



110,000+ BUYERS ARE LOOKING FOR YOU!

NOVEMBER 9-19, 2017

PREVIEW NIGHT NOVEMBER 8, 2017

The Park Expo and Conference Center
Charlotte, NC

SINCE 1968, THE SOUTHERN CHRISTMAS SHOW HAS BEEN A HOLIDAY TRADITION FOR CHRISTMAS SHOPPERS!

SHOW HIGHLIGHTS

- Dickens-style village with shops
- Freshly cut and decorated Christmas trees
- Miniature scenes and dollhouses
- Holiday designer rooms
- Model railroads
- Santa Claus

PARTICIPATION

It's a retail show, all exhibits must have cash-and-carry items.

SHOW SIZE

The largest show of its kind in the U.S., the show is 250,000 square feet and attracts 110,000 shoppers each year.

EXHIBIT SPACE AVAILABILITY

The Southern Christmas Show is typically a sold-out event and maintains a healthy waiting list. However, we are always seeking new exhibitors with products that are unique to the show.

APPLYING FOR EXHIBIT SPACE

We encourage you to apply for exhibit space. Companies wanting to exhibit in the show must submit an application along with photographs of your products and exhibit display (a website may or may not be sufficient). A deposit will be required upon acceptance of your application.

EXHIBIT SPACE ASSIGNMENTS

Previous exhibitors are assigned space first. Remaining space is assigned with priority to qualified applicants with products/services not substantially represented in the show. A submitted application for space does not constitute a contract or ensure space in the show.

EXHIBITOR TICKETS

Tickets are available for \$6.00 each in books of 10. Unused tickets may be returned for credit. EXHIBITOR TICKETS ARE NOT TO BE SOLD OR HANDED OUT AT THE SHOW ENTRANCE. One ticket admits one person, one time only.

SHOW DETAILS

SHOW LOCATION

The Park Expo & Conference Center
800 Briar Creek Road
Charlotte, NC 28205

SHOW DAYS & HOURS

Sundays, Monday & Tuesday
10:00 a.m. to 6:00 p.m.

All other days

10:00 a.m. to 9:00 p.m.

BENEFIT PREVIEW NIGHT

Wednesday, November 8

5:00 p.m. to 9:00 p.m.

*Preview to benefit a local charity.
Exhibits must be staffed during
preview hours.*

PUBLIC SHOW ADMISSION

Adults \$12 at the door

Youth (6-12) \$3

Under 6 FREE with paying adult
(excluding groups)

\$9.50 each for groups of 20
or more (paid in advance)

SouthernChristmasShow.com

EXHIBIT SPACE RENTAL INCLUDES

- Standard sign (7"x44")
- General exhibit hall security
- Listing in official show program and on official show website
- Discounted parking privileges
- Badges for staff
- Limited complimentary and discounted admission tickets
- 8' high draped backdrop
- Draped exhibit dividers

Pipe and drape are not furnished or allowed with island (four sides open) exhibits.

Electrical and telephone service are not included but may be rented through the facility. Tables and chairs and floor coverings are not included but may be rented through the show decorator.

TENT EXHIBIT SPACE RENTAL INCLUDES

10'x10' tent (various color stripes) and side rails 30" high. Adjoining tents or back joining must be completely covered. Sides must allow five feet of visibility to adjoining tent.

EXHIBITOR BADGES & TICKETS

Exhibitor badges with your company name allow staff to work the exhibit space and will be in your file at the show office during move-in. Complimentary tickets that can be used for additional staff, customers, friends and family, or promotional incentives are also included.

100 sq. ft. receives:

- 8 badges & 5 complimentary tickets

200 sq. ft. receives:

- 12 badges & 10 complimentary tickets

300 or more sq. ft. receives:

- 12 badges for the first 200 sq. ft. and 2 badges for every additional 100 sq. ft. & 5 complimentary tickets for every 100 sq. ft.

RULES FOR BADGE USE

- Exhibitor badges will be in your show file and may be picked up at the show office. Badge(s) must be signed out.
- Each badge gains admission for one exhibit personnel.
- All personnel MUST wear a badge while on the show floor.
- When leaving the show, personnel may return their badge to the show office for it to be used again that day or another day.
- Lost or forgotten badges will not be replaced. Additional badges may be purchased for \$15.
- Badges may only be used by individuals working in the exhibit.
- Only exhibit personnel wearing badges are allowed to enter exhibitor entrances.

CALL TODAY!



AMANDA KESSLER
Exhibit Sales Consultant
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JENNIFER WALLIN
Show Manager
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MOVE-IN SCHEDULE

Olde Towne Shops & Designer Rooms Only:

SUN NOV 5 8:00 a.m. - 8:00 p.m.

All Exhibitors:

MON NOV 6 8:00 a.m. - 8:00 p.m.

TUE NOV 7 8:00 a.m. - 9:00 p.m.

WED NOV 8 8:00 a.m. - 2:00 p.m.

All exhibits must be fully set up by Wednesday, November 8 at 2:00 p.m.

MOVE-OUT SCHEDULE

Exhibitors may not begin to move-out or dismantle any part of their exhibit before 6:00 p.m. Any exhibitor whose display is not intact at 6:00 p.m. will not be invited to return the following year.

Tent Exhibitors:

SUN NOV 19 6:00 p.m. - 11:00 p.m.

Liberty Hall Exhibitors:

SUN NOV 19 6:00 p.m. - 11:00 p.m.

MON NOV 20 8:00 a.m. - Noon

All exhibits must be moved out by Monday, November 20 by Noon.

All Other Exhibitors:

SUN NOV 19 6:00 p.m. - 11:00 p.m.

MON NOV 20 8:00 a.m. - 3:00 p.m.

All exhibits must be moved out by Monday, November 20 by 3:00 p.m.

EXHIBIT SPACE RATES

Old Town Shops \$13.49/sq. ft.

Crafter \$12.79/sq. ft.

(All Handmade By Exhibitor)

Crafter Bulk \$12.19/sq. ft.

(300 sq. ft. or more)

Commercial/Food \$1,649/10x10 or 8x12

Commercial/Food Bulk \$15.69/sq. ft.

(300 sq. ft. or more in 10x10's)

Commercial/Food Bulk \$16.39/sq. ft.

(300 sq. ft. or more in 8x12's)

Exhibitor Listing \$79/company

WAIVED for 2017

Corner Premium \$200/corner

Demo Fee \$200/booth

SouthernChristmasShow.com

MARKETPLACE EVENTS
Largest Home Show Producer in North America