

# The Norton Shows

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**ALL EXHIBITORS MUST FIRST STOP AT REGISTRATION, PAY BOOTH FEES AND PICK UP BADGES FOR EMPLOYEES BEFORE UNLOADING AND SET-UP OF BOOTH. NO ONE WILL BE ALLOWED ON FLOOR WITHOUT BADGE.**

Welcome to The Norton Shows, March 3, 4 and 5, 2012 (Gatlinburg Apparel and Jewelry Market LLC and Norton's Gift and Variety Show LLC, Gatlinburg Convention Center) and to Gatlinburg, Tennessee, home of The Norton Shows and one of America's award winning favorite vacation destinations of eight to twelve million tourists annually. We extend to you a sincere, southern welcome. Get ready for a beautiful, fun weekend. Gatlinburg and her sister cities have won several awards this past year, Best Destination City, Best City of Visit, etc. And the Great Smoky Mountains always receive so many accolades and remain the most visited national park in America, doubling the number of visitors enjoyed by the Grand Canyon, accompanied by the highest dollars figures spent by tourists and the most successful businesses which sustain the tourist industry. A public relations firm, m after having studied our area, likens Sevier County, Gatlinburg, Pigeon Forge and Sevierville to a fantasy playground with a huge candy store complete with shops, entertainments, restaurants, hotels, motels and cabins/chalets, located at the foot of the Great Smoky Mountains National Park. The spokesperson made the observation that God had indeed been good to *us locals and business persons* as we live in a beautiful place. This research reiterates/underscores what The Norton Shows advertise and repeatedly state, namely, that our shows are indeed wonderful and conducted in a professional manner plus, VERY IMPORTANTLY, meets the need of our VIP BUYERS for a cash-and-carry market which allows them to be competitive in today's economy by saving monies, but that our accompanying niche for success is our location at the foot of the Smokies. Thousands and thousands of business people from all fifty states attend The Norton Shows, conducting their business, restocking their shops, ordering, planning while vacationing with their families, plus the plethora of businesses which sustain our tourist traffic also purchase from The Norton Shows. Com join us! Come see what all the "fuss is about"!

Weather during March should be nice, sunny but with a cool edge, as spring arrives in the Smokies. Always bring a jacket as nights will be a bit chilly. Mountain streams will be invitingly icy, perfect for memorable snapshots. The night skies are absolutely wonderful, for stargazers and lovers, especially if one is parked at Newfound Gap. We hope your experience at The Norton Shows is awesome and totally different from the norm. Nature and southern hospitality are at its best in our part of the world. Our recommendations: Begin each day watching the sunrise and then follow the sun's globe as it sinks into the mountains. Now is a lovely time to hike in the Smokies or to simply drive in the national park. Some spring foliage will be evident but the real show of Mother Nature arrives in April and coincides with wildflowers adorning the Smokies. Wildflower enthusiasts visit from all over the world to see and photograph the gorgeous trillium and other succulent gifts. Keep an attentive eye alert for raccoons, foxes, deer, elk and bears during the day and owls, hawks, coyotes and the very, very rare black panther, late at night when animals are at prey. Make time for a fabulous breakfast of eggs and heavenly, old world, European pancakes at the world famous Pancake Pantry, enjoy an "Ogle" dog from Parton's Deli, or, devour a slice of pizza from Gatlinburg's "Best Italian Café & Pizzeria". Oconaluftee, Cherokee's Indian Reservation, is twenty miles distant across the mountains. Spend an exhilarating evening with friends at Harrah's Casino! Gatlinburg, Pigeon Forge and Sevierville are brimming with country/western music theaters, shopping, comfortable motels/hotels/chalets/cabins, casual and fine dining, golfing facilities and entertainment. Visit Gatlinburg's Aquarium, voted number one aquarium in the United States. And, for those interested in historical tidbits, Sevier County is named for John Sevier, a Revolutionary War hero; Davy Crockett's home is just a few miles away as is Sam Houston's schoolhouse (Remember the Alamo!). Relax, mellow, cozy up, get comfortable in front of a roaring fire and allow oneself to be lulled to sleep. Walk along our thoroughfares and let your senses overload. Order a mountaineer's version of a huge steak or a crispy rainbow trout. We are so pleased you are joining us in Gatlinburg. Look around! See all the possibilities for creating a great marketplace. The Norton Shows are surrounded with multi-layered businesses whose owners are more than capable of working with you. We hope you have a *smooth* market, making new friends and opening new accounts, insuring reorders and residuals in the future. Are you drooling yet? Have you packed your bags? One more thing! Ladies! Should you need a pedicure or manicure, try BT Nails Salon & Spa in Pigeon Forge, 865-774-3300. Nikke and I love them! For Hair, call Bob and Fred, our go-to-guys, @272, 865-908-1818, 111 Sugar Foot Way, Pigeon Forge, Tennessee, winner of Best Hair Stylist in Sevier County for two years in a row!

