



Spring Market

of jackson

SCHEDULE OF EVENTS

SHOW HOURS:

Thursday 9 a.m. to 6 p.m.
Friday 9 a.m. to 9 p.m.
Saturday 9 a.m. to 6 p.m.

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

MOVE-IN:

Tuesday 4 p.m. to 10 p.m.
Wednesday 8 a.m. to 8 p.m.

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

MOVE-OUT:

Saturday 6 p.m. to 11 p.m.

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 to 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.

EXHIBITOR MEETING:

Saturday at 8:30 a.m. in the food court. This is an opportunity to reselect your booth(s) for future shows.

LUNCH TICKETS:

Every exhibitor will receive two(2) lunch tickets on Thursday and two(2) lunch tickets on Friday and two(2) lunch tickets for Saturday; each ticket can be used in the food court. Tickets will be in your exhibitor packet that you are to pick up MidSouth Media Group Staff at move-in. *No cash value. No money back.*

PARKING:

See map for designated show parking; vendor parking is located in the back of the building on Roach and Court Street.





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Dear Merchant,

The time for the Spring Market is nearly here. This show will be one of the biggest and best shows in Spring for the Jackson Area. We are glad that you will join us at the Jackson Convention Complex in March.

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, Jackson Convention Complex and Convention Display Services. If you have any questions don't hesitate to call.

MOVE-IN CHECKLIST

- _____ Return Utility Request Form to Convention Display Services.
- _____ Reserve Equipment (Tables, Chairs, etc.) from CDS.
- _____ Return Name Badge Request to MIDSOUTH MEDIA GROUP.
- _____ Return application to reserve booth(s) for next years Spring Market-Memphis and Jackson, MS.
- _____ Return application to reserve booth(s) for the next Mistletoe Merchants-Memphis and Little Rock, AR.
- _____ Pay outstanding balance to MIDSOUTH MEDIA GROUP upon receipt.
- _____ Request marketing materials (postcards, email coupon, posters & brochures) to MIDSOUTH MEDIA GROUP.
- _____ Return Door Prizes Donation form to MIDSOUTH MEDIA GROUP.
- _____ Return Silent Auction form to MIDSOUTH MEDIA GROUP.
- _____ Contact Health Department at 601.987.8574-Scherri Payne. (Only the merchants selling 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
Ph. 662-890-3359 or 901-949-1101 (Kristi's cell)
fax 662-890-3918

Please return forms by February 1st.



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JACKSON CONVENTION COMPLEX

EXHIBITOR RULES

1. Staples, pins, nails, stickers, paint, masking tape and duct tape are **not** allowed on Jackson Convention Complex 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 Jackson Convention Complex Management.** (These items are available for purchase from the Administrative Office at competitive retail prices.)
2. Visqueen, or heavy plastic material, **must** be used on the floor for any exhibit or display using oil, water, or any other landscaping materials.
3. If balloons are used and float to the ceiling, a \$25.00 charge per balloon will be applied if removal is necessary by Jackson Convention Complex Staff.
4. 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. Jackson Convention Complex is not responsible for cleaning or vacuuming any carpet provided by the display company.
5. There will be **no** animals, except seeing eye dogs, allowed in the building.
6. Jackson Convention Complex has been designated a non-smoking facility.
7. Children must be supervised at all times. Parents **are** responsible for damage done by their unsupervised children roaming the building.
8. **DO NOT** tamper with or remove light bulbs. A fine of \$75.00 per bulb, plus applicable fees will apply.
9. Any alterations to electrical boxes will result in a \$150.00 fine, plus applicable damage fees.
10. All exhibitors must construct displays within the limits of your booth. Tables **should not** extend past the poles of your booth and into the isles.
11. Exhibitors **will not** be allowed to stand in the isles, or walk the isles handing out literature. All selling should be conducted within your booth. Fair type "barkers" shouting at the public as they pass is not allowed.
12. 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.
13. 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.

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 February 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

Please return by February 1st.

