

# Mistletoe Merchants

## OF NASHVILLE

### Welcome to Mistletoe Merchants!

We are excited to have you join us in this year's extraordinary holiday shopping event as we kick off the Christmas season in Nashville! We wish everyone much success for the season!

## Move-In Checklist

- \_\_\_\_\_ Reserve Equipment (Tables, Chairs, etc.) from All Convention and Expo Services.
- \_\_\_\_\_ Return NAME BADGES / UTILITY REQUEST to MIDSOUTH MEDIA GROUP.
- \_\_\_\_\_ Return EVENT DONATION / DOOR PRIZE participation form to MIDSOUTH MEDIA GROUP.
- \_\_\_\_\_ PAY any outstanding balance for MISTLETOE MERCHANTS NASHVILLE by July 26, 2019.  
After that date there is a 10% late fee added to the outstanding balance.
- \_\_\_\_\_ Request marketing materials (\$2 off coupons, email coupon, fliers, brochures) to MIDSOUTH MEDIA GROUP. 662.890.3359. (Order plenty to hand out at events prior to Mistletoe Merchants) THESE ARE FREE!
- \_\_\_\_\_ Email digital photos (300 dpi) for brochures, web, and marketing to [kristi@midsouthmediagroup.com](mailto:kristi@midsouthmediagroup.com)
- \_\_\_\_\_ Email PDF of advertisement for brochure (if purchased) to [kristi@midsouthmediagroup.com](mailto:kristi@midsouthmediagroup.com)
- \_\_\_\_\_ Book Hotel rooms. Go on line at [www.themarketshows.com](http://www.themarketshows.com) for local hotel information.
- \_\_\_\_\_ 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  
Fax: 662-890-3918

**Please return by July 26**

# Mistletoe Merchants OF NASHVILLE

Wilson County Expo Center  
945 E Baddour Pkwy  
Lebanon, TN 37087

## Important Phone Numbers

MidSouth Media Group

662.890.3359 phone

662.890.3918 fax

Wilson County Expo

615.450.3049 phone

All Convention and Expo Services

865.200.8687 phone

## Schedule of Events SHOWcolor - RED

### 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 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 name badges, schedule of events, and a show guide. Please notify our office at 662.890.3359 if you will be arriving later than 2:00 p.m. Thursday for set-up.

### Move-Out

Sunday 5 p.m. to 10 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 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 merchant is required to donate a \$25 gift certificate as a door prize. These are printed prior to the show and used for online promotions to promote all merchants.

**Auction Items:** Need to be brought to the show office by 5:00 p.m. on Thursday. The Kidney Foundation will pick up any remaining items on Friday morning.

### 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 these, please honor as a gift certificate. I (Kristi) will reimburse these gift certificates. Please see me after the show, or you may go to the ticket booths to be reimbursed.

## EVENT DETAILS CONTINUED

### **Cupcakes & Cocktails** - Friday, 5 p.m. - 9 p.m.

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

### **Wine / BEER Bar** Friday, 5 p.m. - 9 p.m. (open) Saturday, 9 a.m. - noon (open)

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

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

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

### **Trash**

Dumpsters are located outside. 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 a parking lot in the back. All Merchants are to park their trailers and vehicles in this lot. **No dropping of trailers in front of overhead doors during move in hours.** Security will be at the facility to let you in each morning an hour prior to opening.

### **Dressing Rooms** Bathrooms are not dressing rooms. You **must** provide a dressing area if you are selling clothing.

**Signage** No handwritten discount signs are permitted. Signs must be printed and no larger than 5x7. Only exception are handwritten chalkboard signs.

**Aisles** Booths should not extend past your 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 for the merchants Friday and Saturday, 12-2 p.m., in the Hospitality Room. This is located in the lobby area. Each merchant booth is allowed two merchant lunches per day. Additional lunches may be purchased for \$8.00.

**Hospitality Room:** Will be open during all hours of the show. Complimentary water, soft drinks, and coffee are available. The Hospitality Room is located in the lobby.

### **Merchant Meeting**

Sunday, 10:30 in the Food Court. Booking of shows following meeting in the Hospitality Room.

