

Mistletoe Merchants OF MEMPHIS

Schedule of Events

Show Hours:

Friday	9 a.m. to 9 p.m.
Mistletoe Madness	9 a.m. - 12 noon
Maritinis & Mistletoe	5 p.m.- 9 p.m.
Silent Auction	5 p.m. - 8 p.m.
Saturday	9 a.m. to 8 p.m.
Tinsel and Tiaras	5 p.m. - 8 p.m.
Sunday	11 a.m. to 5 p.m.
Mistletoe Madness	2 p.m. - 5 p.m.

Exhibitors may enter the show one hour prior to opening to the public. See Parking below.

Move-In:

Wednesday	Noon to 6 p.m.
Thursday	8 to 6 p.m.

You must register and pick up move-in packet by 2pm on Thursday prior to moving in; the move-in packet will include name badges, two(2) lunch tickets for Friday and Saturday, schedule of events, future show applications, and show map.

Move-Out:

Sunday	5 p.m. to 10 p.m.
Monday	8 a.m. to noon

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.

Exhibitor Meeting:

Sunday at 10:30 a.m. in the hospitality room. This is an opportunity to reselect your booth(s) for future shows.

Lunch Tickets:

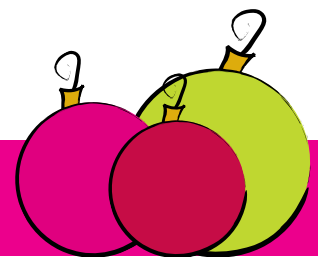
Every exhibitor will receive two(2) lunch tickets for Friday and two (2) lunch tickets for Saturday. Each ticket can be used in the vendor hospitality room; additional lunch tickets may be purchased for \$8 at the time of move in. Tickets will be in your exhibitor packet that you are to pick up from MidSouth Media Group Staff at move-in. *No cash value. No money back.*

Hospitality room will have available each day, complimentary coffee, water and soft drinks.

Hospitality room is marked on your map.

Parking Rules:

Agricenter Parking is Free. Exhibitors will only be allowed to park outside of Building A(A Wing), to allow enough room for paying customers. Trailors may be parked on the outskirts of the parking lot



Mistletoe Merchants

OF MEMPHIS

Dear Merchant,

The time for the Mistletoe Merchants is nearly here. This show officially starts holiday season for the Memphis area. We are glad that you will join us at the Agricenter, 7777 Walnut Grove in October.

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 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

- _____ 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 application to reserve booth(s) for next years Spring Market (Jackson, MS & Memphis, TN).
- _____ Return application to reserve booth(s) for the next Mistletoe Merchants (Memphis, TN).
- _____ Pay outstanding balance to MIDSOUTH MEDIA GROUP upon receipt.
- _____ Request marketing materials (postcards, email coupon, & brochures) to MIDSOUTH MEDIA GROUP.
- _____ Email digital photos (300 dpi) for brochures, web, and marketing to kristi@midsouthmediagroup.com
- _____ Return Event Donation form to MIDSOUTH MEDIA GROUP.
- _____ Contact Health Department at 901.544.7757. (Only the merchants selling/sampling food.)

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
Fax: 662-890-3918

Please return by August 1st.

Mistletoe Merchants

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 "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.
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.



ATTN: Terry Reeves
 935 Rayner St. • Memphis, TN 38114
 901-272-1171 • 901-272-9491 (FAX)

FURNITURE ORDER FORM

CANCELLATION POLICY: Items cancelled after delivery to booth will be subject to a 50% charge of the original price.

USE OF EQUIPMENT: Standing on chairs, tables or other rental furniture is prohibited. This furniture is not engineered to support your standing weight. Hicks Convention Services cannot be responsible for injuries or falls caused by the improper use of rental furniture. All materials are on a rental basis and remain the property of Hicks Convention Services.

Qty.	30" Wide Draped Tables (white plastic top; skirted on 3 sides.) Circle your skirt color below.	Disc. Price	Stand. Price	Sub-total
	4' long 30" high	\$40.00	\$50.00	
	4' long 42" high	\$63.00	\$73.00	
	6' long 30" high	\$50.00	\$60.00	
	6' long 42" high	\$77.00	\$87.00	
	8' long 30" high	\$60.00	\$70.00	
	8' long 42" high	\$90.00	\$100.00	
	Fourth side draping	\$20.00	\$30.00	

