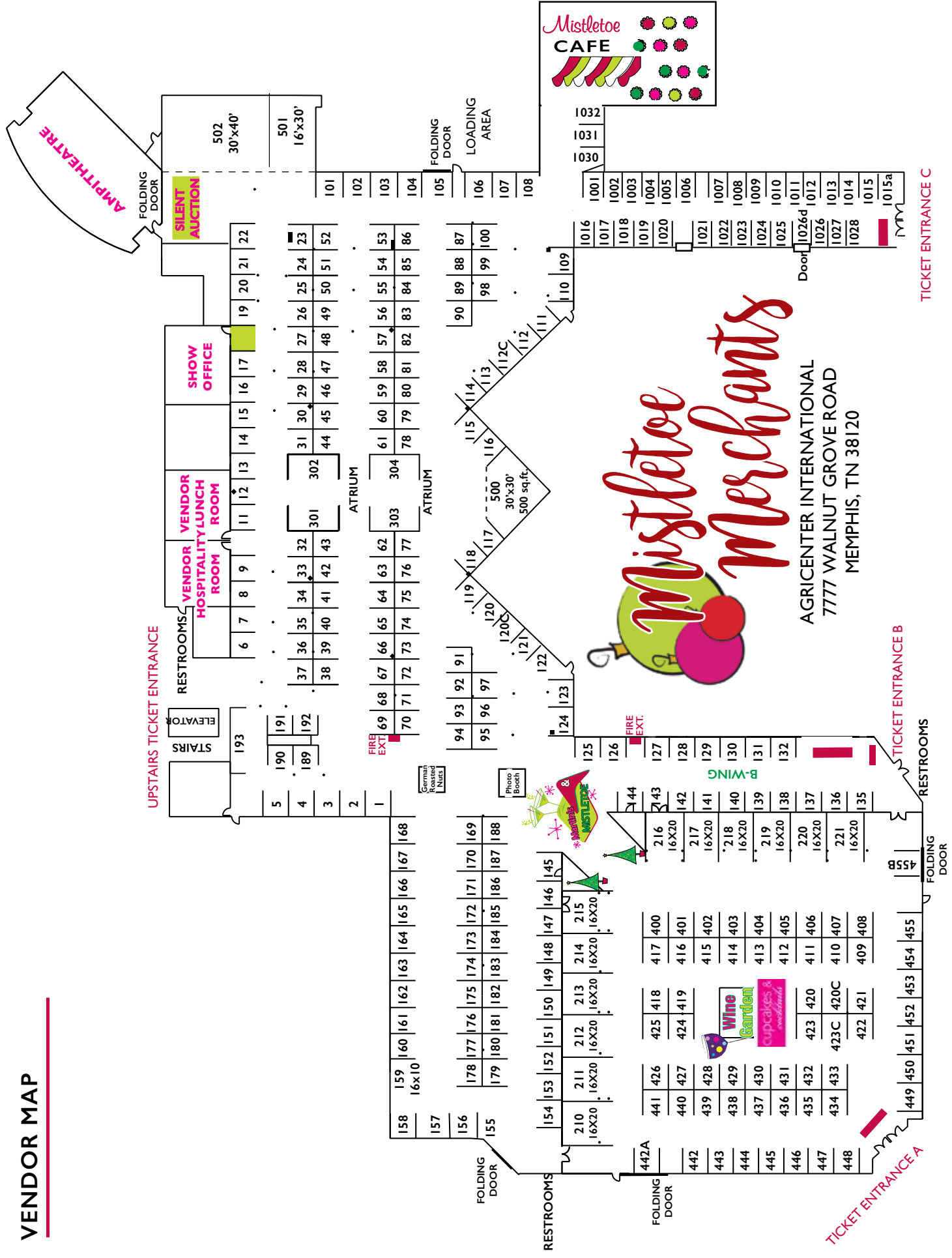
Name on card: _____ Signature: _____

Complete application and mail to: Attention: Kristi Rowan

MidSouth Media Group
6920 Oak Forest Dr.
Olive Branch, MS 38654

Phone: 662.890.3359
Cell: 901.949.1101
Fax: 662.890.3918

VENDOR MAP



October 23-25, 2020

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



First right of refusal 12/27/2020

OFFICE USE ONLY

Booth # _____
Price _____
Invoice Sent _____
Paid In Full _____
Packet Sent _____

Show Colors: Black
p.m.

Set-Up Time: Wednesday, October 21, 2020 Noon-6 p.m. and Thursday, October 22, 2020, 8 a.m.-6 p.m.

Move Out: Sunday, October 25, 2020, 5:01 p.m.-10 p.m., and Monday, October 26, 2020, 8 a.m.-Noon.

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

Company: _____

Contact: _____

Phone: _____ Fax: _____

Facebook Page: _____

Web Site: _____

E-mail Address: _____

Address: _____

City: _____ State: _____ Zip: _____

Type of Merchandise: _____

Please check all items that you carry and % of each. Designer inspired items are acceptable.
Counterfeit knock-offs are strictly prohibited! We do not accept wholesale or direct sales companies.

_____ 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: _____

We would like to reserve _____ # of booths. (Each booth is a 10' x 10' with pipe and drapes on sides, and ID sign.)

