

12 DAYS OF CHRISTMAS



**Southern  
Christmas  
Show.**

# Vendor Manual

**2024 Southern Christmas Show**  
The Park Expo and Conference Center



**November 14-24, 2024**  
**Preview Night November 13, 2024**

This Vendor 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.

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

**The 20 minutes you take now to review this information will save you time and money when setting up your display at the show.**

**Please review the show's Vendor Kit webpage prior to the event for any updates**

**<https://www.southernchristmasshow.com/vendor-kit>**

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

## QUESTIONS?

Hannah Lewis | Show Coordinator for Marketplace Events

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

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# SECTION 1: GENERAL INFORMATION

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## 1.1 SHOW MANAGEMENT:

The Southern Christmas Show is produced and managed by:

### Marketplace Events

2000 Auburn Drive, Ste 200  
Beachwood, OH 44122  
888.248.9751

## 1.2 SHOW PERSONNEL:

Jennifer Smetana	Show Manager	704.448.9422	<a href="mailto:JenniferW@mpeshows.com">JenniferW@mpeshows.com</a>
Hannah Lewis	Show Coordinator	704.969.6802	<a href="mailto:HannahL@mpeshows.com">HannahL@mpeshows.com</a>
Stephanie Davisson	Exhibit Sales Consultant	704.969.6817	<a href="mailto:StephanieD@mpeshows.com">StephanieD@mpeshows.com</a>

## 1.3 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)

Our show office will open on Sunday, November 10, at 12:00 pm. The Show Office will remain open through the end of the Show, on Sunday, November 24. The show office is located at the front of Liberty Hall adjacent to Will Call/Coat Check.

## 1.4 SHOW DATES & HOURS:

### Preview Night: Wednesday, November 13, 5:00 p.m. – 9:00 p.m.\*

*\*Attendees will be shopping on Wednesday evening so be sure to have your booth staffed!*

### Early Bird VIP Shopper Morning: Saturday, November 16th, 8:00 a.m.\*

*\*Vendors must be in their booths by 8 AM on 11/11. The show will open at 8am for EBVIP ticket holders and then general admission will start at 10am*

### Show Dates: November 14-24, 2024

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

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

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

## 1.5 MOVE-IN DAYS AND HOURS:

### Olde Towne SHOPS (#1-50)\*:

Saturday, November 9: 8:00 a.m. – 5:00 p.m. – Paint, Flooring and Fixtures

Sunday, November 10: 8:00 a.m. – 8:00 p.m.

*\***Tent Vendors** (booths #100-125) may not begin set-up till **Monday**.*

### All Vendors:

Monday, November 11: 8:00 a.m. – 8:00 p.m.

Tuesday, November 12: 8:00 a.m. – 8:00 p.m.

Wednesday, November 13: 8:00 a.m. – 12:00 p.m.

**All exhibits must be fully set-up by  
Wednesday, November 13 at 12:00 PM**

### **Upon arrival at the facility:**

Go to the “Vendor Check-In” to pick up your vendor badges and be directed to your booth location. The desk is located inside the central lobby; enter through the glass doors under the purple awning. Look for the “Vendor Check-In” sign.

### **REMINDERS FOR MOVE-IN:**

- If you ordered carpet, tables, or chairs from SES (Show Decorator), make sure these are in your exhibit space. If not, go to their desk by vendor check-in at the show and speak with them.
- If you need a hand truck, cart, or dolly for moving in your exhibit, please bring one with you as they are not provided by show management or readily available at the venue.
- No drive-in access. Vendors will be charged for damages to the floor.

Vendors 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.

**\*\*No children under the age of 18 are allowed in the building during move-in. Heavy equipment in use.\*\***

## 1.6 MOVE-OUT DAYS AND HOURS:

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

### Tents (Booth #100-125)

Sunday, November 24: 6:00 p.m. - 11:00 p.m.

### All Other Vendors

Sunday, November 24: 6:00 p.m. - 11:00 p.m.

Monday, November 25: 8:00 a.m. – Noon. *All exhibits must be moved out by Monday, November 25 by noon.*

Marketplace Events is not responsible for any materials or displays that are left at the building. A removal fee will be assessed for items or trash left behind.

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## SECTION 2: SHOW DECORATOR & UTILITIES

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### 2.1 SHOW DECORATOR: Southern Exhibition Services “SES”

Booth Furnishings (rental of tables, chairs, booth carpeting, etc.), Shipments, Signs, & Labor  
To order these items, use the order form located on the Vendor Kit webpage.