1. Advertising: Gatlinburg Apparel and Jewelry Market, LLC and Norton's Gatlinburg Gift and Variety Show, LLC advertise in national publications such as *Gifts and Decorative Accessories*, *Gift Wear News*, *The Merchandiser*, etc. Our database changes daily, incorporating new storeowners and businesses/areas/cities/states. Additional advertising, pinpointing a radius of 400 to 800 miles of Gatlinburg, allows us to increase the number of storeowners and exhibitors. Advertising budget for the last several years average \$300,000.00 annually. In addition, The Norton Shows mail approximately 400,000 postcards first class to buyers and exhibitors and e-mail invitations to thousands annually. Our ratio of exhibitor to buyer is wonderful, perhaps, the best in the wholesale show industry. A five (stores) to one (exhibitors) ratio is not uncommon.

2. Market Hours: March 3, 4 and 5, 2012: Saturday, 9:00 am to 6:00 pm; Sunday, 9:00 am to 6:00 pm and Monday, 9:00 am to 4:00 pm.

3. Move-In: Gatlinburg Convention Center, 234 Historic Nature Trail Road - Airport Road, Gatlinburg, Tn. 37738, March 1, Thursday, 10:00 am to 5:00 pm. Exhibitors who Register before 5:00 pm may work until 8:00 pm. Great for Exhibitors who have several booths, large trucks, etc. or need extra set-up time. Set-up also on March 2, Friday, 9:00 am - 11:59pm. Exhibitor Badges and "Paid in Full" certificates. Exhibitors may then queue, enter truck/van/car line, unload and then remove vehicle to parking lot or your motel. Please alert Tom if you have tractor trailer, large trucks and vans as he will schedule you for arrival in order to stagger and expedite move-in. Your booth location will also indicate your convenient move-in and move-out door. Exhibitors may also park in adjacent parking lot and dolly merchandise to their booths. PLEASE BRING YOUR OWN DOLLY. Exhibitors who have not paid balance of booth fees will be removed from line and sent to registration to pay booth fees and to obtain exhibitor badges. THESE GUIDELINES WILL HELP SPEED UP MOVE-IN FOR EVERYONE. Again, EXHIBITORS MAY ENTER DRIVE-THROUGH DOCK AND UNLOAD OR, IF ONE HAS SMALL AMOUNT OF MERCHANDISE, UNLOAD IN FRONT OF CENTER OR ACROSS STREET IN PARKING LOT AND HAND-CARRY THEIR MERCHANDISE IN. FINE JEWELRY EXHIBITORS MAY UNLOAD IN FRONT OF CONVENTION CENTER AND USE ELEVATORS TO CONVENTION FLOOR. We will send further instructions prior to show set-up.

4. Final Set-up of Booths: Booth should be entirely set-up before Saturday, March 3, 8:00 am and all boxes removed or stored. Nevertheless, exhibitors may tweak booths, entering GCC, Saturday, morning of show, 8:00 am. Please have extra merchandise tucked away, boxes draped and debris removed by 8:45 am as GAJM and NGGVS will open promptly Saturday, 9:00 am. Please do not dump garbage on carpet. Please use provided waste receptacle. During show, please do not discard empty boxes in aisle way. Please deposit wastes on dock area. Please drape all tables. Merchandise stored under tables must be draped. The Norton Shows will direct display company to drape any undraped tables at exhibitors' cost of \$25.00 per table. Please do not display boxes on or under tables

with price signs. All tables are to be draped from top of table to floor level. Please insure that booths are set up professionally, no price signs and are neat in appearance. The Norton Shows are decorated beautifully and will not allow exhibitors to “just throw merchandise/boxes in booth”. Plan to store boxes/stock neatly under tables or in your vehicle. No boxes allowed in aisles, uncovered, etc. Please do not throw papers on floor during show. Use garbage receptacle. Buyers and fellow Exhibitors (Perhaps Even You) may slip and fall on plastic bags/ paper/containers and be injured. Not a good scenario.

