



Holiday Market is nearly here!

We are excited and ready to assist you in any needs that you may have. Through the following pages you will find information we need from you to ensure you have an easy, smooth move-in, and great show. Please read over all the forms carefully, fill them out, and return them by the deadlines to the appropriate people; MidSouth Media Group, Agricenter International, and Hicks Convention Services. If you have any questions don't hesitate to call.

Move-In Checklist

- _____ Pay outstanding balance to MIDSOUTH MEDIA GROUP. **Must be paid by August 23rd.**
- _____ Return Utility Request Form to Agricenter along with payment.
- _____ Reserve Equipment (Tables, Chairs, etc.) from Hicks Convention Services.
- _____ Return Name Badge Request to MIDSOUTH MEDIA GROUP.
- _____ Return MARKET MADNESS participation form to MIDSOUTH MEDIA GROUP.
- _____ Request marketing materials (postcards, email coupon, & brochures) to MIDSOUTH MEDIA GROUP.
- _____ Return Event Donation form to MIDSOUTH MEDIA GROUP.
- _____ Email digital photos (300 dpi) for brochures, web, and marketing to kristi@midsouthmediagroup.com
- _____ Email PDF of advertisement for brochure if purchased to Kristi@midsouthmediagroup.com
- _____ Contact Health Department 48 hours prior to event at 901.222.9000. (Only the merchants selling/sampling food.)
- _____ Book Hotel rooms.
- _____ Read all rules.

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

Attention: Kristi Rowan
MidSouth Media Group
6920 Oak Forest Drive
Olive Branch, MS 38654
Phone: 662-890-3359
Kristi's Cell: 901.949.1101

Please return by August 23



Schedule of Events

Welcome to Holiday Market!

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

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 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; the move-in packet will include...

1. Name Badges
2. A copy of this Schedule of Events
3. Show Guide with Map
4. Show Rules

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 Merchants 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.

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.

Important Phone Numbers

MidSouth Media Group

662.890.3359 phone

901.949.3918 fax

Agricenter International / RV INFO

7777 Walnut Grove Rd.

Memphis, TN 38120

901.757.7777 phone

Hicks Convention

901.272.1171 phone

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. - 12 p.m.

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, 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 upstairs 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. Absolutely no cars or trailers are to be parked on the back side of the building in customer parking. **ABSOLUTELY NO DROPPING OF TRAILERS IN FRONT OF OVERHEAD DOORS DURING MOVE IN HOURS.** These vehicles run the risk of being towed.

Security will be at the facility to let you in each morning an hour prior to opening.

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!

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! The Fire Marshal requires us to strictly enforce this policy!

Lunch Lunches are served 12 -2 p.m. Friday and Saturday in Lunch Room. Each merchant is allowed 2 merchant lunches per day. Additional lunches may be purchased for \$8.00.

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

To Book Future Shows:

Merchant Meeting Sunday, 10:30 in the food court.

The MidSouth Media Group staff will be available from 11 a.m. -2 p.m. Sunday in the lunch room to take contracts for ALL 2020 events. You will have the opportunity to sit down and select your booth for the Spring 2020 shows, and rebook current space or request new spaces for fall 2020 shows. **Those that are booking one of the Spring Market 2020 shows will be guaranteed a spot in either Mistletoes and/or Holiday Market 2020, based on availability. Spring Market Merchants will be given first priority for these fall events.**



MIDSouth MEDIA GROUP AGRICENTER INTERNATIONAL 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.

DO NOT DROP TRAILERS IN FRONT OF LOADING DOORS DURING MOVE IN HOURS. TRAILERS ARE TO BE PARKED IN VENDOR PARKING ON TOP LOT DESIGNATED WITH SIGNAGE , OR ON WEST SIDE - OUTSIDE BUILDING "A" IN GRASS. DO NOT PARK TRAILERS IN CUSTOMER PARKING AREAS!

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 "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 absolutely NO handwritten signage and NO signs stating "Everything Must Go" or "50% off All Merchandise" etc. No more than 25% of your booth should be a SHOW SPECIAL. Chalkboard hand written signs are 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 not be invited back to future events. Failure to completely move out by deadline will result in a fine.**

15. **No indoor tents larger than 4x4 without permission from the Fire Marshall.**



UTILITY REQUEST FORM

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

NAME OF EVENT: Holiday Market EVENT DATE: October 25-27, 2019

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



MARK H. LUTTRELL, JR.
Mayor

SHELBY COUNTY HEALTH DEPARTMENT

ALISA R. HAUSHALTER, DNP, RN
Director

HELEN MORROW, MD, MPA
Health Officer



Temporary Event Application Form

No Application(s) will be accepted 48 hours prior to the Event

Special Event Information:

Title: _____

Location: _____

Date(s): _____

Eating and Drinking Food Exhibitor, Please Fill in the Following Information:

Company Name: _____

Contact Person: _____

Address: _____

Telephone Number: _____

What food(s) and / or beverage(s) will be sampled or sold? Please describe in the space below.

