

The Norton Shows

P.O. Box 265 · Gatlinburg, Tennessee 37738 · (865)436-6151/6158 · Fax (865)436-6152 · nortonshows@gmail.com · www.nortonshows.com



CONFIRMATION OF ADVANCE DEPOSIT

EXHIBITOR _____ Name of Business _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____ Telephone _____
 Fax _____ E-Mail _____ Website: _____

Deposit of \$500.00 required for each 10' x 10' space. Please make checks payable to Gatlinburg Apparel and Jewelry Market LLC (GAJM) if Exhibitor carries apparel, fashion jewelry and accessories or fine jewelry. If Exhibitor carries gifts, please make check payable to Norton's Gatlinburg Gift and Variety Show LLC (NGGVS). Deposit/Booth Fee not refundable upon cancellation. Balance of Booth Fee not received 30 days before scheduled Market Date may constitute cancellation. Booth Fee paid within 3 weeks prior to Market Date must be Cashier Check (Payable to Tom Norton) or Cash. \$25.00 Fee will be charged for each Returned Check. No Refund/Roll Over of Deposit/Booth Fee. Sorry, No Credit Cards. No Unlicensed Products. All Corner Booths entail a \$100.00 fee. The Norton Shows are Wholesale, Writing Orders, Immediate Delivery and Cash-and-Carry. Open Only to The Trade.

March 3, 4 and 5, 2012
 SATURDAY, SUNDAY AND MONDAY
 Gatlinburg Convention Center

June 2, 3 and 4, 2012
 SATURDAY, SUNDAY AND MONDAY
 Gatlinburg Convention Center

Booth Space Reserved _____
 Booth Fee _____
 Corner Booth _____
 Total Booth Cost _____
 Advance Deposit Paid _____
 Balance Due 2/3/12 _____

Booth Space Reserved _____
 Booth Fee _____
 Corner Booth _____
 Total Booth Cost _____
 Advance Deposit Paid _____
 Balance Due 5/2/12 _____

September 8, 9 and 10, 2012
 SATURDAY, SUNDAY AND MONDAY
 Gatlinburg Convention Center

November 17, 18 and 19, 2012
 SATURDAY, SUNDAY AND MONDAY
 Gatlinburg Convention Center

Booth Space Reserved _____
 Booth Fee _____
 Corner Booth _____
 Total Booth Cost _____
 Advance Deposit Paid _____
 Balance Due 8/8/12 _____

Booth Space Reserved _____
 Booth Fee _____
 Corner Booth _____
 Total Booth Cost _____
 Advance Deposit Paid _____
 Balance Due 10/17/12 _____

No Refund/Roll Over of Deposit/Booth Fee. All Booth Fees must be paid in entirety before setting up Booth. Registration personnel will issue "Paid in Full" Certificate to allow pass-through security to Convention Center Floor. No Unlicensed products allowed. I understand GAJM/NGGVS do not permit subletting of Booth Space and that two Exhibitors cannot share same Booth. No reduction of booth space 30 days prior to showdate. I understand that if I contract for Booth(s), pay deposit for said Booth(s) for a particular GAJM/NGGVS and do not cancel or notify promoter of my intention to cancel prior to 3 weeks before showdate, alerting promoter and allowing opportunity to resell Booth and recover loss, I am liable for any and all balance due on Booth and will remit balance immediately/and/or any balance I have toward future TNS/GAJM/NGGVS will be forfeited/applied to any outstanding balance. I understand that I am liable should GAJM/NGGVS pursue Exhibitor for collection of returned checks, uncollected Booth Fees, stopped payments, etc. and that such action will occur in Sevier County, Tn. I fully understand GAJM/NGGVS has the right to relocate Exhibitor's Booth Space or to cancel Exhibitor's Booth Space, without recompense, should management deem action to be within best interest of show or if Exhibitor does not follow show guidelines or constitutes a disturbance while under contract to The Norton Shows during set-up/show hours/etc. I understand GAJM/NGGVS has the right/discretion to refuse/reject/remove Exhibitor's merchandise GAJM/NGGVS deems unacceptable/distasteful/questionable/obscene/pornographic/illegal without recompense to Exhibitor. I understand that The Norton Shows, GAJM/NGGVS, the City of Gatlinburg and/or the Gatlinburg Convention Center are not responsible and will not be held responsible for any miscommunications and/or loss of freight and related freight/show/revenue costs which may occur enroute to TNS or returning from TNS. I understand that breakdown of Booth before 4:00 pm on the last day of show is prohibited. All Booths must remain intact until 4:00 pm. I understand GAJM/NGGVS guidelines and will comply accordingly. No photographs. I also fully understand that The Norton Shows are Wholesale, Orders, Immediate Delivery and Cash-and-Carry. Thank you for participating in GAJM/NGGVS. Please do not hesitate to call should you require assistance.

