

12 DAYS OF CHRISTMAS



**Southern  
Christmas  
Show.**

# Exhibitor Manual

## 2021 Southern Christmas Show

The Park Expo and Conference Center



**November 11-21, 2021**  
**Preview Night November 10, 2021**

This Exhibitor Manual has been compiled to help you and your staff with complete details about all phases of the exhibition process at the Southern Christmas Show.

Enclosed you will find helpful information to make your participation in our show successful.

**We strongly urge that you give this manual to those having responsibility for your participation in the show.**

[SouthernChristmasShow.com](http://SouthernChristmasShow.com)

**MARKETPLACE | EVENTS**  
Largest Home Show Producer in North America

## SHOW MANAGEMENT

The Southern Christmas Show is produced and managed by:

### Marketplace Events

2000 Auburn Drive, Ste 200  
Beachwood, OH 44122  
888.248.9751

---

## SHOW FACILITY

The Southern Christmas Show is held at:

### The Park Expo & Conference Center

800 Briar Creek Road | Charlotte, NC 28205  
P: 704.499.6805  
[ancillary@theparkexponc.com](mailto:ancillary@theparkexponc.com)

---

## SHOW DECORATOR

Booth Furnishings (rental of tables, chairs, booth carpeting, etc.), Shipments, Signs, & Labor

### Southern Exhibition Services

2101 Tobacco Road | Durham, NC 27704  
P: 800.882.7469  
[info@southern-exhibition.com](mailto:info@southern-exhibition.com)  
[www.southern-exhibition.com](http://www.southern-exhibition.com)

---

**ADVANCE ORDER DISCOUNT DEADLINE: October 19, 2021**

---

## UTILITIES & PARKING

Water, Compressed Air, Natural Gas, Telephone & Internet

### The Park Expo & Conference Center

800 Briar Creek Road | Charlotte, NC 28205  
P: 704.499.6805  
[ancillary@theparkexponc.com](mailto:ancillary@theparkexponc.com)

---

**ADVANCE ORDER DISCOUNT DEADLINE: October 22, 2021\***

\*Hardline phone/wifi cannot be ordered beyond the advance order discount deadline.

---

## QUESTIONS?

Contact Hannah Lewis, Show Coordinator for Marketplace Events

704.969.6802 | Email: [hannahl@mpeshows.com](mailto:hannahl@mpeshows.com)

# MOVE-IN | MOVE-OUT DAYS AND HOURS

## MOVE-IN DAYS AND HOURS

### **Olde Towne Shops Only:**

Saturday, November 6: 8:00 a.m. – 5:00 p.m. – Paint, Flooring and Fixtures ONLY. NO MERCHANDISE.

Sunday, November 7: 8:00 a.m. – 8:00 p.m.

### **All Exhibitors:**

Monday, November 8: 8:00 a.m. – 8:00 p.m.

Tuesday, November 9: 8:00 a.m. – 8:00 p.m.

Wednesday, November 10: 8:00 a.m. – 12:00 p.m.

**All exhibits must be fully set-up by Wednesday, November 10 at 12:00 p.m.**

Exhibitors requiring forklift or drayage service should make arrangements with the Show Decorator prior to move in. Call Southern Exhibition Services at (800) 882.7469 for verification of the rate for your particular need and any other questions.

Floors throughout the building are concrete and therefore, weight load is unlimited. Floors must be protected from scars, paint or traction damage. Exhibitors will be charged for damages to the floor.

## MOVE-OUT DAYS AND HOURS

**Exhibitors may not begin to move-out or dismantle any part of their exhibit before 6 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**

Sunday, November 21: 6:00 p.m. – 11:00 p.m.

### **Liberty Hall Exhibitors**

Sunday, November 21: 6:00 p.m. – 11:00 p.m.

Monday, November 22: 8:00 a.m. – Noon

All exhibits must be moved out by Monday, November 22 by Noon.