#### Southern Exhibition Services

1411 Old Durham Road, Bldg. 3 | Roxboro, NC 27573

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 22, 2024**

### 2.2 DIRECT SHIPMENTS (SENDING MATERIALS TO THE SHOW) & FORKLIFTS:

Shipments to the Park Expo and Conference Center should be scheduled to arrive no earlier than **Monday, November 11, 2024.**

- Make sure all shipments are properly marked for shipping. Incorrectly marked packages may be returned to sender.
- Use the following template for shipments:
  - 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
- **Shipments arriving on a skid/pallet require arrangements in advance with the show decorator (SES). Refer to the Decorator Kit Order Form for pricing or call the show decorator.** If this is not arranged in advance you will be billed additional fees by the show decorator and will need to visit the SES service desk at the show. SES will deliver shipment to the booth directly since it won't go to the freight room.
- **The Package Room is only open from 11:00am – 3:00pm beginning on Tuesday, November 12.** The Package Room is located just inside Independence Hall on the left.
  - The Package Room is not storage. Packages received should be picked up within 24 hours or it may be returned to the sender.
  - Access to package pickup is not allowed outside of assigned hours.

**FORKLIFT:** Exhibitors requiring forklifts should make these arrangements with the Show Decorator prior to move-in. Contact SES for rates.

## 2.3 UTILITIES, WIFI & 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 24, 2024**

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

#### **Using a Square POS device at the show?**

*When picking up your Wi-Fi code, let the staff know that you will be using the Wi-Fi for a square device. By doing this, they will provide a special version of the Wi-Fi code to make it compatible with both your device and your square.*

## 2.4 STORAGE (Limited Availability) -

Storage can be rented through The Park Expo & Conference Center. Please call Henry Mills at 704.274.0220 to book storage.

## 2.5 WATER & DRAIN SERVICE

A Park Expo & Conference Ctr. order form is posted on the Vendor Kit section of our website.

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

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## QUESTIONS?

Hannah Lewis | Show Coordinator for Marketplace Events

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

## SECTION 3: BOOTH INFORMATION & RULES

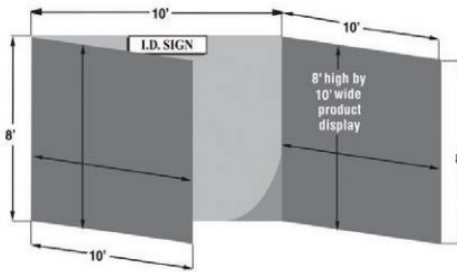
Your company has rented raw exhibit space, meaning that when you arrive, you will find a drape and I.D sign as displayed in section 3.1. Additional drayage, flooring (required), tables, chairs, electricity, Wi-Fi, etc., **are not included** with the cost of your exhibit booth and are the Vendor's responsibility.

### 3.1 BOOTH HEIGHTS

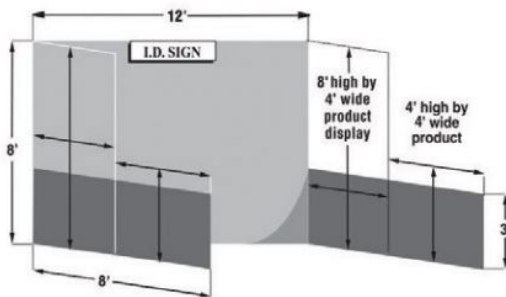
Show management will provide a basic pipe and drape arrangement for your booth display based on the corresponding hall. Exhibit booth height draping and color will vary based on the hall location of your booth.

*Below are examples of the drayage provided in each hall by Marketplace Events*

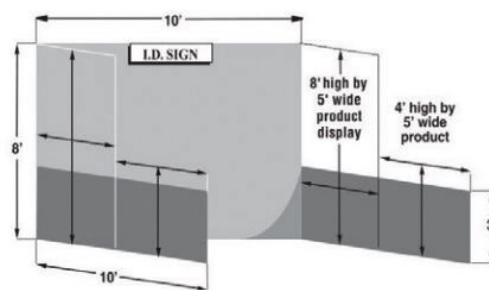
Building	Drape Color	Back Drape Height	Side Drape Height
Liberty Hall	Green	8'	8'
Independence Hall	Red	8'	3'
Freedom Hall	Green	8'	3'



Liberty Hall  
10'x10' Typical Space



Independence Hall  
8'x12' Typical Space



Freedom Hall  
10'x10' Typical Space

Vendors are allowed to build their booth to a 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, the following rules apply:



- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE (drape line is 8ft tall).
- 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 finished on BOTH sides. No exposed wires or frames must be visible to your neighbor. Unfinished sides will be covered at the Vendor's expense.