Exhibitor's Name (Print) _____ Date _____
 Exhibitor's Name (Signature) _____ Date _____

EXHIBITORS
MUST WEAR
BADGES AT
ALL TIMES.

Welcome to The Norton Shows, March 3, 4 and 5, 2012

Owned and operated by Tom and Linda Norton and Nikke Norton. The Norton Shows, celebrating 25 years of promotions, are one of the most successful, productive, exciting markets in the United States. If we can help make your market and stay more successful and pleasant, please do not hesitate to contact us.

LOCATION: Gatlinburg Convention Center, 234 Historic Nature Trail Road, Gatlinburg, Tennessee 37738

SHOW HOURS: March 3, 4 and 5, 2012, Saturday, 9:00 am - 6:00 pm; Sunday, 9:00 am - 6:00 pm; Monday, 9:00 am - 4:00 pm.



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 25 years of show promotions. March 3, 4 and 5 actually marks the beginning of The Norton Shows. We'll celebrate March, June, September and November. We are so glad you will be with us. Happy New Year to all.

Norton's Gatlinburg Apparel, Jewelry and Gift Market's November show will mark our 95nd Wholesale, Cash-and-Carry Promotion!

The Norton Shows Have It All! Beauty, Brains, Bucks, Bankable, Business and Buyers! Other Markets Talk About Fabulous Business! The Norton Shows Deliver!

The Norton Shows Put Cash Back Into Profits! You Can Take It To The Bank!

Note: All Exhibitors must have a "Paid in Full" certificate for booth space and exhibitor badges before being allowed to queue and enter the Gatlinburg Convention Center loading/unloading/dock area. No Exceptions. Accordingly, please remit balance in advance of arrival so that we forward a "Paid in Full" certificate. You may remit personal or company check 3 weeks prior to show; after that time period, only cashier check (made payable to Tom Norton) or cash will be accepted. Sorry, no credit cards. Should you book late and are paying booth fee upon arrival with cashiers check or cash, you may park vehicle in adjacent parking lot, ENTER REGISTRATION AREA AT FRONT OF CENTER, pay booth fee, obtain exhibitor badges and a "Paid in Full" certificate and then proceed to queue. If you are transporting merchandise via tractor trailer, large truck or van, please contact Tom Norton, 865-436-6151, as Tom will stagger arrival and unloading of the larger vehicles. Booth location will determine the most convenient entry for exhibitors to use in order to speed up move-in and move-out. You may also park vehicle and dolly freight directly into center through side door, utilizing elevators if need be. Porters, working for tips, will be available to help you unload. BRING YOUR OWN DOLLY.

1. NOTE: Exhibitors may not sublet Booths. Two Exhibitors may not share the same booth. NAJGM has the right/discretion to reject/remove Exhibitor's Merchandise which NAJGM finds illegal/questionable/distasteful/pornographic/obscene without compensation to Exhibitor.