### **All Other Exhibitors**

Sunday, November 21: 6:00 p.m. – 11:00 p.m.

Monday, November 22: 8:00 a.m. – 3:00 p.m.

All exhibits must be moved out by Monday, November 22 by 3:00 p.m.

## SHOW HOURS

**You must man your booth each day from show open to show close. Leaving early is a violation of your signed contract.**

Preview Night: Wednesday, November 10 from 5:00 p.m. – 9:00 p.m.

Sundays, Monday, Tuesday and Wednesday: 10:00 a.m. – 6:00 p.m.

All Other Days: 10:00 a.m. – 9:00 p.m.

Early Bird VIP Shopper Morning

Saturday, November 13th

8:00 a.m. – 10:00 a.m.

NO wagons, strollers, carts allowed!

---

## ACCOUNT BALANCES

**Final payment for exhibit space must be made by October 15, 2021.** Show management reserves the right to refuse entry to any exhibitor whose account has not been paid in full. **Badges and complimentary tickets will not be available until the account has been paid in full.**

---

## EXHIBITOR BADGES

Exhibitor badges are required to identify yourself as an authorized exhibitor. Exhibitors will not be allowed access during show days without a badge. Exhibitor badges are not required during move-in.

**Exhibitor badges can be picked up at Exhibitor Check-In, which is located in the central lobby of The Park Expo and Conference Center.**

**100 sq. ft. receives:** 8 badges

**200 sq. ft. receives:** 12 badges

**300 or more sq. ft. receives:** 12 badges for the first 200 sq.ft., and 2 badges for every additional 100 sq. ft.

**EXHIBITOR BADGES MAY NOT BE USED AS ADMISSION TICKETS AND CANNOT BE LEFT AT WILL CALL.**

---

## SHOW OFFICE

Our show office will open on Sunday, November 7 at 12:00pm. The Show Office will remain open through the end of the Show, on Sunday, November 21st. The show office is located at the front of Liberty Hall adjacent to Will Call/Coat Check.

---

## COMPLIMENTARY TICKETS

Complimentary tickets that can be used for additional staff, customers, friends and family, or promotional incentives are also included.

**100 sq. ft. receives:** 5 complimentary tickets

**200 sq. ft. receives:** 10 complimentary tickets

**300 or more sq. ft. receives:** 5 complimentary tickets for every 100 sq. ft.

If you need additional tickets, these can be purchased at a discounted price of \$7.50 in increments of 25. Please contact Hannah Lewis ([hannahl@mpeshows.com](mailto:hannahl@mpeshows.com) or 704.969.6802) to purchase these tickets beginning September 1<sup>st</sup>.

**COMPLIMENTARY TICKETS ARE NOT PERMITTED TO BE DISTRIBUTED AT THE ENTRANCE TO THE SHOW.**

Use your tickets to invite potential customers to the show, as a thank you to good customers and for friends and family.

---

## WILL CALL

Will Call will be located in the lobby of the show entrance at the front of Liberty Hall.

Please leave your tickets in INDIVIDUALLY marked envelopes in the below format for your guests:

LAST NAME, FIRST NAME

**EXHIBITOR BADGES ARE FOR EXHIBITORS, THEY ARE NOT TICKETS TO THE SHOW. THEY SHOULD NOT BE LEFT AT WILL CALL TO BE PICKED UP BY ATTENDEES OR PEOPLE WORKING IN YOUR BOOTH.**

---

## DECORATOR SERVICES

Southern Exhibition Services is the show decorator and provides carpet, tables, chairs, cleaning, signage etc. Please order directly through them. These forms are available on our website

[www.southernchristmasshow.com](http://www.southernchristmasshow.com). Look for the "EXHIBITOR KIT" link at the bottom of the page.

