

Hope you're
in the MOO-d



Attention: Blue Ribbon Contestants

It's Time Again for Exhibitors
to Compete
for Blue Ribbons for Best Booth Decorations
At The Norton Shows
November 12, 13 and 14, 2011.

We hope you are in the MOO-d and have decided on a theme and décor for your booth. And that you've been "Pumping Iron" and breathing pure Oxygen while preparing to win. Every year is too predictable. Yada! Yada! Yada! Mary Lou's Jewelry, Three Sisters Silver Wholesale Jewelry and Bear Necessities win every year. Where's your pride? Don't let these girls beat you! Give them some competition. Mary Lou, Beth and Renee plan their November decorations months in advance and KNOW they are going to win. You all are TOO EASY. GET WITH IT AND GIVE THESE THREE SANTA ELVES/INTERIOR DECORATORS, posing as exhibitors, SOME COMPETITION. GET BUSY! MAKE MY DAY! DECORATE! DECORATE! DECORATE! CHOOSE A THEME! IT'S HOLIDAY TIME! IT'S EASY!

Plan good buyer walk through/flow through your booth. Erect and decorate beautiful booths. Arrange attractively and competitively in order to entice buyers. Blue Ribbons will be awarded for the November 12, 13 and 14 wholesale market, so, be ready. The spirit of giving and BUYING is contagious and will keep us and our BUYERS in a good mood and we all will make lots of money. Many of you set beautiful booths, keeping in mind buyer convenience, ease of showing merchandising and storage. The safe flow of buyers and display are, of course, the ultimate concerns. We all are attracted to the most beautiful, fun booths. A messy, unattractive booth, I think, reflects oneself. If a booth is messy, crowded and difficult in which to maneuver, I, personally, walk on by. And, if a booth is unattractive, I think that person doesn't respect himself or me, his customer. Accordingly, let's decorate and give Mary Lou's Jewelry, Three Sisters Silver and Bear Necessities and several others a run for their Money! We, The Norton Shows staff, are busy planning decorations, displays, etc. to help you sell merchandise and to direct show traffic. We know that many of you are doing the same. Buyers have been alerted to visit your booths, pay attention to detail, look at the décor and report to us who is BEAUTIFUL, NAUGHTY OR NICE!

November is a fun month to decorate and encompasses many decorating possibilities. Thematic displays may include winter holidays, festivities, baskets of pine cones, icicles, nativity sets, snowmen, Thanksgiving, Christmas, etc. Gourmet food vendors have the added advantage of presenting and selling tantalizing ciders and holiday beverages to entice buyers. Floral exhibitors often add cinnamon to their flower presentations and gifts to attract buyers. The five senses are: Touch, Smell, Sight, Taste and Hearing. A clever Exhibitor will incorporate all those senses.

Exhibitors will be judged by the following parameters. 1. Booths which have safe, convenient, functional layouts and which are easily accessible to Buyers. 2. Booths which are neat, clean and organized. (All tables must be draped.) 3. Booths decorated and displayed with point-of-sale merchandise. 4. Booths with seasonal tie-in with merchandise. 5. Exhibitor courtesies

"First Place" Blue Ribbons will be awarded to Exhibitors representing twelve categories: Fine jewelry, fashion jewelry, fashion accessories, sterling silver, ladies', men's and children's apparel, gifts, beauty/spa, floral, gourmet and Most Unusual Display or twelve blue ribbons. And, ONE Grand Prize Will Be Awarded. A decision will be made Saturday around 6:00 pm closing and Ribbons awarded on Sunday morning, per Buyers Votes and Recommendations. Elvis and Santa and Ms. Claus may visit you!

Get in the MOO - d and Good Luck!

Tom, Linda and Nikke