Cash, checks, money orders, credit cards (Visa, Master Card or Discover) or Cashier's Checks are the only form of payment — Please make checks payable to the Shelby County Health Department.

Fee for temporary eating and drinking food permit is \$30.00

Mail form and payment to:
Shelby County Health Department
Environmental Health and Food Safety Permit Office
814 Jefferson Avenue 5th floor
Memphis, TN 38105

Mission

To promote, protect and improve the health and environment of all Shelby County residents.

814 Jefferson Avenue Memphis, Tennessee 38105
(901) 222-9000

NameBadge RequestForm



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 August 23rd 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 \$ _____



Request for Marketing Materials

Promote Your Business

To help ensure your success at Holiday Market we offer the following marketing materials for your use.

Name _____

Company _____ Phone/Cell _____

Address _____

City _____ State _____ Zip _____

Web site _____

E-mail _____

- 1. \$2 off admission coupons**—can be used to mail to your existing clients extending an invitation to see you at the show, or used to hand out at events leading up to the show.
Quantity needed (no charge) _____
- 2. Internet E-mail Coupon**—This is an email reminder of the show with general information and a \$2 off admission coupon that you can send to your clients via email. Email coupons will be mailed to all participating merchants 2 weeks prior to the event.
- 3. Coupons / Flyers at doors** If you would like coupons, flyers, etc handed out at the door entrances during the show, we are able to do this at the rate of \$75 per 1000 pieces supplied. Please call for more information.
- 4. Social Media**—We will have available ads that can be used for social media posts. You will be able to share them on your pages. Please join our page on FB The Market Shows / Spring, Mistletoe, Holiday Markets of Memphis or _____ Please join our page on FB <https://www.facebook.com/themarketshows/>
- 5. Holiday Market “Holiday LOOK BOOK” 8 1/2 x 11**
Brochure available at door of show, distributed throughout the Mid-South, and emailed to more than 30,000 customers. To have your company's photos considered for use in our brochure, please send hi-res photos (300 dpi) and information to art@midsouthmediagroup.com.

SHOW SPECIAL

Yes, I would like to place an ad, please contact me. _____

Full page advertisement \$950 1/2 page \$550

Please submit digital file (PDF) CMYK 300 DPI 8.5x11 with 1/8" bleed around page Email ads by August 1, 2017 to art@midsouthmediagroup.com. If you need assistance creating the ad, email krist@midsouthmediagroup.com for help. Deadline to book advertisement is **July 26, 2019. Ads due by August 2, 2019.**

Fax form back to MidSouth Media Group at 662.890.3918

6920 Oak Forest Drive • Olive Branch, MS. 38654



Each merchant is required to participate in the silent auction and door prize. Please fill out and return to MidSouth Media Group by August 1st. **Donations should be brought to the show office at the Agricenter during set up by 2pm on Thursday.** Suggested donation value - \$75-100 for silent auction and \$25-for door prizes. Silent Auction is to benefit the National Kidney Foundation. Door Prizes, if an item, will be kept by you. Door prizes are used for various promotions, and winners will bring certificates to your booth to redeem.

Company Name: _____

Contact: _____

Cell Phone: _____

Business Phone: _____

SilentAuction
*required

Item Donated: _____ Retail Value: _____
*required

Complete Description of Item: _____

DoorPrize
*required

Every Merchant is required to donate (1) \$25 Gift Certificate for a door prize. 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