**There will be a charge for any labor and forklift time used to unload shipments arriving during move-in.**

---

## FLOORING

Flooring is not included in the cost of your exhibit booth. **It is mandatory that all exhibit booths are carpeted or have some type of clean, professional-looking floor covering that covers 100% of the booth's square footage.** Carpeting, Astroturf, hardwood, tile, vinyl flooring etc., may be used.

Protective material must be placed on the floor before laying bricks, patios, mulch, etc. Do not drill holes, nail glue or affix flooring to the Park Expo & Conference Center flooring. **Any damage (including unremoved tape) to the Park Expo & Conference Center flooring will be repaired at the exhibitor's expense.**

---

## TABLE COVERINGS

It is mandatory that all tables are properly skirted. Skirting must go from the edge of the table to the floor on all VISIBLE sides. All skirting must be pressed and neat. **Use of plastic tablecloths, sheets, shower curtains or any type of “makeshift” table cloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the exhibitor’s expense.

All inventory and personal items must be stored COMPLETELY OUT OF SIGHT. Your booth should look professional and inviting to the attendee.



---

## VEHICLES IN EXHIBITS

If you plan on having a vehicle in your booth as part of your display, please contact Show Management for approval and move-in instructions.

**If you have a vehicle in your display, notify Show Management no later than September 1, 2021.**

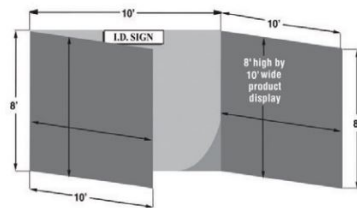
- Visqueen must be put down on the floor before the vehicle is driven into place.
  - All vehicles must have a locking gas cap or gas cap sealed with tape and no more than 1/4 tank of gas in the vehicle.
  - A set of keys must be left with Show Management for the duration of the show.
  - All vehicle batteries must be disconnected, and cables taped.
-

# BOOTH INFORMATION, RULES & REGULATIONS

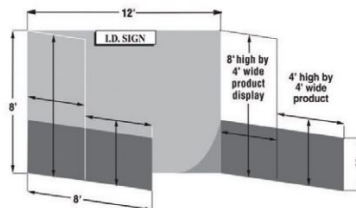
Exhibit booth draping dimensions and color are dependent upon your Hall location.

Liberty Hall	Green Drape	8' Back Drape	8' Side Drape
Independence Hall	Red Drape	8' Back Drape	3' Side Drape
Freedom Hall	Green Drape	8' Back Drape	3' Back Drape

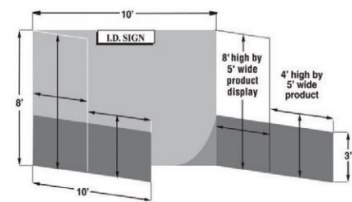
\*Diagrams below



Liberty Hall  
10'x10' Typical Space



Independence Hall  
8'x12' Typical Space



Freedom Hall  
10'x10' Typical Space

Tables, chairs, electricity etc. **are not included** with the cost of your exhibit booth.

## Staffing Your Booth

All exhibitors are expected to be in their booths during all published show hours, as we do receive consumer complaints about un-manned displays. Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during show hours. If you are in violation of this rule, your company may not be permitted to exhibit with us in the future.

## Demonstrations and Handouts

Exhibitors demonstrating products and/or distributing marketing materials, product samples or souvenirs are not permitted to do so outside the confines of their rented exhibit area. Working in the aisle is strictly prohibited and will be enforced by show management.

## Booth Guidelines

Exhibitors are allowed to build their booth to the maximum height of 8 feet high. **Please note height restrictions for your display as outlined in the diagrams above.** This includes back wall. If your display includes a sign attached to the back wall, you must get approval from show management and the following rules apply:

- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE
- Sign must be single sided, professionally finished on the back side and no PVC pipe allowed.

If you are using side walls as part of your display they must be completely finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the exhibitor's expense.