5. Move-Out: Packing and loading may begin at close of show March 5, Monday, 4:00 pm, not one minute earlier. The Norton Shows hours are advertised as open until Monday, 4:00 pm. Buyers allocate their time accordingly. It's worth noting many exhibitors do huge volume business on the last day as local store-owners walk the show, making deals and buying entire booths. It doesn't make sense to pack early, lose important sales and ultimately undermine your profit. Early-to-Go Packers only hurt themselves. **NO ONE MAY PACK EARLY, EXCEPT THOSE WHO MAY HAVE AN EMERGENCY SITUATION.**

6. Standard booths are 10' x 10'. All booths are taped. Please do not extend beyond taped border and booth size. Please do not allow any portion of booth or display to exceed or to set on red tape markings on floor. Booths which extend beyond taped border will be moved per Gatlinburg Fire Department and Gatlinburg Convention Center safety guidelines. Should you need extra space, please contact Tom, Linda or Nikke. In the event the booth beside you is not occupied when you arrive, please do not move into or encroach on space. In the event, a booth *may* be vacant due to cancellation, exhibitors who move into space or encroach will be charged full price for additional space. Please ask the Nortons to measure your booth if you think you have been shorted or if fellow exhibitor has encroached. Exhibitors may have either 3' or 8' sidedrapes at no extra charge. All booths are set with 3' sidedrapes for convenience, conformity and to avoid blocking neighbor. However, if one wants a 8' sidedrape, please contact The Norton Shows and All Convention & EXPO SERVICES, Office Telephone, 865-251-6016 or Wesley Mullin's Cell 865-740-3710 in advance of show and there will be no charge. Should you want crossbars or extra poles, please contact Shepard Display Company in advance or on showsite as a charge is entailed. Please order showcases (5' and 6' available) in advance to obtain correct size. Showcases may not extend beyond booth. Do not exceed 8' booth height with signs or displays. Do not allow grids, signs or displays to extend into aisle space or in front of exit doors. Please do not post price signs of any kind in booth. Do not post handmade, handlettered promotional cardboard signs. Professionally lettered signs are fine but no prices please. Please drape all tables and cover storage boxes. Please note booth package included in booth fee: 8' backdrape, 3' or 8' sidedrapes, unlimited undraped tables, one 6' undraped riser, two chairs, one garbage can and booth identification sign. We recommend you place orders well in advance to obtain discount prices for any extra equipment you may require per exhibitor kit. Please go to website, [www.nortonshows.com](http://www.nortonshows.com) and download Exhibitor Kit, Market Guidelines, Electrical, Telephone, Discount Motel/Hotel Listing, etc. Equipment ordered on showsite will cost considerably more. Tables and risers are not furnished to exhibitors with clipboard/postage stamp booth spaces. The Norton Shows are not unionized so exhibitors may load and unload themselves without incurring additional charges. However, if you want help unloading, contact All Convention & EXPO SERVICE, Wesley Mullins, and they will furnish help at a fee or the Nortons will have porters available and one may pay them for their services directly. Please use SHURTAPE provided free by Wes. Following these guidelines will insure our safety and present a professional, tailored booth. Remember, the best-looking mouse trap catches the most mice!