### 3.2 SIGNAGE

- Vendors will be supplied with one (1) standard 7" company identification sign at the top of the booth.
- We encourage you to bring your own tasteful signage for the booth/company.
- Sign must be single-sided, professionally finished on the back side, and no exposed materials.
- Handwritten signs or banners are NOT allowed – USE PROFESSIONAL SIGNS ONLY.
- TOTAL HEIGHT OF SIGN MUST NOT EXCEED 2 FEET FROM TOP OF DRAPE LINE.
- Signs cannot be attached to facility walls or pillars. You may use S hooks to the pipe and drape.

### 3.3 REQUIRED 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.

All edges of carpeting must be secured using double-sided tape on the underside of the carpet. **Please bring your own double-sided CARPET tape to secure. Duct tape is not permitted. Any tape or residue left on the floor after moving out is subject to a fee.**

Protective material must be placed on the floor before laying bricks, patios, 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 Vendor's expense.**

[Click here for resources & examples.](#)

### REQUIRED HOLIDAY DÉCOR

It is required for all vendors to incorporate **holiday décor** in their booth display.





### 3.4 TABLE COVERING

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” tablecloths is not permitted.** We strictly enforce this and will skirt all incorrectly skirted tables at the Vendor’s expense.

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



### 3.5 VEHICLES IN BOOTH

Vehicles are not allowed on the show floor and are not permissible to be used as part of your booth display.

### 3.6 BOOTH STAFFING

All Vendors 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 Vendors 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.

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## QUESTIONS?

Hannah Lewis | Show Coordinator for Marketplace Events

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

### **3.7 SOLICITING, DEMONSTRATIONS & GIVEAWAYS**

Displays, demonstrations or distribution of samples, souvenirs, promotional material and soliciting of business must be confined to the vendor's booth space. Such activities are not permitted in any other part of the show such as the aisles, lobby, entrance areas, hallways, or other exhibits. Sponsorship opportunities are the only exception. If you'd like to discuss promotional opportunities, please contact Hannah Lewis, [hannahl@mpeshows.com](mailto:hannahl@mpeshows.com)

No calling, pulling, grabbing, etc., of visitors to booths will be tolerated and may lead to immediate dismissal from the show. It is against show policy for any Vendor or Vendor representative to sit, stand, hand out samples, literature, obtain leads, etc. in the aisles of the show, in restrooms, in concession areas, or outside the doors of the venue. This activity must be done inside your booth. This is also meant to prohibit the handing out of literature from within your booth in such a way that will block or divert the flow of traffic.

#### **Giveaways to Show Guests**

- No stickers, pressure adhesive, etc. can be used or given away by Vendors.
- No helium-filled balloons may be distributed at any time.
- No food (including popcorn) or beverages may be distributed by Vendors inside the Park Expo & Conference Center unless approved by Marketplace Events and the Park Expo & Conference Center.
- If you plan to use a drawing for prizes or provide giveaways during the show, you must receive prior authorization from Show Management before the show opens.

### **3.8 MICROPHONES, AUDIO EQUIPMENT AND MUSIC:**

No music, microphones, audio equipment, or musical instruments are permitted in the show. Only exception is if that equipment is approved to be sold at the show. If Show Management receives a complaint, you will be asked to turn the sound off with no questions. Any music used in your booth must be licensed or approved for public usage.

### **3.9 PHOTOGRAPHS & OTHER COPYRIGHTED/TRADEMARKED MATERIAL:**

Each Vendor is responsible for obtaining all necessary licenses and permits to use photographs or other copyrighted and trademarked material in Vendor's booth or display. No Vendor will be permitted to use any copyrighted/trademarked material, such as photographs, collegiate logos or other artistic works, without first presenting to Marketplace Events proof that the Vendor has, or does not need, a license to use such copyrighted/trademarked material. Marketplace Events reserves the right to remove from the exhibit all or any part of any booth or display which incorporates copyrighted and/or trademarked material and for which the Vendor fails to produce proof that the Vendor holds all required licenses. The Vendor shall remain liable for all claims, causes of action, suits, damages, liability, expenses, and costs, including reasonable attorney's fees, arising from or out of any violation of infringement (or claimed violation or infringement) by Vendor, Vendor's age or employees of any patent, copyright or trade secret rights or privileges.