### **To Book Future Shows**

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 booths for those events, which the *first right of refusal has past*, or to rebook your current booth for this show. Those that are booking a 2020 Spring shows will be guaranteed a spot in either the Mistletoes or Holiday Market Shows in 2020. Spring Market Merchants will be given first priority to all fall events.

# Mistletoe Merchants

OF NASHVILLE

## MID SOUTH MEDIA GROUP RULES

---

### EXHIBITOR RULES

1. Staples, pins, nails, stickers, paint, masking tape and duct tape are **not** allowed on 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) are approved.**

2. Loading or unloading is prohibited in fire lanes. 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. No helium filled balloons.

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. Wilson County Expo Center and Mistletoe Merchants is not responsible for cleaning or vacuuming any carpet provided by the display company.

6. There will be **no** animals, except seeing eye dogs or service pets, allowed in the building.

7. Mistletoe Merchants is designated a non-smoking event.

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 banners stating "Everything Must Go" or "50% off All Merchandise" etc. No more than 25% of your booth should be a SHOW SPECIAL.

14. **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. Failure to completely move out by deadline will result in a fine.**

# NameBadge Request Form



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 July 26th 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 \$ \_\_\_\_\_

## Utility Request

Please invoice me for the following:

Electric \_\_\_\_\_ 110V \$45 (3 days of service) \_\_\_\_\_ 220V \$70 (3 days of service)

WIFI \_\_\_\_\_ \$25 (3 days of service)

Price will increase 20% if ordered the week of the show. 9/23/19 - 9/27/19.

### Promote Your Business

To help ensure your success at Mistletoe Merchants, 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. JOIN our page on FB <https://www.facebook.com/themarketshows/> or; <https://www.facebook.com/The-Market-Shows-Spring-Mistletoe-Holiday-Markets-of-Memphis-67472188108/>
- 5. Mistletoe Merchants “Holiday LOOK BOOK” 8 1/2 x 11**  
Brochure available at door of show, distributed throughout Nashville, 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 [kristi@midsouthmediagroup.com](mailto:kristi@midsouthmediagroup.com).

**SHOW SPECIAL** Yes, I would like to place an ad, please contact me. \_\_\_\_\_

Full page advertisement **\$950** Half page **\$550**

Please submit digital file (PDF) CMYK 300 DPI 8.5x11 with 1/8” bleed around page. If you need assistance creating the ad, email [kristi@midsouthmediagroup.com](mailto:kristi@midsouthmediagroup.com) for help. Deadline to book advertisement is **July 19, 2019. Ads due by July 26, 2019.**

Each merchant is required to participate in the silent auction and door prize.

Please fill out and return to MidSouth Media Group by July 26. **Donations should be brought to the show office at the Wilson County Expo Center during set up - by 5 p.m. on Thursday.**

Suggested donation value - \$75-100 for silent auction. Silent Auction is to benefit the National Kidney Foundation.

\$25 door prize certificate, will preprint and provide. Door prizes are used for various promotions, and winners will bring certificates to your booth to redeem.

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Business Phone: \_\_\_\_\_

**Silent**Auction

Item Donated: \_\_\_\_\_ Retail Value: \_\_\_\_\_

Complete Description of Item: \_\_\_\_\_ \*required

\_\_\_\_\_  
\_\_\_\_\_

**Door**Prize (\$25 Gift Certificate)

\*required

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 [kristi@midsouthmediagroup.com](mailto:kristi@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
<b>ITEM</b>						
<b>Business Cards 16pt. UV coated or Matte Finish</b>						
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
<b>Artwork-\$25 per business card</b>						
<b>Post Cards 16 pt. UV coated or Matte Finish</b>						
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
<b>Artwork-\$75 per postcard</b>						
<b>Flyers/Brochures-We will re-quote project, as paper prices fluctuate up &amp; down.</b>						
<b>100lb. Gloss Book with UV Coating 8 1/2 x 11-4/4</b>						
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
<b>100lb. Gloss Book with AQ Coating 8 1/2 x 11-4/4</b>						
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
<b>Artwork-\$100 per page</b>						