2. CHECK-IN/SET-UP: March 1, Thursday, 10:00 am - 5:00 pm and March 2, Friday, 9:00 am - 11:59 pm. We suggest you arrive early Thursday or Friday in order to get a timely start, complete paperwork, pick up badges, etc. Upon arrival at the Gatlinburg Convention Center for Set-Up, please present "Paid in Full" Certificate to Security so that one may get in line to enter the Gatlinburg Convention Center, unload and set-up booth. Please unload as quickly as possible (do not set-up booths while unloading) and then move vehicle to parking lot across the street/motel so that other exhibitors may also unload quickly. Proceed to All Convention & EXPO SERVICES for display needs and to Gatlinburg Convention Center Service for electricity/telephone/wireless. Booths must be set-up, all stock unpacked, boxes and debris removed Friday, 11:59 pm. Exhibitors may enter Gatlinburg Convention Center, March 3, Saturday, 8:00 am for last minute tweaking but not to unload stock. Booths must be ready to open, boxes, etc., stored out of sight, Saturday, 8:45 am.

3. DISPLAY SERVICES: All Convention & EXPO SERVICES, Attn: Owner, Wesley Mullins, 701 Henley Street, Knoxville, TN 37902; Office Telephone, 865-251-6016; FAX, 865-251-6088; Cell, 865-740-3710; Website, www.acesknox.com. Place orders early with All Convention & EXPO SERVICES for 5' or 6' showcases, peg boards, drayage, lighting, etc. per Exhibitor Kit. Info/Forms Available, www.nortonshows.com.

4. ELECTRICAL/TELEPHONE/WIRELESS/INTERNET SERVICE: Contact Gatlinburg Convention Center, 234 Historic Nature Trail Road, Gatlinburg, Tn. 37738. All orders Must Be Received by Mail (303 Reagan Drive, Gatlinburg, Tn. 37738) or Fax: 865-436-3704; Electrical ADVANCE: \$80.00; TELEPHONE ADVANCE: \$60.00; WIRELESS/INTERNET ADVANCE: \$25.00. Please call and order Services two weeks in advance for special rate. No Telephone Orders Accepted.

5. BOOTHS: Please stay within Booth Size Limits. Do not allow any portion of booth to exceed or to sit on red tape markings on floor. Stay within curtained area. Do not infringe on your neighbor. Do not display on wall across from your booth or in front of your booth. Do not extend display into aisle with hanging racks, etc. Do not display SIGNS OR MERCHANDISE above the 8' drape. NO HANDPRINTED SIGNS ON CARDBOARD. NO PRICE SIGNS. Exhibitors will be removed from/charged/assessed for extra space used. Please bring personal dolly to expedite. Unsure of Space/Location? Call Tom, Linda or Nikke Before Set-Up.

6. SECURITY: LOCKUP VAULT AND 24-HOUR ARMED GUARD FOR FINE JEWELRY, FURS AND LEATHER THROUGHOUT MARKET COMPLIMENTARY. Please check out of security prior to 8:00 am daily. For information on Brinks Security Delivery, call Brinks Show Division (New York) 800-321-4484 or 212-869-7720 or Chicago 800-232-3149 or 312-759-2723. Check with Federal Express for Rates.

7. FREIGHT: Packages may be shipped to the Gatlinburg Convention Center, 234 Historic Nature Trail Road, Gatlinburg, TN 37738 to arrive ONLY on Thursday or Friday, prior to show dates; if delivered earlier, shipment will be refused. We recommend consigning packages to All Convention & EXPO SERVICES, who will accept delivery of your merchandise, safeguard and deliver to your booth for a small fee. Neither The Norton Shows/NAJGM nor the City of Gatlinburg are responsible for freight, miscommunications or any associated loss. Please call us for further details, 865-436-6151/6158.

AIRPORT LOCAL TRANSPORTATION: Knoxville Airport, (TYS) McGhee-Tyson, 60 minute auto drive to Gatlinburg and about 45 minutes to Sevierville. Please allow extra thirty minutes or more for traffic.