### 3.10 \*NEW\* POLITICAL MERCHANDISE POLICY FOR 2024:

As we enter a highly volatile political environment in advance of the 2024 General Election, Marketplace Events (MPE) wants to make clear its position on what content will not be permitted on its exhibit floors in all its US consumer home and holiday shows effective January 1, 2024. MPE shows are welcoming environments built solely to encourage face-to-face commerce. Creating respectful, safe marketplaces where our attendees and exhibitors can come together to learn, shop, compare pricing and do business together is our highest priority.

MPE's acceptability standards do not permit political candidates, parties or other groups promoting issues or ballot initiatives to participate as exhibitors. In addition, the display or sale of any products or services that are political/partisan in nature or that can be interpreted to promote, incite, or glorify hatred, violence, racial, sexual, or religious intolerance are prohibited. MPE's judgment in applying these standards will be final.

MPE maintains these policies to ensure a welcoming environment for all attendees and exhibitors.

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## QUESTIONS?

**Hannah Lewis | Show Coordinator for Marketplace Events**

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

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## SECTION 4: REGULATIONS

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### 4.1 BUILDING REGULATIONS: The Park Expo & Conference Center

#### Smoking Regulations

Smoking (including e-cigarettes) is strictly prohibited within the Park Expo and Conference Center. A designated smoking area is marked outside of Freedom Hall.

#### 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 of the service animal's certification.

### 4.2 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 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 the 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.**

### 4.3 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 Vendors' property, which is placed on display at the Vendor's risk. Neither Show Management nor The Park Expo & Conference Center will accept responsibility for injury to persons, loss of, or damage to products, exhibits, equipment or decorations by fire, accident, theft, or any other cause while in the building.

**VENDORS MUST PROVIDE ADEQUATE INSURANCE FOR THEIR OWN PERSONNEL, EXHIBITS AND MATERIALS AGAINST ALL SUCH HAZARDS.**

The Insurance clause is #5 on the Terms and Conditions page of all booth space contracts. You may use any insurance company for insurance, but it must meet the following requirements:

- Comprehensive General Liability and All Risk Property insurance
- Coverage must be from the start of move-in, to the end of move out
- Coverage of at least \$1,000,000 for each separate occurrence
- Name Marketplace Events LLC and the venue as additional insured
- Provide a copy of the certificate of insurance (COI) to MPE if requested

## 4.4 HEALTH AND SAFETY

As a Vendor, 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 Vendor 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.
- 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.

## 4.5 FOOD SALES & SAMPLES

**ALL food products and sales must receive prior authorization from both show management AND The Park Expo & Conference Center. Pending review, an additional fee may be required.**

### HEALTH DEPARTMENT

North Carolina requires foodservice operators at the Southern Christmas Show to obtain a permit from the local health department, to prepare and sell food to the public. A permit is NOT required for sampling or food that is prepared off-site.

#### **2024 Food Vendor Application & Permitting Process:**

The event organizer/show management turns in ALL Food Vendor Applications and fees to the Mecklenburg County Health Department together. Vendors must submit applications and fees by **September 3, 2024**, to Hannah Lewis, [HannahL@mpeshows.com](mailto:HannahL@mpeshows.com). Failure to follow this process could result in your products not being permitted for the show.

- Pay Permit Fee(s) - A fee of \$75.00 (per permit) must be paid with each Food Vendor Application. The fee is paid via the online payment portal to show management, Marketplace Events.
- Submit Food Vendor Application - Application(s) for the Mecklenburg County Health Department must be emailed.
- [Click here or visit the Mecklenburg County Health Department website for the Application.](#)
  - Under Temporary Food Establishments download the following documents:
    - Food Vendor Application
    - Regulations
    - Quick Reference Checklist

**NOTE: Any products that require a permit will be inspected at the venue prior to the start of the show. To confirm if your products require a food permit, please contact the Mecklenburg County Health Department at (980) 314-1620.**

## 4.6 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.

## 4.7 EXTENSION CORD & POWER STRIP MANDATE

**For safety reasons, you may not use residential extension cords/power strips in your exhibit space. Items labeled "Household", "Light Duty", "Medium Duty", or "Residential" are not acceptable.**

**All extension cords/power strips must be 3-pronged, and include a UL, CSA, or ETL safety listing. Extension cords/power strips should also be labeled "Heavy Duty". Look in the product's specifications for application and safety listing.**

**Why?** Extension cords can be extremely dangerous... let alone a building with hundreds of them in use at the same time. The electrical currents flowing through the wires of extension cords generate heat, and when it exceeds the current capacity of the wires, it will overheat. This can cause fires and short circuits.