Total Cost \$ _____

**Request for
Marketing Materials**



Spring Market Promote Your Business
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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. Postcards with \$1 off admission (4 x 6)—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. Merchant with the most returned cards will receive a FREE 10 x 10 booth at next year’s expo! (Be sure each postcard is clearly identified with your company name)

Quantity needed _____ (no charge)

2. Posters-double sided 11 x 17—can be hung in your place of business or community locations.

Quantity needed _____ (no charge)

3. 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)

4. Spring Market “Official Show Guide” 8 1/2 x 11

Brochure available at door of show and mailed to past visitors of the show. Send hi-res photo and information to lisa@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 \$2400 1/2 page \$1350 1/3 page \$850 1/6 page \$450
_____ Yes, I would like to participate with web link only (web link good for one year) \$75

Please return by February 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	1000	2,500	5,000	10,000	15,000
ITEM					
Business Cards 16pt. UV coated					
4/1	\$50.00	\$75.00	\$100.00	\$200.00	call
4/4	\$50.00	\$75.00	\$100.00	\$200.00	call
Artwork-\$25 per business card					
Post Cards 16 pt. UV coated					
4x6 4/1	\$93.50	\$158.00	\$174.25	\$364.25	\$543.00
4x6 4/4	\$93.50	\$158.00	\$174.25	\$364.25	\$543.00
5x7 4/1	\$193.00	\$257.00	\$365.75	\$721.50	\$1050.00
5x7 4/4	\$193.00	\$257.00	\$365.75	\$721.50	\$1050.00
6x9 4/1	\$200.75	\$370.00	\$579.00	\$999.00	\$1693.00
6x9 4/4	\$200.75	\$370.00	\$579.00	\$999.00	\$1693.00
Artwork-\$75 per postcard					
Flyers/Brochures-We will re-quote project, as paper prices fluctuate up & down.					
16 pt. UV coated 8 1/2 x 11-4/4					
2pg.	\$381.50	\$565.00	\$959.00	\$1850.00	\$2649.00
100lb. Book 8 1/2 x 11-4/4					
4pg	\$565.00	\$779.00	\$920.00	\$1400.00	\$2215.00
8pg	\$1125.00	\$1465.00	\$1900.00	\$3050.00	\$4165.00
12pg	\$1499.00	\$2009.00	\$2955.00	\$4365.00	\$6059.00
16pg	\$1945.00	\$2475	\$3755	\$5385.00	\$7115.00
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 10/09

Silent Auction



Every merchant is required to participate in the silent auction. Please fill out and return to MidSouth Media Group by February 1st. **Donations should be brought to the show office by noon on Thursday. Suggested donation valued at \$100.**

Event Donation Form

Donor: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Merchandise

Item Donated: _____ Retail Value: _____

Complete Description of Item: _____



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DoorPrizes

Each vendor is required to participate in door prizes. Each vendor will need to donate a certificate or product valued at \$15 - \$25. Please fill out and return to MidSouth Media Group by February 1st. Winner will redeem door prize at vendor booth. We estimate more than \$2,500 in door prizes will be collected for hourly give-a-ways at the expo. Help make this a huge success. .