7. Please secure personal belongings and attend to booth at all times. Do not enter fellow exhibitors' booth uninvited or if unoccupied. Please do not approach or solicit buyers in aisles or in your neighbors' booths. Do not call out to passing buyers or “bark”, advertising/quoting discount prices, etc. or ask buyers to stop by your booth. We prefer that children not be brought to market by exhibitors. However, if necessary, children must remain with parent at all times and be supervised by parents or guardians. Do not allow children to enter fellow exhibitors' booths or roam the center. Please remove babies who cry or children who create a disturbance. Please do not invite buyers to visit market during set-up hours. display staff, fellow exhibitors and we, the promoters, will be busy setting up displays in order to be ready for buyers on Saturday. Workers are busy, exhibitors are busy, we all are busy carrying, transporting pipe and drape, boxes, etc., therefore, unauthorized persons on the floor pose a danger to others and invites theft. Any unauthorized person on floor during set-up will be removed. Please do not invite waitresses, waiters, tourists, motel employees, friends, etc. to market as your guests or under the guise of working in your booth. They are not legitimate buyers and we and legitimate storeowners do not want them in our show. Alcohol use during market hours is not permitted. Please be considerate of fellow Exhibitors and Buyers. **UNDER NO CIRCUMSTANCE BE RUDE TO BUYERS OR FELLOW EXHIBITORS. THERE IS NO EXCUSE FOR BAD BEHAVIOUR.** Exhibitors who are rude or use profanity will not be invited to return. Pets are not allowed on show premises. Please see that buyers have receipts, etc. Buyers may load large amounts of merchandise at convention center loading dock. Alert show management of needs. Exhibitors, please do not bring illegal/knock-off goods to The Norton Shows. The Norton Shows are not responsible for exhibitors' actions and will not cover for you to authorities. We repetitively refuse to sell booths to exhibitors who sell knock-off goods. Should you have radio/CD/stereo, etc. during set-up, please be considerate of your neighbors when considering volume/noise.

8. The Norton Shows are WHOLESALE only, immediate delivery and cash-and-carry. Accordingly, DO NOT CHARGE BUYERS TAX OR TRY TO SELL MERCHANDISE AT RETAIL PRICES. Doing so will insure immediate removal. We reiterate: The Norton Shows are wholesale only, writing orders and Cash-and-Carry. Cash-and-Carry does not mean “retail”. If you want to sell retail, please do us all a favor and go to another show. Also, please make note of this info. Do not come to market and tell us you did not realize The Norton Shows are Cash-and-Carry. We expend several thousands of dollars each show for security to prevent people without badges from entering and expend much, much more for computers and staff in order to obtain and examine business licenses, driver's license, business identification, etc. to insure the legitimacy of storeowners and wholesale buyers in order to preserve The Norton Shows' wholesale status.

9. Armed 24-Hour Security is provided during set-up and show hours. Complimentary Lock-up vault available for fine jewelry, furs and leather. Please remove all secured items from security Saturday, Sunday and Monday, before 8:45 am.

10. All packages, UPS, Federal Express, etc. received during show hours may be sent to you addressed to Gatlinburg Convention Center, 234 Historic Nature Trail Road, Gatlinburg, TN 37738 with your company name and booth number on package. **DO NOT MAIL PACKAGES COD UNLESS YOU PLAN TO BE PRESENT TO ACCEPT. THE NORTON SHOWS WILL NOT ACCEPT COD.** At close of show, please alert Show Office if you are shipping by UPS, Fed Express, freight/trucking company or by All Convention & EXPO SERVICES. Please address/label packages to whom they are going. Please phone UPS, Fed Express or carrier of your choice and make plans for your packages to be picked up at end of show, MONDAY, 4:00 pm. Please furnish account number, weight, number of packages and check to cover shipping fees if necessary. Please bring UPS packages to show office for safekeeping. A UPS representative will pick up packages at end of show. Exhibitors may direct All Convention & EXPO SERVICES to handle truck drayage. Please direct inquires to Wes. No packages may be left at Gatlinburg Convention Center at end of The Norton Shows and all merchandise must be removed from convention floor before 11:59 pm. The Norton Shows' staff are not responsible for freight. **ALL MERCHANDISE AND ALL EXHIBITORS MUST BE OUT OF BUILDING AT 12:00 MIDNIGHT, MONDAY (NO EXCEPTIONS).**

11. In case of medical emergency, one may call 911 or proceed to Le Conte Medical Center, 742 Middle Creek Road, Sevierville, Tennessee 37862, 865-446-7000. Le Conte Medical Center is open 24 hours and is located approximately 13 miles from Gatlinburg. Please do not forget medicine, keys, etc. at end of day. Due to security precautions, no one will be able to access Gatlinburg Convention Center after 6:00 pm daily. Please note: Gatlinburg Convention Center is a smoke-free building per regulation of the city of Gatlinburg and state of Tennessee. Smoking will not be tolerated inside the building. Do not prop doors open to facilitate smoking. Do not prop doors open. Open doors invite theft and constitute a threat to security and buyer/exhibitor safety. **WE WELCOME YOU AND WE THANK YOU! Tom, Linda and Nikke**