**Charlotte Fire Department will inspect each booth's extension cords/power strips prior to show open and frequently during the run of show. If any non-compliant extension cord is found, it will be confiscated and disposed of.**

**Offenders may not be invited to exhibit in future years.  
We are asking for your cooperation. Please take this policy seriously to help prevent a fire and ensure everyone's safety.**

Links to some approved items are below for your convenience. We will also have approved items available for purchase on show site. *(while supplies last)*

## EXTENSION CORDS

- [Lowe’s 10-foot](#)
- [Amazon 15-foot](#)
- [Home Depot 25-foot](#)

Please adhere to the following reminders to help ensure a safe show:

1. **Do not** use an extension cord with signs of any damage or wear and tear.
2. **Do not** hook into your neighbor’s extension cords or electrical box. This may cause an overload.
3. **Do not** place extension cords underneath materials. (i.e. – décor, carpet, boxes, etc.)
4. **Do not** daisy chain extension cords together.
5. **Do not** plug extension cords into surge strips/protectors. They should be plugged directly into your power source.
6. **Do not** plug surge strips into extensions cords. They should also be plugged directly into your power source.

**WHEN IN DOUBT READ THE PRODUCT SPECIFICATIONS. SEE EXAMPLE BELOW:**

SPECIFICATIONS			
AC Voltage	125-volts	Number of Outlets	1
Water Resistant	✓	Warranty	30-day
NEMA Configuration	NEMA-5-15-P	CA Residents: Prop 65 Warning(s)	⚠ Prop 65 WARNING(S) -
Number of Conductors	3	Cord Thickness	1/2-in
Overload Protection	X	Safety Listing	ETL safety listing
Use Location	Indoor/Outdoor	Application	General purpose
Length Measurement	10-ft	GFCI Protection	X
Cord Letter Designation	SJTW	Color/Finish Family	Yellow
Jacket Material	Vinyl	Cord Rating	Heavy duty
Number of Prongs	3	Weather Resistant	✓
Indicator Light	✓	Amperage	15



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## SECTION 5: VENDOR BADGES, PARKING, COMPLIMENTARY TICKETS, ETC.

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### 5.1 VENDOR BADGES

Vendor badges are required to identify yourself as an authorized Vendor. Vendors will not be allowed access during show days without a badge. Show vendors do not need an admissions ticket for the show, only a Vendor badge. Vendor badges are not required during move-in.

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

**100 sq. ft. receives:** 5 badges

**200 sq. ft. receives:** 10 badges

**300 or more sq. ft. receives:** 15 badges

*If you have multiple employees changing shifts at the show, encourage them to leave their badge at vendor check-in before leaving for the day if they will not be returning. If you require more than 15 badges, please email Hannah Lewis by October 1st.*

**VENDOR BADGES MAY NOT BE USED AS ADMISSION TICKETS AND CANNOT BE LEFT AT WILL CALL. YOU ARE PERMITTED TO LEAVE VENDOR BADGES IN YOUR FILE AT VENDOR CHECK-IN FOR EMPLOYEES TO PICK UP.**

### 5.2 COMPLIMENTARY TICKETS

**Each Vendor will receive complimentary tickets when they check in at the show.\*** Use your tickets to invite potential customers to the show, as a thank you to good customers, and for friends and family.

**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'd like your complimentary tickets mailed, contact show management before September 15, 2024.

#### **DISCOUNTED TICKETS – Need to purchase additional tickets?**

Vendors can purchase tickets in advance of the show at a discounted price of **\$9.00 in increments of 10**. Please contact Hannah Lewis ([hannahl@mpeshows.com](mailto:hannahl@mpeshows.com) or 704.969.6802 to place order).

#### **WILL CALL**

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

Write the LAST NAME, FIRST NAME on INDIVIDUALLY marked envelopes.

**COMPLIMENTARY TICKETS ARE NOT PERMITTED FOR DISTRIBUTION AT THE ENTRANCE TO THE SHOW. USE WILL CALL TO LEAVE TICKETS.**

## 5.3 VENDOR PARKING

You have multiple options for parking during the show.

