



# Spring Market

of jackson

## SCHEDULE OF EVENTS

### 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 below.*

### MOVE-IN:

Wednesday 4 p.m. to 6 p.m. MUST CALL TO SCHEDULE THIS DAY.  
Thursday 8 a.m. to 8 p.m.

You must register and pick up your move-in packet by 2 p.m. 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 5:01 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 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 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 on Friday, and two(2) lunch tickets for Saturday; each ticket can be used in the hospitality room. 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. Additional tickets \$8 each.*

### PARKING:

Merchants are to park in the back of the building and enter thru the back.





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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 Mississippi Trade Mart in April.

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, Mississippi Trade Mart, 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, CDS.
- \_\_\_\_\_ Reserve Equipment (Tables, Chairs, etc.) from CDS.
- \_\_\_\_\_ Return Name Badge Request to MIDSOUTH MEDIA GROUP.
- \_\_\_\_\_ Return contract to reserve booth(s) for next years Spring Market-Memphis, TN and Jackson, MS.
- \_\_\_\_\_ Return contract to reserve booth(s) for the next Mistletoe Merchants-Memphis, TN.
- \_\_\_\_\_ Pay outstanding balance to MIDSOUTH MEDIA GROUP upon receipt.
- \_\_\_\_\_ Request marketing materials (\$1 off coupons, email coupon, & brochures) to MIDSOUTH MEDIA GROUP.
- \_\_\_\_\_ Return Event Donation 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

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

**Please return by February 15th**



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## MISSISSIPPI TRADE MART

### EXHIBITOR RULES

1. Staples, pins, nails, stickers, paint, masking tape and duct tape are **not** allowed on Mississippi Trade Mart 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 Mississippi Trade Mart Management.**
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 Mississippi Trade Mart 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. Mississippi Trade Mart 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. Mississippi Trade Mart 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 aisles.**
11. **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.**
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 15th 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**



**Spring Market** Promote Your Business  
of jackson

.....  
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. \$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. \_\_\_\_\_

**♥ Book and prepay your advertising space by February 15th to receive 25% off all ad space!** - Send artwork to [kristi@midsouthmediagroup.com](mailto:kristi@midsouthmediagroup.com)

**3. Spring Market “Official Show Guide” 8.5” x 11”**

Brochure available at door of show, mailed to past visitors of the show, and distributed throughout the city prior to the event.

Send hi-res photo and information to [kristi@midsouthmediagroup.com](mailto: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 February 15th**



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## MARKET MADNESS

New this year!  
MARKET MADNESS!

The first three hours of Spring Market, Friday 9 a.m. - 12 noon and the last three hours of Spring Market, 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 Market 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 February 15th**



## 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
<b>ITEM</b>					
<b>Business Cards</b> 16pt. UV coated					
4/1	\$50.00	\$75.00	\$106.00	\$200.00	call
4/4	\$50.00	\$75.00	\$106.00	\$200.00	call
Artwork-\$25 per business card					
<b>Post Cards</b> 16 pt. UV coated					
4x6 4/1	\$93.50	\$178.50	\$249.00	\$489.50	\$726.25
4x6 4/4	\$93.50	\$184.50	\$255.00	\$517.50	\$764.25
5x7 4/1	\$193.00	\$257.00	\$376.75	\$721.50	\$1050.00
5x7 4/4	\$193.00	\$261.00	\$414.75	\$769.50	\$1112.00
6x9 4/1	\$200.75	\$376.50	\$579.00	\$1061.75	\$1693.00
6x9 4/4	\$237.75	\$384.50	\$579.00	\$1107.75	\$1693.00
Artwork-\$75 per postcard					
<b>Flyers/Brochures-We will re-quote project, as paper prices fluctuate up &amp; down.</b>					
<b>100 lb Gloss Book UV coated</b> 8 1/2 x 11-4/4					
2pg. flyer	\$455.75	\$619.25	\$959.00	\$1850.00	\$2649.00
<b>100lb. Book</b> 8 1/2 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	\$4791.00	\$7535.25	\$10,000.00
Artwork-\$100 per page					