LOCAL TRANSPORTATION: Alamo Rent-A-Car, Budget, Hertz, Avis Available. Rocky Top Tours, John Clabough, 877-315-8687. Taxi Services (Sevierville): Allright Taxi/Sedans/Limos, 24 Hour Service to Knoxville Airport, Affordable, 865-429-3531. Connections Transportations, Airport Service, Reservations Accepted, (865-980-3384, 800-TAXICAB, Very Nice, \$60.00 - \$80.00. Overland Transportation: Mini-Vans, 865-970-4545, to/from Airport or Gatlinburg, FLAT RATE, \$85.00, 1 to 2 people, \$5.00 each additional person. (INFO DOES CHANGE; PLEASE CALL TO CONFIRM.)

DISCOUNT OR RECOMMENDED MOTELS, HOTELS, CABINS OR CHALETs in SEVIERVILLE, PIGEON FORGE and GATLINBURG. Be sure to mention The Norton Shows when you make your reservations as discounts may apply. (Please call us for further information, 865-436-6151/6158, or visit our website, www.nortonshows.com) for motels/hotels/cabins throughout city.

GATLINBURG/PIGEON FORGE/SEVIERVILLE MOTELS/HOTELS/CABINS/ CAMPGROUNDS: (Code AS means Across Street from Convention Center)

Aunt B's Cabin, 800-223-6264, Parkway, \$60.00 - \$110.00

Bearskin Lodge, 865-430-4330, River Road, \$83.33 & Up

Brookside Resort, Hwy. 321E, 800-251-9597, Completely Refurbished, Private, Trailer Parking, CLOSED UNTIL MAY

Clarion Inn, 865-436-5656, Parkway, \$92.00 + \$10.00 PER NIGHT

Eastside Motel, 865-436-7569/4696, Spruce Lane, \$45.00 & Up

Edgewater Hotel, 865-277-0159, River Road, \$79.00

Family Inn Suites, 865-436-3300, 800-251-9752, River Road, \$49.77 & Up

Glenstone Lodge, 865-436-9361, Historic Nature Trail Road, \$69.00

Gillette Motel, 865-436-5601, Historic Nature Trail Road, AS, \$75.00 & Up

Hilton Garden Inn, 865-436-0048, River Road, \$69.00 & Up

Le Conte View Motor Lodge, 865-436-5032, 800-842-5767, Parkway, AS, \$60.99 & Up

Microtel Inn & Suites, 865-436-0107, 800-771-7171, Historic Nature Trail Road, AS, \$59.95 - \$79.95

Midtown Lodge, SORRY, WITH REGRETS, CLOSED FOREVER

Mountain Heritage Inn, 865-436-3474, 800-343-7953, River Road, \$49.95 & Up

Mountain Laurel Chalets, 865-436-5277, 800-626-3431, Chalets, One - Twelve

Bdr, \$100.00 - \$1000.00, 10% Discount, A Favorite of Linda and Tom

Old Creek Lodge, 865-430-7200, River Road, \$60.00 & Up (former Fairfield)

Park Vista Hotel, DoubleTree, 865-436-9211, Cherokee Orchard Road, Completely Refurbished, Trolley/Shuttle to TNS, \$99.00 & Up, Call Jennifer Brown

Reagan Resort Inn, 865-436-5607, Several Properties, Parkway, \$69.00 & Up

Red Roof Inn, 865-436-7813, Ownby Street, Call for Rate

River Edge Mountain Lodge, 865-436-9292, 800-544-2764, \$70.00 and up

River House At The Park, 865-436-2070, Ski Mountain Road, \$47.00 and Up

Rocky Top Motel, 865-436-7826, Historic Nature Trail Road, AS, \$51.00 & Up

(Deceased owners wrote the song, "Rocky Top", Proprietors are Children.)

Royal Townhouse, 865-436-5818, Parkway, AS, \$59.99

Sidney James Mountain Lodge, 865-436-7851, 800-251-9404, Historic Nature Trail Road, \$69.00

The Four Sisters Inn, 865-430-8411, Stuart Lane, 2 blocks from GCC, 20% Discount, Ask for Jackie

Twin Creek RV Resort, 800-252-8077, Hwy 321E, Trailers, \$45.00 and Up

Please Identify Yourself As Member of The Norton Shows for Discount Rates.