Qty.	Accessories	Disc. Price	Stand. Price	Sub-total
	Samsonite chair	\$15.00	\$17.00	
	Padded arm chair	\$32.00	\$42.00	
	Padded side chair	\$25.00	\$35.00	
	Counter stool	\$35.00	\$45.00	
	Director's chair - low height	\$30.00	\$40.00	
	Wastebasket	\$8.00	\$10.00	
	Easel	\$15.00	\$25.00	
	22" x 28" chrome sign holders	\$41.00	\$51.00	
	Pegboard 4' x 8' vertical/horizontal	\$85.00	\$95.00	
	Tackboard 4' x 8' vertical/horizontal	\$85.00	\$95.00	
	Glass showcase	\$250.00	\$325.00	
	Clothing rack or Bag rack	\$40.00	\$50.00	
	4' undraped table riser -1 step	\$23.00	\$29.00	
	4' undraped table riser -2 step	\$33.00	\$41.00	
	6' undraped table riser -1 step	\$28.00	\$34.00	
	6' undraped table riser -2 step	\$36.00	\$45.00	
	8' undraped table riser -1 step	\$33.00	\$41.00	
	8' undraped table riser -2 step	\$47.00	\$59.00	
	Riser draping -priced per linear foot	\$3.00	\$4.00	

Circle Skirt Color: ▶	Red	Burgundy	Teal
	Blue	Plum	Black
	Silver	White	Gold

Qty.	30" Wide Undraped Tables (topped in white plastic)	Disc. Price	Stand. Price	Sub-total
	4' long 30" high	\$29.00	\$39.00	
	4' long 42" high	\$39.00	\$49.00	
	6' long 30" high	\$39.00	\$49.00	
	6' long 42" high	\$49.00	\$59.00	
	8' long 30" high	\$49.00	\$59.00	
	8' long 42" high	\$59.00	\$69.00	

Qty.	Special Masking Drape	Disc. Price	Stand. Price	Sub-total
	8' Masking	\$8.00/lf	\$10.00/lf	
	3' Masking	\$5.00/lf	\$7.00/lf	
	Pole Package: 2- 8'Uprights and 3- Crossbars per 10' space	\$85.00	\$105.00	

Total of items: Ordered: \$ _____ + 9.25% _____ =Amt. due _____

Company Name _____ Booth# _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Authorized by (please print or type) _____

Signature _____ Title _____

▶ Circle Drape Color:

Plum	Silver	White
Red	Burgundy	Teal
Blue	Rose	Black

- Table risers are topped in white plastic
- If colors are not selected, Hicks will do so at no risk



UTILITY REQUEST FORM

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

NAME OF EVENT: Mistletoe Merchants EVENT DATE: October 5-7, 2012

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:

- Wall, column and permanent building utility outlets are not part of booth space and are not to be used by exhibitors unless specified otherwise
- All equipment, regardless of source of power, must comply with all federal, state and local building and safety codes.
- 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

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 1st 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

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To help ensure your success at Mistletoe Merchants, we offer the following marketing materials for your use.

Name _____
Company _____ Phone _____
Address _____
City _____ State _____ Zip _____
Web site _____
E-mail _____

- 1. \$1 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 \$1 off admission coupon that you can send to your clients via email. Let us personalize and send to your client base. (Call for details) _____ (no charge) email: _____
- 3. Mistletoe Merchants “Official Gift Guide” 8 1/2 x 11**
Brochure available at door of show and mailed to past visitors of the show. Send hi-res photos (300 dpi) 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. (Circle One)
Full page \$1475 1/2 page \$825 1/4 page \$455 1/8 page \$250
_____ Yes, I would like to participate with web link only (web link good for one year) \$75

Fax form back to MidSouth Media Group at 662.890.3918 or
mail to: 6920 Oak Forest Drive • Olive Branch, MS. 38654

Please Return by August 1st.

EventDonation



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 by 2pm on Thursday.** Donations should be valued at approximately \$75 for silent auction and \$10–\$15 for door prizes. Silent Auction is to benefit the National Kidney Foundation. The door prizes are used for promotions.

Donor: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

SilentAuction

Item Donated: _____ Retail Value: _____

Complete Description of Item: _____

DoorPrize

Item Donated: _____ Retail Value: _____

Complete Description of Item: _____

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

Please return by August 1st.



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MISTLETOE MADNESS

New this year!
MISTLETOE MADNESS!

The first three hours of Mistletoe, Friday 9 a.m. - 12 noon and the last three hours of Mistletoe, Sunday 2 p.m. - 5 p.m., shoppers with wrist bands can receive 10% off purchases from participating merchants. This is not a requirement of merchants, but is optional. We encourage every merchant to participate as this will create a rush for the shoppers to buy.

Participating Merchants

- You will be identified on our website as participating in this event.
- You will be identified in our brochure as participating in this event.
- You will be identified in email blasts as participating in this event.
- You will benefit from additional sales during this sale period.
- You will receive a flag or flyer to display in your booth as a participant during those particular hours of the show.

If you agree to participate, please sign below.

I, _____ agree to participate in Mistletoe Madness during the show hours of Friday 9 a.m. - 12 noon, and Sunday 2 p.m. - 5 p.m. by offering shoppers with the required wrist bands 10 % off their purchases from our booth.