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





6041 Tazewell Pike, Knoxville, TN 37918  
 Phone: 865-200-8687 Fax: 865-200-8689

# CONTRACTOR SERVICES

**Mistletoe Merchant**

Wilson County Expo Center

**Exhibitor move in: Sept 25, Noon-6pm Sept 26, 8am-6pm**

**Show Dates: Sept. 27-29, 2019**

**Exhibitor move out: Sept, 29, 5pm**

Questions, please contact Customer Service: [mike@allconventionexpo.com](mailto:mike@allconventionexpo.com)

Booth Accessories			
Qty.	Description	Price	Total
	4'L x 30" H (Skirted) table	\$55.00	\$
	6'L x 30"H (Skirted) table	\$60.00	\$
	8'L x 30"H (Skirted) table	\$65.00	\$
	Unskirted Table (4'L)(6'L) or (8'L)	\$40.00	\$
	4'L X 42" H (Skirted) Table	\$60.00	\$
	6'L X 42" H (Skirted) Table	\$65.00	\$
	8'L X 42" H (Skirted) Table	\$70.00	\$
	Pedestal Table 30" H ___ or 42" H ___	\$55.00	\$

Booth Accessories			
Qty.	Description	Price	Total
	Counter Height Stool	\$40.00	\$
	Padded Folding Chair	\$10.00	\$
	Floor Easel	\$35.00	\$
	Wastebasket	\$20.00	\$
	Spotlight	\$55.00	\$
	8ft Masking Drape Ln Ft	\$3.00	\$

Please indicate table skirting color choice:  
 Red  Green  White  Blue  Black  
 Raspberry  Orange  Teal  Gold

Booth Accessories			
Qty.	Description	Price	Total
	2ft x 8ft Chrome or Black Grid	\$50.00	\$
			\$
	10x10 Carpet	\$115.00	\$
	10x20 Carpet	\$185.00	\$
	Carpet Padding sq ft	\$0.50	\$

Please indicate carpet color choice:  
 Red  Blue  Black  Tuxedo\*

\*Tuxedo consists of black & grey blend

Material Handling & Labor			
Weight	Description	Price/cwt	Total
	Shipments to Warehouse (\$110 min)	\$55.00	\$
	**Direct Shipments to Show Site (\$110 min)	\$50.00	\$
	Carpet Cleaning (per 10x10/day)	\$25.00	\$
	5k Forklift w/ Operator (1 hr min charge)	\$100.00	\$
\$55. min	Specialized carrier to Warehouse or Showsite	1st carton \$35 add'l \$10	\$
Labor ST	Mon-Fri, 8am to 5pm	\$45.00	\$
Labor OT	Mon-Fri, 5pm to 12am Sat, 8am to 12am	\$67.50	\$
Labor DT	Mon-Sat, 12am to 8am Sun & Holidays, all hours	\$90.00	\$

\*\* Material Handling Charges are determined on show site, once weight tickets & freight are received by ACES. Receipts for material handling and all other on-site charges will be handed out during the show

**Advance Shipping Address:**  
 All Convention Expo Services  
 6041 Tazewell Pike  
 Knoxville, TN 37918  
 Booth # \_\_\_\_\_  
 Ph: 865-200-8687

**Showsite Shipping Address:**  
 Wilson County Expo  
 945 E. Baddour Parkway  
 Lebanon, TN 37087  
 Booth # \_\_\_\_\_

**NOTICE: First day freight can arrive at warehouse is Sept. 6. Last day for freight to arrive at warehouse is April 20th. First day for freight to arrive at show site is Sept. 18th.**

**Order Payment Policy:** Payment in full of rental charges, including applicable tax must accompany your advance order. Orders must be received two weeks prior to show opening to be guaranteed. Floor orders are limited to availability. All orders must be received by mail, email, or fax.

Subtotal: \$ \_\_\_\_\_  
 9.25% Tax \$ \_\_\_\_\_  
**TOTAL: \$ \_\_\_\_\_**

Company: \_\_\_\_\_ Email: \_\_\_\_\_ Booth # \_\_\_\_\_  
 Name on Card: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Payment Type:  Visa/MC  Amex Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ Vcode: \_\_\_\_\_  
 Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_