

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 (Gatlinburg Apparel and Jewelry Market LLC and Norton's Gift and Variety Show LLC), and to Gatlinburg, Tennessee, September 11, 12 and 13, 2010, home of The Norton Shows and one of America's award winning favorite vacation destinations of eight to twelve million tourists annually. Our September and November 2010 markets will be held at the Gatlinburg Convention Center, Gatlinburg, Tennessee as will future markets. We extend to you a sincere, warm, southern welcome. Get ready for a beautiful weekend and tons of fun. Fall is descending on the Smokies. Days are shorter but can be warm, hot or cool. Always bring a sweater. Mountain streams and swimming pools still beckon, especially after an invigorating hike in the Smokies. The night skies are absolutely wonderful, perfect for stargazers, 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 following the sun's globe as it sinks into the mountains. Now is a lovely time to hike in the Smokies or to simply drive around in the national park, watching autumn unfold. Keep an attentive eye alert for raccoons, foxes, deer, elk and bears during the day and owls, hawks and the very, very rare black panther, late at night when animals are at prey. We hope you can take a few days to 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. The Penguins have arrived in Gatlinburg! And, for those interested in historical sites, Davy Crockett's home is just a few miles away as is Sam Houston's schoolhouse. Kick up the air conditioning and relax beside a roaring fire. Relax, mellow, get comfortable 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 profits 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!

WELCOME TO THE NORTON SHOWS! CASH-AND-CARRY! WHEN YOU NEED IT MOST!

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*, 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 2009 averaged \$290,000.00. In addition, The Norton Shows mail 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: **September 11, 12 and 13, 2010: Saturday and 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, September 9, 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 setup time); September 10, Friday, 8:00 am to 8:00 pm. Exhibitors who register before 8:00 pm may stay until midnight. Please arrive promptly at 8:00 am to allow enough time for set-up as all exhibitors must exit building at midnight. No exceptions. Please check in at registration upon arrival to clarify any balances due and to obtain 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. **A NEW 300 CAR CAPACITY PARKING LOT IS BEING BUILT BESIDE CONVENTION CENTER. HURRAH! 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 UNLOAD IN FRONT OF CENTER OR ACROSS STREET IN PARKING LOT. FINE JEWELRY EXHIBITORS MAY UNLOAD IN FRONT OF CONVENTION CENTER AND USE ELEVATORS TO CONVENTION FLOOR.**

4. Final Set-up of Booths: Booth should be entirely set-up before Saturday am and all boxes removed or stored. Nevertheless, exhibitors may tweak booths, entering GCC, Saturday, morning of show, 7:00 am. Please have extra merchandise tucked away, boxes draped and debris removed by **8:30 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 aisleway. Please deposit wastes on dock area. Please drape all tables. 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 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.

2010 Remaining Dates: September 11, 12, and 13 and November 13, 14, and 15.

TNS have "returned home to Gatlinburg" as a result of overwhelming requests by exhibitors and buyers.

All shows will be Saturday, Sunday and Monday, 9:00 am to 6:00 pm and close on Monday at 4:00 pm.

THOUGHT: Gatlinburg, the destination of more than 9 million tourists annually...WHY NOT?

5. **Move-Out:** Packing and loading may begin at close of show September 13, Monday, 4:00 pm. 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 storeowners 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. Remember, some exhibitors will not set their booths on Saturday or Sunday due to religious beliefs. 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 Shepard Display Company in advance of show and there will be no charge. Should you want crossbars or extra poles, however, 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' backdrap, 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 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 Shepard 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 Shepards. 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. Shepard 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 poses 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 circumstances be rude to Buyers or fellow Exhibitors. 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 by 8:45 am each day.
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 Shepard. 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. A UPS representative will pick up packages at end of show. Exhibitors may direct Shepard Display Company to handle drayage. Please direct inquires to Shepard. 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.
12. 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 for any reason. Open doors invite theft and constitute a threat to security and buyer/exhibitor safety. Floor plan and booths have been approved by Gatlinburg Convention Center and Fire Marshall and **NO CHANGES MAY BE MADE.** Accordingly, please do not extend beyond booth size or into aisle.