COMPANY _____

NAME _____

6920 Oak Forest Drive • Olive Branch, MS 38654 or fax to 662.890.3918

Please return by August 1st.

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

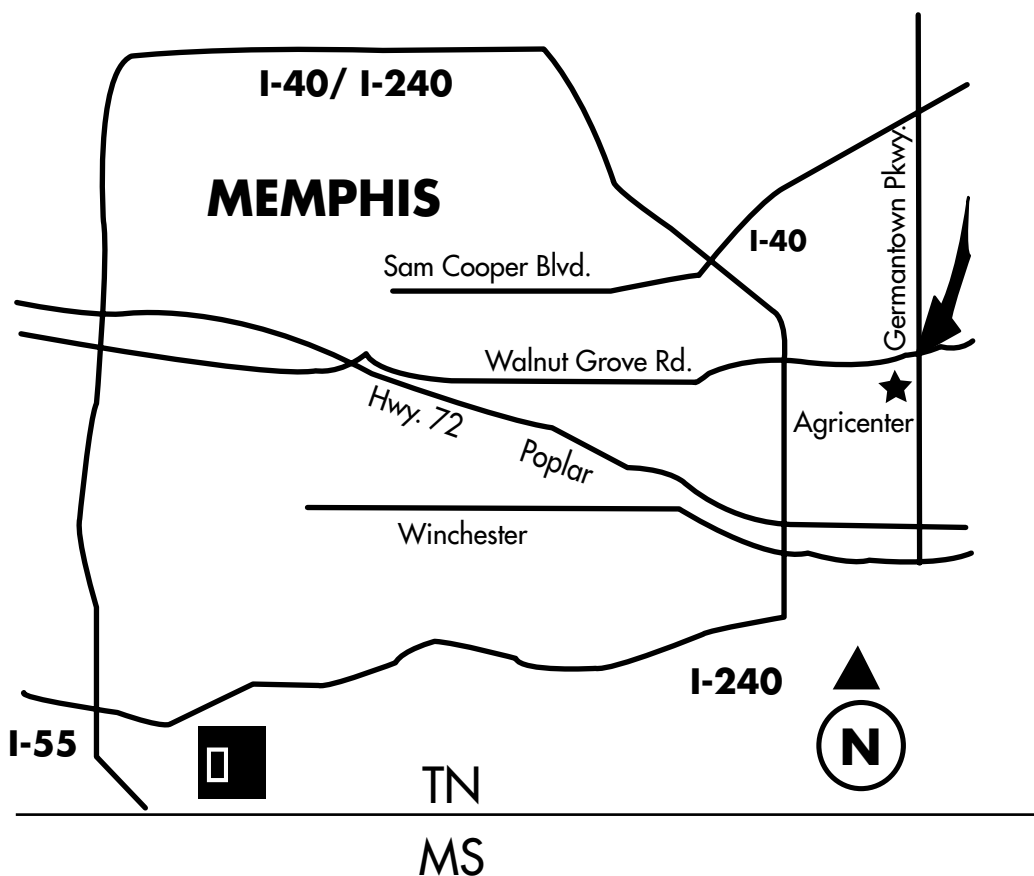
QUANTITY	500	1000	2,500	5,000	10,000	15,000
ITEM						
Business Cards 16pt. UV coated or Matte Finish						
4/1	\$28.00	\$50.00	\$75.00	\$106.00	\$200.00	call
4/4	\$28.00	\$50.00	\$75.00	\$106.00	\$200.00	call
Artwork—\$25 per business card						
Post Cards 16 pt. UV coated or Matte Finish						
4x6 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 ½ 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 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	\$4791.50	\$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 includes delivery.**

Price Sheet 6/10

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.	(901)757.7800
\$75.99 King, \$79.99 Double	Includes Delux Continental Breakfast, Internet, Microwave, Frig, and more.	
Courtyard by Marriot	7750 Wolf River Parkway	(901)751.0230
\$89.99 King or Double	Includes Hot Breakfast and more.	
Hampton Inn Walnut Grove	33 Humphreys Center	(901)747.3700
\$79 King or Double	Includes Hot Breakfast, Internet, Exercise Facility and more.	
Homewood Suites	7855 Wolf River Blvd.	(901)751.2500
\$104 Suite	Includes Equipped Kitchen, Breakfast, Evening and more.	
Quality Suites	8166 Varnavas Drive	(901) 386.4600
\$84.95 King Suite	Includes kitchenette, Hot Breakfast, Social Hour, Pool, Exercise Room and more.	
Wingate by Wyndham	2270 Germantown Parkway	(901) 386.1110

Prices subject to change. Please mention Mistletoe Merchants to receive reduced prices.