---

## SECURITY

Show Management provides 24-hour security for the show floor during move-in, move-out, show hours and overnight. **However, neither Show Management nor the The Park Expo & Conference Center are responsible for lost, damaged or stolen articles.** We encourage you to take all valuables with you when the show closes each evening. A tarp/sheet covering your booth after show hours goes a long way in securing your belongings.

Most thefts happen during move-in, move-out and within 30 minutes of show closing. Staff your booth accordingly and when the show does close, wait for the attendees to clear out.

**Report anything of a suspicious nature to Show Management and/or Security.** Leads can be followed up to avoid incidents of theft.

**Ensure you are adequately insured.**

---

## INSURANCE

Show Management is insured against public liability and property damage claims arising out of the conduct of the show. This insurance does not cover exhibitors' property, which is placed on display at the exhibitor's risk. **Every reasonable precaution will be taken to protect exhibitors' properties, but Show Management nor The Park Expo & Conference Center assume responsibility for any losses due to fire, theft, robbery, damage, accident or other causes.** Please refer to items #4 and 5 on your exhibitor contract/application or contact Show Management if you have questions.

---

## SHIPPING INFORMATION

Shipments to the Park Expo and Conference Center should be scheduled to arrive beginning Monday, November 8, 2021. **There will be a charge for any labor and forklift time used to unload shipments arriving during move-in.**

Make sure all shipments are properly marked using the following address:

Name of your Representative at the Show  
Your Company Name and Booth #  
Southern Christmas Show  
The Park Expo and Conference Center  
800 Briar Creek Road  
Charlotte, NC 28205

Your shipments can be picked up in the Freight Room located just inside Independence Hall. The Freight Room is open daily beginning on Tuesday, November 9<sup>th</sup> from 11:00am – 3:00pm. If the Freight Room is closed and you need assistance, please see Exhibitor Check-In. The Park Services and Security Desk do not have access and cannot assist you.



# The Park Expo & Conference Center Building Regulations

## Smoking Regulations

No smoking is permitted within the Park Expo and Conference Center.

## Sale of Merchandise at the Show

All Exhibitors are reminded that to sell "cash and carry" products during the show, you must comply with all rules and regulations as required by the City of Charlotte, Mecklenburg County and State of North Carolina. Exhibitors are responsible for obtaining any such permits as required. Only merchandise approved by the show may be sold. No food or drinks may be sold without the approval of the show and The Park Expo & Conference Center.

All exhibitors making sales at the show are required to have a NC Retail Sales License and pay a NC and Mecklenburg County combined rate of 7.25%. To apply for a license, contact the NC Sales and Use License Office, PO Box 25000, Raleigh, NC 27640. Telephone 877.252.3052.

In order to be compliant with tax laws for the City of Charlotte, Mecklenburg County and State of North Carolina, the Southern Christmas Show submits an exhibitor list to the North Carolina Department of Revenue prior to the show opening.

## Water, Drain, Gas and Electric

A Park Expo & Conference Center order form is posted on the Exhibitor Kit section of our website. Orders with payment must be received by The Park Expo & Conference Center by October 22, 2021 to receive discount rates.

Reminder, if you use water in your exhibit and need to drain following the Show, order water and drain service from the The Park Expo & Conference Center. **DRAIN SERVICE MUST BE ORDERED FROM THE PARK EXPO & CONFERENCE CENTER.**

## Animals

Animals/pets are not permitted in The Park Expo & Conference Center unless it is a service animal. Owner must have proper papers on them at all times with them to show it is a service animal.

## Giveaways to Show Guests

- No stickers, pressure adhesive, etc. can be used or given away by exhibitors
- No helium-filled balloons may be distributed at any time
- No food (including popcorn) or beverages may be distributed by exhibitors inside the Park Expo and Conference Center unless approved by Marketplace Events and the Park Expo and Conference Center.