Electricity and WiFi is an additional charge. An Electrical / WiFi 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 (Before 1-17, 2020)

Booking a Spring Market event &
Holiday Market event before January 17, 2020

Use this rate

10' x 10'	\$ 700
10' x 20'	\$1100
10' x 30' or 16'x20'	\$1500
10' x 40'	\$1900
Corner	\$ 100 extra

(After 1-17, 2020)

Booking a Spring Market event &
Holiday Market event after January 17, 2020

Use this rate

\$ 750
\$1200
\$1650
\$2100
\$ 100 extra

(After 1-17, 2020)

Booking a Holiday Market ONLY
Not booking a Spring Market

Use This Rate

\$ 800
\$1300
\$1800
\$2300
\$ 150 extra

Advertising

Full Page	\$950
1/2 Page	\$550
1/4 Page	\$350

* Merchants are required to donate a \$25 gift certificate for door prize, and a silent auction item (value \$75-100).

Merchants also agree to distribute coupons and show literature prior to the show, and host ticket Give-A-Ways on their FaceBook and Instagram accounts. Tickets and coupons will be mailed to each merchant strictly for this purpose.

"Early-Bird" deadline for application is January 17, 2020. 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 60 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: _____

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VENDOR MAP

VENDOR MAP

Legend:

- UPSTAIRS TICKET ENTRANCE
- TICKET ENTRANCE A
- TICKET ENTRANCE B
- TICKET ENTRANCE C

Map Details:

- Restrooms:** Located in the upper left and lower right sections.
- Vendor Booths:** Numbered 1 through 500, arranged in a grid-like pattern.
- Other Areas:** Includes a "HOLIDAY CAFE" (top right), "HOLIDAY MARKET by Mistletoe Merchants" (center), "WINE BAR" (bottom center), "WINE GARDEN" (bottom center), "SILENT AUCTION" (top left), "SHOW OFFICE" (top left), "VENDOR HOSPITALITY ROOM" (top left), "VENDOR LUNCH ROOM" (top left), "RESTROOMS" (top left), "STAIRS" (top left), "ELEVATOR" (top left), "FOLDING DOOR" (multiple locations), "LOADING AREA" (top right), "HOLIDAY CAFE" (top right), "HOLIDAY MARKET by Mistletoe Merchants" (center), "WINE BAR" (bottom center), "WINE GARDEN" (bottom center), "SILENT AUCTION" (top left), "SHOW OFFICE" (top left), "VENDOR HOSPITALITY ROOM" (top left), "VENDOR LUNCH ROOM" (top left), "RESTROOMS" (top left), "STAIRS" (top left), "ELEVATOR" (top left), "FOLDING DOOR" (multiple locations), "LOADING AREA" (top right).

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	\$85.00	\$125.00	\$175.00	\$270.00	call
4/4	\$85.00	\$125.00	\$175.00	\$270.00	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 postcards					
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					

HANG TAGS - CALL FOR QUOTE!

MIDSOUTH MEDIA GROUP
6920 Oak Forest Drive • Olive Branch, MS 38654
662.890.3359 • Fax 662.890.3918
www.midsouthmediagroup.com
www.themarketshows.com

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/Summer Shopping Guide - This issue is distributed
at both Spring Market of Jackson, MS and Spring Market of Memphis, TN.

Fall/Winter Holiday Guide - This issue is distributed
at all 3 fall events; Mistletoe Merchants of Nashville, Mistletoe Merchants of Memphis,
and Holiday Market of Memphis

2019-2020 RATE & SPECS

ADVERTISING RATES (Check one)

FULL PAGE..... \$950 _____
 1/2 PAGE Horizontal or Vertical..... \$550 _____
 1/4 PAGE..... \$350 _____

PREMIUM POSITIONS (Check one)

BACK COVER..... \$1200 _____
 INSIDE FRONT COVER..... \$1000 _____
 INSIDE BACK COVER..... \$1000 _____

*THESE RATES ARE NET

- Rates effective March 24, 2014
- 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

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

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.

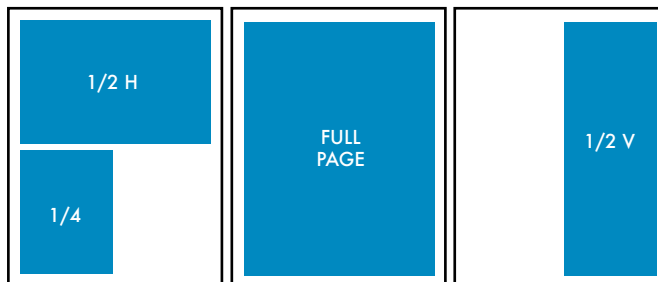
Signature: _____

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: _____



EMAIL BLAST:

CALL FOR PRICING

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

800 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.

Spring/Summer Shopping Guide - This issue is distributed at both Spring Market of Jackson, MS and Spring Market of Memphis, TN.

Fall/Winter Holiday Guide - This issue is distributed at all 3 fall events; Mistletoe Merchants of Nashville, Mistletoe Merchants of Memphis, and Holiday Market of Memphis, TN