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

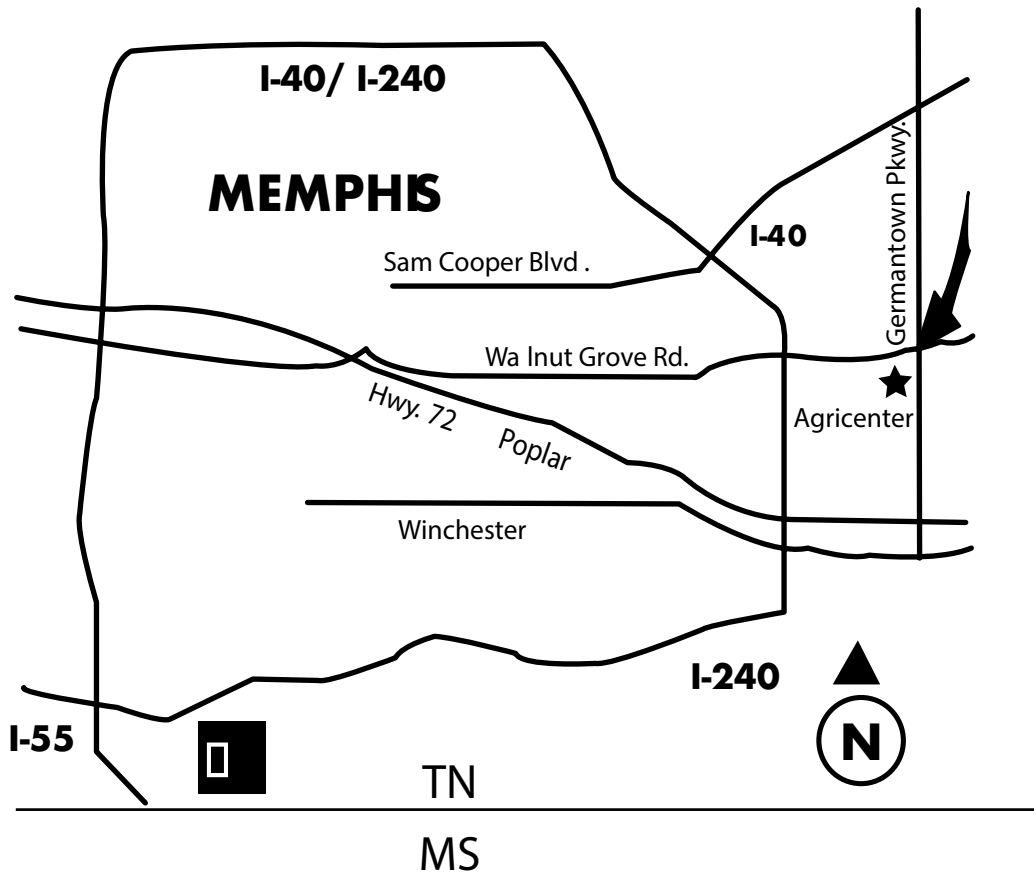
QUANTITY	500	1000	2,500	5,000	10,000	15,000
ITEM						
Business Cards 16pt. UV coated or Matte Finish						
4/1	\$28.00	\$50.00	\$75.00	\$106.00	\$200.00	call
4/4	\$28.00	\$50.00	\$75.00	\$106.00	\$200.00	call
Artwork—\$25 per business card						
Post Cards 16 pt. UV coated or Matte Finish						
4x6 4/1	\$75.00	\$93.50	\$178.50	\$249.00	\$489.50	\$726.25
4x6 4/4	\$76.25	\$93.50	\$184.50	\$255.00	\$517.50	\$764.25
5x7 4/1	\$124.25	\$193.00	\$257.00	\$376.75	\$721.50	\$1052.00
5x7 4/4	\$130.25	\$193.00	\$261.00	\$414.75	\$769.50	\$1112.00
6x9 4/1	\$174.25	\$200.75	\$376.50	\$579.00	\$1061.75	\$1693.00
6x9 4/4	\$194.25	\$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.						
100lb. Gloss Book with UV Coating 8 1/2 x 11-4/4						
Flyer	\$238.25	\$455.75	\$619.25	\$959.00	\$1850.00	\$2,649.00
Tri-Fold	\$268.25	\$495.75	\$689.25	\$1040.00	\$2,000.00	\$2,750.50
100lb. Gloss Book with AQ Coating 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	\$4791.50	\$7535.25	\$10,000.00
Artwork—\$100 per page						

MidSouth Media Group • 6920 Oak Forest Drive • Olive Branch, MS 38654 • 662.890.3359 • 662.890.3918 fax

**Allow 7–10 day delivery after proof approval.
Pricing does not include delivery.**

Price Sheet 6/15

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 ½ mile to 10 miles from Agricenter)

Comfort Inn & Suites	7787 Wolf River Blvd. Includes Delux Continental Breakfast, Internet, Microwave, Frig, and more.	(901)757.7800
Courtyard by Marriot	7750 Wolf River Parkway Includes Hot Breakfast and more.	(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, Evening and more.	(901)751.2500
Quality Suites	8166 Varnavas Drive Includes kitchenette, Hot Breakfast, Social Hour, Pool, Exercise Room and more.	(901) 386.4600
Wingate by Wyndham	2270 Germantown Parkway	(901) 386.1110

Hotels can also be found on our website - www.themarketshows.com Please mention Holiday Market / Agricenter International to receive reduced prices.