

The Norton Shows: Members of Appalachian Bear Rescue. The Norton family, living and working within five minutes of park boundary, have always supported efforts to sustain the Great Smoky Mountains National Park, having grown up walking, swimming, hiking, riding horseback, picnicking, lying under the stars, studying the fabled wildlife and wildflowers and giving of our resources, relishing our ancestors' paths while enjoying our many pristine streams, woodlands and meadows and scaling Mt. Le Conte and many other well traversed trails. Tom and Linda still hike, swim and study/photograph wildflowers in their beloved Smokies and encourage all visitors to respect and protect the black bear, the white-tailed deer and all creatures of the forest and effort to keep our area free of debris. We welcome you to our world. Remember, the Great Smoky Mountains National Park belongs to all of us, to every American..

Theme: According to the Chinese Calendar, 2012 is the Year of the Dragon, a symbol of power and good fortune. Those born in the Year of the Dragon are confident, brave and fearless. The Norton Shows are celebrating twenty-five (25) years in promotions. We are pleased you have joined us. Happy New Year to All.



Attention VIP Exhibitors,

We look forward to having you with us March 3, 4 and 5, 2012. Our March show is always good and registers about 12,000 buyers as storeowners from all fifty (50) states attend, purchasing needed goods with which to stock and spruce shelves and racks, preparing for spring and summer tourists, and, always, tucking in a special gift for themselves. Be Kind to Oneself! A remarkable slogan. We Like It! The Smokies are preparing for spring and are beautiful. Trees are budding and wildflowers are peeping through the snow and mounds of leaves left from our previous fall and winter. Nevertheless, bring a jacket. It could be cool.

Now, let's get ready for The Norton Shows: Firstly, in order to apply for advantageous rates, please go to our website, www.nortonshows.com, access Exhibitor Page and download anything you may require: 2012 Contract, March Exhibitor Kit (We have a new display company, All Convention & EXPO SERVICES, Wes Mullins. Wes has been our decorator for many years under another company and you know him well), Electrical, Telephone and Internet, Market Guide-lines, Discount Motel/Hotel/Cabin/Chalet/RV Rates, No "Knock-Off" policy, etc. Please make sure your computer accepts mail from norton-shows@gmail.com as we will e-mail additional set-up info to you. Our recommendation: Decorate! Decorate! Decorate! It's Spring Time! Let's shake up the Gatlinburg Convention Center. We're posting new guidelines to website daily.

Secondly, to increase one's business, we recommend that you telephone or email your clients notifying them that you will be at The Norton Shows. While at The Norton Shows, collect business cards from buyers, perhaps have a drawing or special event/promotion/free shipping/10% discount. Make our VIP Buyers remember you. Make them return to your booth by whatever means possible. Get store names, location addresses and email addresses from clients. Very importantly: Place your

company name, address, telephone number and email address on all invoices. Storeowners phone or email our office after each show, trying to find you to reorder. And we can't always help them. How many exhibitors sell rhinestones? Vague descriptions of exhibitors and locations are not enough! Help YOU Help YOURSELF. Send thank you notes after each show and notifications of new merchandise. Perhaps, offer a show special, offer free shipping for one day, allow 5% or 10% off certain orders which qualify per your quantity dollar figures. Allow a token prize for anyone wearing RED. THINK OF NEW IDEAS! IF YOU DON'T YOUR COMPETITOR WILL! WORK SMART! GET SMART! LET'S ALL IMPROVE OUR PROFIT PICTURE!

Thirdly, let's expedite move-in and move-out: We recommend exhibitors transporting via 18 wheelers unload on Thursday, leaving Friday for smaller vehicles. Exhibitors located on Lower Level who have large amounts of merchandise may access truck ramp, entering Gatlinburg Convention Center, unload, and then remove vehicle to parking lot or motel immediately before setting up booths so others may enter truck ramp. Exhibitors located on Lower Level or Upper Level who have small amounts of merchandise may simply carry their goods in and out of building. Conversely, exhibitors on Lower Level or Upper Level, including Fine Jewelry, Fashion Jewelry, Apparel and Gift Exhibitors located close to Parkway Entrance, who do not want to use truck ramp, may park in front of Convention Center in round pull up area (Parkway), unload vehicle, dolly merchandise up wheelchair ramp, access building and either carry or dolly merchandise to booth. Additionally, exhibitors may park in front of GCC on Historic Nature Trail entrance, dolly to large freight elevator, descend to Lower Level, take merchandise to booth, immediately remove car from front of building and return to set up booth. If your merchandise and dolly are too large for ramp, you may enter or exit through last large pull up door, accessing truck drive through ramp at end of Gatlinburg Convention Center (Parkway). This is a great way to utilize building. Porters are available for your convenience. Please do tip these gentlemen. (If you don't they'll stop helping us. Think of your weary back.) You may use any entrance/exit you prefer. However, either of these recommendations will expedite move-in and move-out.. Security guards are present at all entrances. Tom does try to get the large 18 wheelers in and out first, if packed, to clear the truck ramp, making it easier for exhibitors driving vans, box trucks, cars and trailers. (Tom isn't playing FAVORITISM. HE'S WORKING SMART FOR YOU!) DURING MOVE-OUT, PLEASE DO NOT UNDER ANY CIRCUMSTANCE ATTEMPT TO QUEUE IF YOUR BOOTH IS NOT FULLY PACKED AND READY TO EXIT; ALSO, DO NOT QUEUE, LEAVING YOUR VEHICLE TO HAVE LUNCH, DINNER, ETC DURING MOVE-IN, MOVE-OUT. PLEASE LEAVE KEYS IN VEHICLE. Please ask Tom, Linda or Nikke should you have questions or concerns.

Thank you for your participation in The Norton Shows. We realize you have many markets from which to choose while promoting and seeking a marketplace for your goods. We appreciate the opportunity to work with you. We appreciate open, honest feedback and communication from our exhibitors. Please write, fax, telephone or e-mail with your comments. We will do every thing possible to earn your trust. March promises to be a good market; reserve booth space now. Remember last year, several exhibitors needed larger booths but could not expand as The Norton Shows were sold out. Plan ahead to avoid disappointment.

See you soon, **Tom, Linda and Nikke**