



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

EVENTS SCHEDULE & GENERAL INFORMATION

Welcome to Spring Market!

We are excited to have you join us in this year's event!

ShowHours

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 a.m. to 6 p.m.

You must register and pick up move-in packet by 2 p.m. on Thursday prior to moving in.

FRIDAY CHECK IN AND SET UP is NOT allowed. You must have your booth set up by Thursday evening 6 p.m. prior to the show opening on Friday, or you WILL forfeit your booth space. Call our offices immediately if this is an issue - 662.890.3359.

When you Check-In you will receive your packet, which will contain the following:

1. This information sheet (Events schedule), with opening and closing times - special events such as Muffins & Mimosas, and Cupcakes & Cocktails!
2. Name Badges - which must be worn at all times during the show. If you need to contact anyone with show management, our contact numbers are listed on the back of the badges..
3. Show Rules
4. Map
5. Show brochure

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.

Important Phone Numbers

MidSouth Media Group

662.890.3359 phone

901.949.3918 fax

Agricenter International / RV INFO

901.757.7777 phone

Hicks Convention

901.272.1171 phone

TN Dept. of Revenue

1.800.342.1003 phone

Door Prizes Each Merchant donates a \$25 gift certificate as a door prize. We will print these prior to the show for you.

Auction Items All vendors donate items valued \$75-\$100. These items are to be brought to the show office in the Agricenter at check in, or immediately following set up., no later than 5 p.m. Thursday. Those that could not be brought to the show office during that time will be picked up Friday morning by volunteers of the National Kidney Foundation.

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 one of these, please honor as a gift certificate. I (Kristi) will reimburse these gift certificates, or they can be returned to any of the ticket doors for reimbursement during the show. (Door prizes are not reimbursed).

EVENT DETAILS

Wine / BEER Bar Friday, 5 p.m. - 9 p.m. / Saturday, 9 a.m. - noon

Auction Friday, 5 p.m. - 7 p.m. / Saturday, 10 a.m. - noon.

Cupcakes & Cocktails Friday 5 p.m. - 9 p.m.

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

Muffins and Mimosas Saturday, 9 a.m. - noon

Free muffin and complimentary Mimosas for our guests. Free Market TOTES to the first 100 guests. Sorry, our mimosa glasses, bags, and muffins are limited to guests.

Lunch

Lunches will be served in the lunch room next to the hospitality room. Each vendor is allowed 2 lunches with their booth. Additional lunches are \$8.00 and can be paid when picking up your lunch. Lunches served Friday and Saturday from noon - 2 p.m. Pancakes on Sunday. 10-noon.

Hospitality Room

Hospitality Room is open during all hours of the show. Complimentary coffee, water and soft drinks are available.

Trash

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. Boxes will be picked up during move in and during the show. If you have a large quantity of trash, please break down ALL boxes and alert a Spring Market or Agricenter employee of your need for a garbage pick up. We do not want to see piles of boxes set out in the isles during the show! Nor do we want to see boxes set outside the doors of the show at entrances!

Vendor Parking All Merchants are to park their trailers and vehicles in the upper parking lot that will be marked with signage for merchants. This entrance will be the only entrance open for merchants to enter prior to the opening of the show each day. Trailers can be parked on the outskirts of the parking lot in the grassy area. Absolutely no cars or trailers are to be parked on the back side of the building in customer parking. NO DROPPING OF TRAILERS IN FRONT OF OVERHEAD DOORS DURING MOVE IN HOURS. These vehicles run the risk of being towed.

Dressing Rooms Bathrooms are not dressing rooms. If you sell clothing, you **MUST** provide a dressing area in your booth. Boutiques are required to have a 10x20 booth and provide a changing area!

Food Vendors Food vendors are required to have a food permit. MidSouth Media Group is required to submit your application for a food permit. Please let us know if you are needed one for the show. You will be billed \$30 for the permit and this will need to be paid prior to the show.

Signage No handwritten discount signs are permitted. Signs must be printed and no larger than 5x7. Hand written chalkboard signs are allowed.

Aisles Booths should not extend past the 10ft area. No items should be in the aisles and definitely not blocking the view of your neighbor. Please be courteous! We have nearly 200 merchants moving in.

*** Please stay within the booth limits. Do not set up outside of your booth.** Please refer to the rules given in your move in packet. The Fire Marshal requires us to strictly enforce this policy! They will be checking after everyone is set up, and will ask you to move your items if they are in the aisle in the way of customers.

Taxes The State of Tennessee has recently gone to an online registration. The TN tax rate is 9.25%. Follow the instructions below.

If you are a New Vendor that has not been set up before. Call 1.800.342.1003 select option #2

Tell the person you need to set up a TNTAP User Name and Password & you are a vendor in Spring Market.

If you are a past vendor in Spring Market or other Trade Show in TN and have TNTAP User Name and Password
Go to <https://www.tn.gov/revenue/>

Select TNTAP (Tennessee Taxpayer Access Point) on the upper right box

Enter User Name and Password You will be able to pay sales tax Online

Merchant Meeting Sunday, 10:30 a.m. in the food court. We will relocate in the hospitality room.