DoorPrize

Donor: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Merchandise

Item Donated: _____ Retail Value: _____

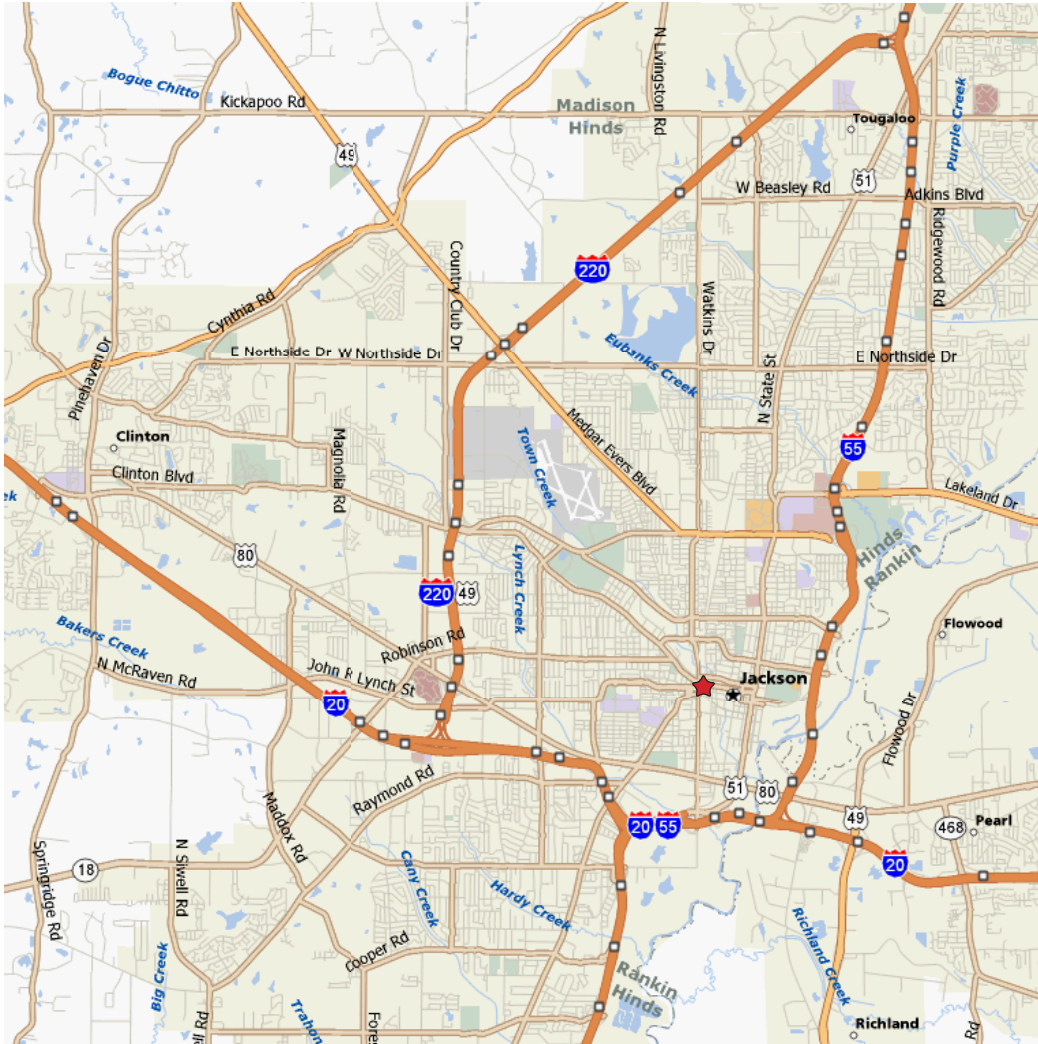
Complete Description of Item: _____

Please return by February 1st.

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

DIRECTIONS AND HOTEL INFORMATION

★ Jackson Convention Complex, 105 E Pascagoula St # 2, Jackson MS 39201



NEARBY HOTELS (Across the street to 4 miles from Jackson Convention Complex)

- | | | |
|---|------------------------------------|--------------------|
| 1. America's Best
\$59 FREE breakfast, Internet and parking. | 5411 I-55 N (4 miles) | Priti 601.899.9000 |
| 2. Best Western
\$74.99 FREE hot breakfast, Internet, and parking.
(large rooms) | 725 Larson St. (1.3 miles) | Dave 601.969.6555 |
| 3. Courtyard by Marriott
\$89 Double or King FREE breakfast | 6280 Ridgewood Court DR. (7 miles) | 601.956.9991 |
| 4. Regency Hotel
\$69 FREE breakfast, parking, and offers suites. | 400 Greymont Ave. (2.5 miles) | Ruby 601.969.2141 |
| 5. Robert Walthall
\$89 PARKING \$8, full service breakfast. | across the street | Elisa 601.948.6161 |

For Discounts on rooms please mention you are a vendor for SPRING MARKET!

DIRECTIONS to Jackson Convention Complex

From I-55 South:

Take Exit 96A - Pearl Street/TelCom Center

Continue Straight on Pearl Street as you enter downtown area

Turn Left on Roach Street

Turn Left on Pascagoula Street

Jackson Convention Complex will be on your immediate right at 105 Pascagoula Street

City Parking Lots are available on your immediate left in front of Jackson Convention Complex on Pascagoula Street

Street Parking is also available

Guest Drop off is available at main entrance driveway

From I-55 North:

Take Exit 96A - Pearl Street/TelCom Center

Continue straight on Pearl Street as you enter downtown area

Turn Left on Roach Street

Turn Left on Pascagoula Street

Jackson Convention Complex will be on your immediate right at 105 Pascagoula Street

City Parking Lots are available on your immediate left in front of Jackson Convention Complex on Pascagoula Street

Street Parking is also available

Guest Drop off is available at main entrance driveway

From I-20 West:

Take Exit 45B – State Street/51 North

Continue Straight on State Street

Turn Left on Pearl Street

Turn Left on Roach Street

Turn Left on Pascagoula Street

Jackson Convention Complex will be on your immediate right at 105 Pascagoula Street

City Parking Lots are available on your immediate left in front of Jackson Convention Complex on Pascagoula Street

Street Parking is also available

Guest Drop off is available at main entrance driveway

From I-20 East:

Take Exit 45 – State Street/Gallatin Street

Turn Left on State Street

Turn Left on Pearl Street

Turn Left on Roach Street

Turn Left on Pascagoula Street

Jackson Convention Complex will be on your immediate right at 105 Pascagoula Street

City Parking Lots are available on your immediate left in front of Jackson Convention Complex on Pascagoula Street

Street Parking is also available

Guest Drop off is available at main entrance driveway