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**Allow 7-10 day delivery after proof approval.**  
**Pricing includes delivery.**

Price Sheet 1/11



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## Event Donation

Each vendor is required to participate in the silent auction and door prize. Please fill out and return to MidSouth Media Group by February 15th. **Donations should be brought to the show office during time of move-in by 2 p.m. Thursday.** Auction items should be valued at approximately \$100, door prizes valued at \$15 - \$25. Silent Auction is to benefit CARA Animal Shelter in Jackson, MS. The door prizes are used for various promotions.

Donor: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Silent Auction

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

Complete Description of Item: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Door Prize

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

Complete Description of Item: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



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**LABOR REQUEST**

In order to provide prompt and efficient processing of your labor requirements for the set up and dismantling of exhibits, it is urged that advance notice be provided on this form. Orders received at the show will be processed after advance orders in all cases.

Please indicate service desired. If procedure is not indicated, NO advance order will be assigned until exhibitor reports to Show Information Desk. Please read procedures carefully when ordering skilled labor for the installation and dismantling of your exhibit.

MidSouth Media Group will provide labor according to the following schedule:

**Labor to Set Up Display**

# of Men \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_  
Approximate Time Required to Set-up Display \_\_\_\_\_

**Labor to Dismantle Display**

# of Men \_\_\_\_\_ Date \_\_\_\_\_ Time \_\_\_\_\_  
Approximate Time Required to Dismantle Display \_\_\_\_\_

- A 10% Service Fee will apply if labor is ordered at the Service Desk or after the show.
- MidSouth Media Group will not assume responsibility for damages to the exhibitor's equipment by temporary or full-time employees.

**SUPERVISION**

- \*Proceed with installation at the earliest time.
- \*Exhibit will be installed on Straight Time Whenever possible  
\_\_\_\_\_ Set up (drawing & photos enclosed)  
\_\_\_\_\_ Set up (drawing & photos w/exhibit)
- \*Instructions should be provided. MidSouth Media Group personnel will supervise, but blue prints, directions, etc. will facilitate an economic and correct installation.
- \*A supervision charge of 30% will be added.

**LABOR REQUEST**

- \*No men will be dispatched directly to the booth.
- \*Exhibitor must come to the Show Information Desk to sign for the men required.
- \*Exhibitor agrees to return to the labor desk to check in labor at the completion of work each day.
- \*Note that start times other than 8:00 A.M. cannot be Guaranteed.
- \*Sun-Sat. 8:00 a.m.–8:00 p.m. is straight time.

LABOR RATES PER MAN, PER HOUR: STRAIGHT TIME: \$30.<sup>00</sup> per hour

MidSouth Media Group will accept VISA, MASTERCARD, CHECK or CASH for payment.

COMPANY NAME (PLEASE PRINT) \_\_\_\_\_ BOOTH NO. \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ (PLEASE PRINT) \_\_\_\_\_