TO BOOK FUTURE EVENTS

The MidSouth Media Group staff will be available from 11 a.m. - 1 p.m. Sunday in the lunch room to take contracts for ALL 2020 events, and to renew this event for 2021. You will have the opportunity to sit down and select your booth for any of the remaining fall 2020 shows. **Those that are booking one of the Spring Market shows will be guaranteed a spot in either Mistletoe and/or Holiday Market based on availability. Spring Market Merchants will be given first priority for these fall events.**

Please have the following completed before coming to select your booths.

1. Fill out all contracts completely - it will save time and we only have to select booths.
2. Have deposit ready- Acceptable deposits are credit card or check. Booths can not be assigned without a 50% deposit. For accounting purposes, please have a deposit for each show which you are applying to.
3. Have an idea where you want to be.

Special note: ** We do have security. If you have an incident, please contact us immediately. Our phone numbers are on the back of your name badges.*



Spring Market

OF MEMPHIS

Welcome to Spring Market!

We are excited to have you a part of our group of market 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 7, 2020** 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

_____ Make sure any outstanding balance for Spring Market is paid by Feb, 3, 2020.

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

Pay to MIDSOUTH MEDIA GROUP upon receipt.

_____ Fill out the online Vendor Move-In packet on line, or complete the paper form contained in this document.

Request marketing materials (\$2 off coupons, email coupon, fliers, brochures)

Return Event Prize Donation form to MIDSOUTH MEDIA GROUP. 662.890.3359

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 7, 2020



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 3-5, 2020
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 (4 days prior to show)	FLOOR RATE	AMOUNT
	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

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

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

.....
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. \$2 off Coupons — Use to hand out at events leading up to the show.

Quantity needed _____ (no charge)

2. 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

3. 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/>

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. (check one)

_____ **Full page NOW \$900**

_____ **1/2 page NOW \$550**

Fax form back to MidSouth Media Group at 662.890.3918

email to kristi@midsouthmediagroup.com

mail to: MidSouth Media Group • 6920 Oak Forest Drive • Olive Branch, MS. 38654



Name Badge Request Form

Spring Market

OF MEMPHIS

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 7 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 \$ _____

EventDonation



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: _____

SilentAuction

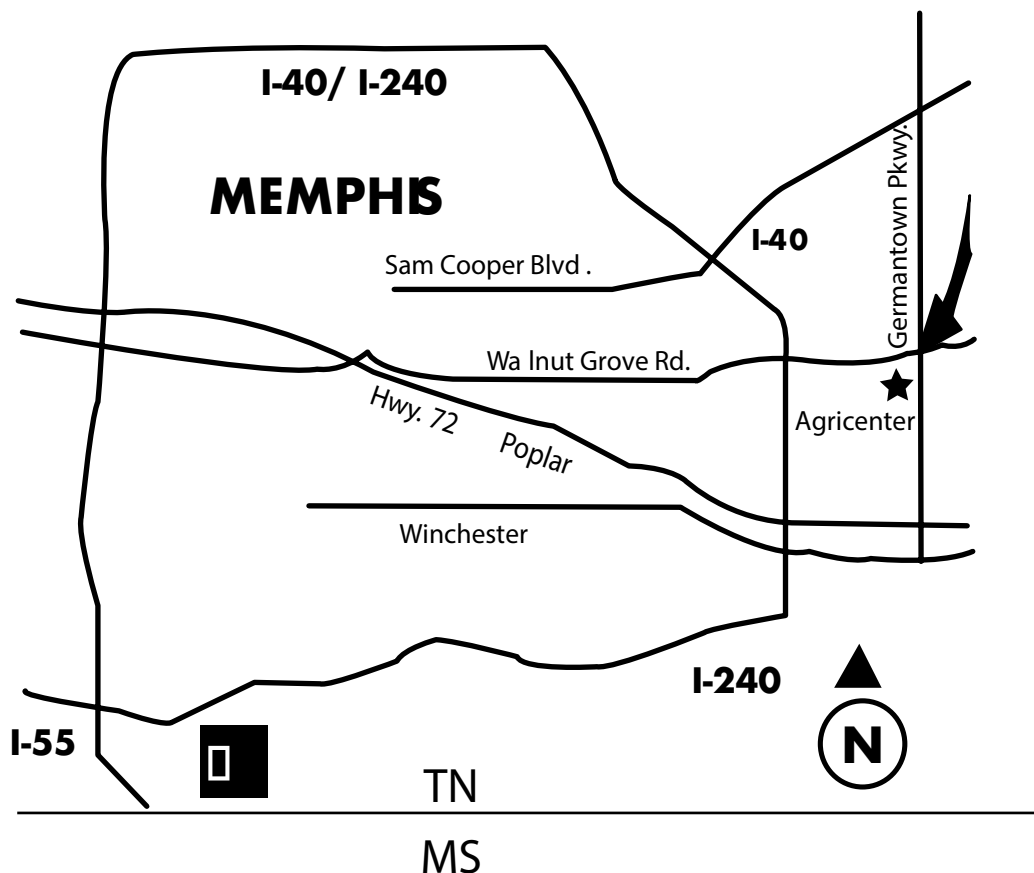
Item Donated: _____ Retail Value: _____
*required

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

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



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.



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