## **Fire Regulations**

**Material used in exhibits (such as drape and table coverings, banners, props, wood chips and mulch) must be constructed of flameproof material. Certification for the flame proofing must be available, upon request, to the Charlotte Fire Department personnel.**

Precautions must be taken to prevent the general public from coming in contact with anything that may cause burn or injury. Any product that will be WARM—WARMER—OR HOT to the touch must be placed at the back of your booth, away from the aisle. For those with bulk 20'x20' peninsulas, islands or larger, these products must be positioned in the middle/center area of your space, again, as far away from the aisle(s) as possible. Warning signs ("CAUTION! HOT SURFACE") must be placed prominently on all such surfaces, horizontal and perpendicular.

## **HEALTH AND SAFETY**

As an exhibitor, you must ensure the health, safety and welfare of your employees, contractors and visitors as far as is reasonably practical throughout the Show. You should also check that any contractors, suppliers, agents, etc. that you may be using have a Health & Safety Policy, suitable to the exhibitor environment.

- Maintain emergency aisles through and to the center of the hall during move-in, show, and move-out.
- All materials must be flame resistant. This includes, but is not limited to, drapes, curtains, table coverings, etc.
- The building's fire extinguishers, fire hoses and sprinkler closets must be visible and accessible at all times even if they are located in your booth.
- Ensure portable electrical tools are used with the minimum length of trailing leads and that such equipment is not left unattended with a live power supply to it.
- Forklifts are not to be used by anyone other than fully trained operators.
- Chemicals and flammable liquids must be removed from the exhibition venue after use by the user or, in exceptional circumstances, brought to the attention of the venue cleaning department for safe and proper disposal. Such products must not be placed in general garbage bins.

# Checklist

- Exhibit Space Contract and Final Payment Made \_\_\_\_\_
- Hotel Reservations Made \_\_\_\_\_
- Travel Arrangements Made \_\_\_\_\_
- Decorating/Drayage Needed Ordered \_\_\_\_\_
- Carpet/Floor Covering Ordered \_\_\_\_\_
- Utility & Internet Services Ordered \_\_\_\_\_
- Exhibit Staff Arranged/ Trained \_\_\_\_\_
- Insurance Certificate on file with MPE \_\_\_\_\_
- Sales and Use Tax License \_\_\_\_\_

# Survival Guide for Exhibitors

1. Remember you are going to be spending long hours on your feet... Wear comfortable shoes and use carpet in your booth if possible.
2. Order your furniture, carpeting and draping requirements early...You'll save money!
3. Bring a hand truck or dolly. There are a few available but they are most always in use when you need one.
4. If you are shipping packages to the show:  
Carefully package your items/merchandise. Unfortunately, not everyone handles your packages as kindly as you would.  
Be sure all packages are clearly marked with the following:  
Name of your Representative at the Show  
Your Company Name and Booth #  
Southern Christmas Show  
The Park Expo and Conference Center  
800 Briar Creek Road  
Charlotte, NC 28205

Know your carrier and get the tracking number!

Ask your carrier when you can expect the delivery and be sure you are in your exhibit to receive it or notify the decorating company of its intended arrival.

**There will be a charge for any labor and forklift time used to unload shipments arriving during move-in.**

5. Set up early!! Murphy's Law prevails at shows.
6. When you arrive, ensure you have the correct and necessary electrical, carpeting, etc. Representatives from the Park Expo and Conference Center and Southern Exhibition Services will be on site.
7. Replenish any stock before the show opens or after it closes if possible.
8. Be in your booth early and prepared for the day and consumers!
9. Never leave your booth unattended during show hours. You must have someone manning the booth at all times.
10. Be Prepared...you might need the following:
  - A hand truck or dolly
  - An extension cord
  - An electrical power strip if you plan to plug in more than two (2) items
  - A tool kit
  - Extra light bulbs for lit displays
  - Tape (for packing)
  - Sheets or tarps for covering your exhibit at night
  - Cleaning supplies