ON-SITE REPRESENTATIVE (IF DIFFERENT FROM ABOVE) (PLEASE PRINT) \_\_\_\_\_

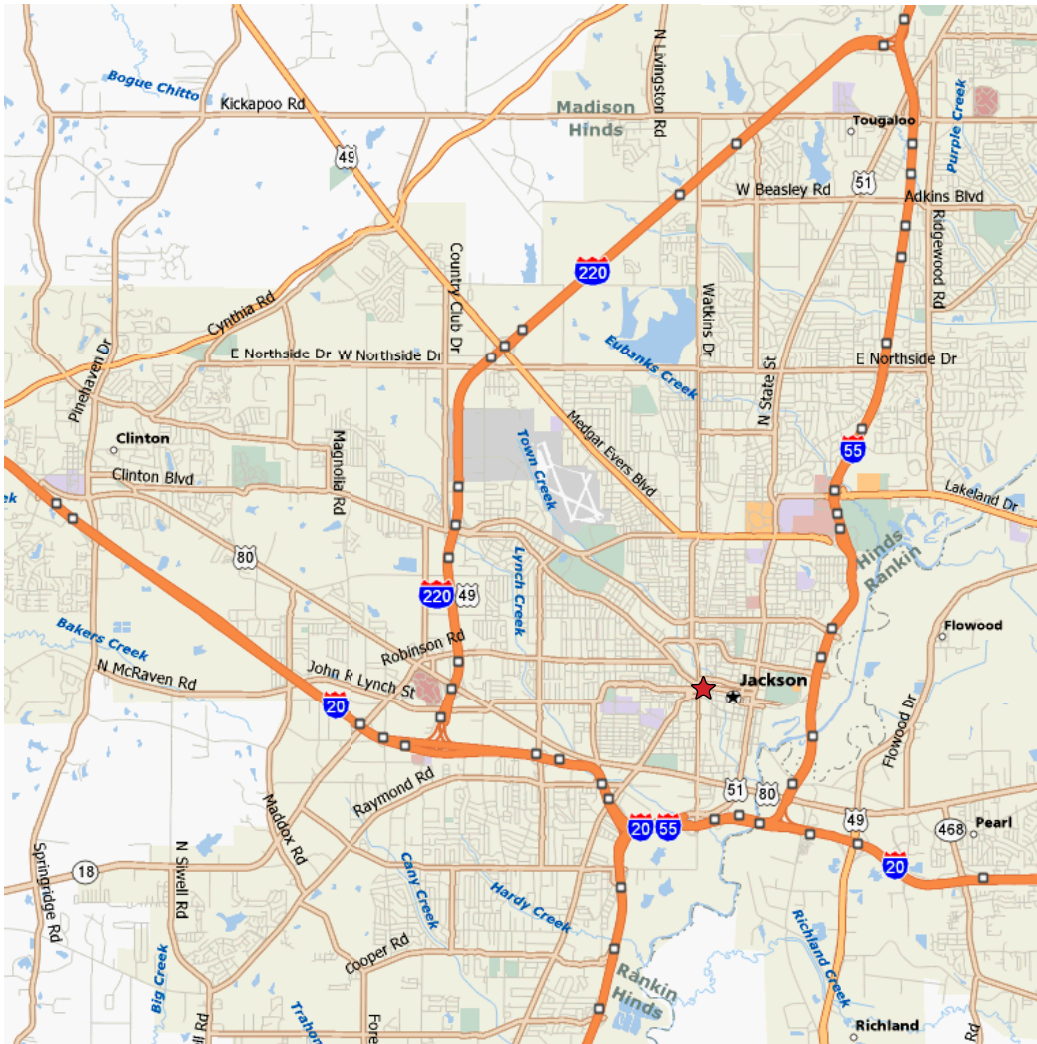
COMPANY ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COMPANY PHONE NUMBER ( \_\_\_\_ ) \_\_\_\_\_ FAX ( \_\_\_\_ ) \_\_\_\_\_

MAKE ALL CHECKS PAYABLE TO: MIDSOUTH MEDIA GROUP

# DIRECTIONS AND HOTEL INFORMATION

Mississippi Trade Mart - 1200 Mississippi Street - Jackson, MS 39202



## NEARBY HOTELS

- |   |                          |                    |
|---|--------------------------|--------------------|
| 1. America's Best                       | 5411 I-55 N              | Priti 601.899.9000 |
| 2. Best Western<br><b>(large rooms)</b> | 725 Larson St.           | Dave 601.969.6555  |
| 3. Courtyard by Marriott                | 6280 Ridgewood Court Dr. | Farah 601.956.9991 |
| 4. Regency Hotel                        | 400 Greymont Ave.        | Ruby 601.969.2141  |

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