- **Discounted parking in 6-acre lot.** Discounted parking passes will be available for pick-up at vendor check-in. The 6-acre lot is located beside Chantilly Montessori School on Briar Creek Road. Pick up your discount during move-in at the Vendor Check-In Desk.
- **General parking in the main lot.** The cost for general parking in the main lot is \$10 per day.
- **You may purchase a designated parking space from The Park Expo for the show.** Please note that there are limited spaces available, and they are sold on a first-come, first-served basis. You can find out more information and pricing on this option in the building forms posted in the digital vendor kit.

## 5.4 ACCOUNT BALANCES

Final payment for the show must be made by **October 15, 2024**. Vendors should be on a payment plan including, pay in full, pay 50/50, or monthly payments. **Show management reserves the right to refuse entry to any Vendor whose account has not been paid in full.** Badges and complimentary tickets will not be available until the account has been paid in full.

## 5.5 SALES OF PRODUCT & SALES TAX

All Vendors 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.

- Vendors 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 Vendors 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 a Vendor list to the North Carolina Department of Revenue prior to the show opening.*

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## QUESTIONS?

Hannah Lewis | Show Coordinator for Marketplace Events

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

## 5.6 HOTEL INFORMATION

Book hotel by **October 18, 2024**, for the Southern Christmas Show special rates. Limited availability. Special pricing may only be available by using the link on our website:

<https://www.southernchristmasshow.com/hotels>



- **\$99 for 2 Queens or 1 King Bed** - Special rate available ONLY by our website or calling 704-227-1802.
- Free Parking, Free WiFi and Pet Friendly
- 15-20 minutes from the venue surrounded by shopping and local restaurant choices

*4808 Sharon Road, Charlotte, NC 28210*



- **\$129 for 2 Queens or 1 King Bed** - Special rate available ONLY by using the link on our website.
- Free Breakfast, Free high-speed internet, On-site Restaurant, \$10 Parking
- Only 2 exits away from the venue in beautiful Downtown Charlotte

*201 South McDowell Street, Charlotte, NC 28204*

12 DAYS OF CHRISTMAS



**Southern  
Christmas  
Show**

# General Show Checklist

This does NOT cover all items for the show.

Please consult the Vendor Kit & Manual for a complete guide.

[www.southernchristmasshow.com/vendor-kit](http://www.southernchristmasshow.com/vendor-kit)

- Exhibit Space Contract Complete \_\_\_\_\_
- Read Vendor Manual \_\_\_\_\_
- Carpet/Flooring Ordered (required for entire booth) \_\_\_\_\_
  - Your booth space floor will need to be completely covered
- Decorating/Drayage Ordered \_\_\_\_\_
- Utilities Ordered (Electric, Wifi, Hardlines) \_\_\_\_\_
  - Recommend at least 1 **WiFi** connected device to process credit cards as cellular reception can be spotty at times. (WiFi code cannot be shared between devices)
- Holiday Décor for booth – This is a CHRISTMAS show \_\_\_\_\_
- Sales and Use Tax License Arranged \_\_\_\_\_
- Insurance Established \_\_\_\_\_
- Exhibit Staff Arranged/ Trained \_\_\_\_\_
- Travel Arrangements & Hotel Reservations \_\_\_\_\_
- Final Payment made by October 15<sup>th</sup> \_\_\_\_\_

# Survival Guide for Vendors

1. Order your furniture, carpeting, draping, electric, and WiFi early...You'll save money!
2. Bring a hand truck or dolly. There are a few available but they are most always in use when you need one.
3. 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. Packages arriving before 11/11/24 may be subject to storage fees or be turned away.**

4. Set up early!! Murphy's Law prevails at shows.
5. When you arrive, check in at Vendor Check-in prior to setting up your booth. Ensure you have the correct and necessary electrical, carpeting, etc that you ordered. Representatives from the venue, The Park Expo and Conference Center, and the show decorator, Southern Exhibition Services, will be on site during move-in.
6. Be Prepared...you might need the following:
  - A hand truck or dolly
  - Heavy duty 3 prong extension cords (No residential cords permitted!)
  - A tool kit
  - Extra light bulbs for lit displays
  - Tape (for packing)
  - Sheets or tarps for covering your exhibit at night
  - Cleaning supplies

## During the show:

7. Remember you are going to be spending long hours on your feet... Wear comfortable shoes and add padding to the flooring you will be standing on most often.
8. Replenish any stock before the show opens or after it closes if possible.
9. Be in your booth early and prepared for the day and consumers!
10. Never leave your booth unattended during show hours. You must have someone manning the booth at all times.