

The Norton Shows

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Dear Exhibitor,

Just a note about booth locations and fellow exhibitors who carry same/similar merchandise. The Norton Shows attempt to prevent exhibitors from “over-lapping”, carrying the same merchandise. For example, we try to separate/spread exhibitors who carry purses, ladies’ handbags; inexpensive, competitively-priced fashion jewelry; fashion jewelry/accessory exhibitors; fine jewelry/diamond dealers; jewelry cleaners; leather and fur representatives; ladies’ apparel; candles; framed art; bath oils, fragrances; gourmet food; etc. Of course, we maintain separate areas for apparel and fashion jewelry/accessories, fine jewelry and gifts while at the same time, avoiding placing direct competitors side-by-side. You get the picture.

Ladies’ handbags and competitively priced fashion jewelry require some realignment. At a previous show, two long-standing exhibitors pointed out that they were directly across from and/or surrounded by exhibitors carrying almost the same merchandise. We were taken aback as one exhibitor had the same neighbor at the prior show. His neighbors were the same, but they had changed merchandise. The neighboring exhibitor had displayed fashion jewelry but had changed to ladies’ handbags. In another case, we moved an exhibitor so that he could purchase additional space and, unwittingly, placed him close to an exhibitor who has maintained his location in Gatlinburg for many years. This is not fair, nor good business. Our error.

Of course, we do not care if exhibitors change merchandise but we ask that you notify us in advance so that we can *separate* exhibitors who carry “like” merchandise and place you favorably *if possible*. All shows must deal with this problem; many shows have become “purse” shows, with exhibitors carrying ladies’ handbags lined up in one area. Horrible! This is not good business for anyone. We attempt to allocate, for example, one handbag exhibitor to each tier/aisle so that The Norton Shows will be *aesthetically* pleasing and to help all exhibitors get their fair “piece of the pie”. *We cannot always do this but we do try*. Sometimes exhibitors change their merchandise and we do not know what the exhibitor will be bringing to the next show. And, of course, we simply will not move exhibitors of longstanding locations and/or other categories to facilitate exhibitors who are carrying similar merchandise, neither will we move exhibitors into fellow exhibitors’ areas in order to financially compromise fellow exhibitors. Please furnish list of what you carry and bring only those items to The Norton Shows.

We appreciate your patience and understanding while we place exhibitors, hopefully, to stimulate buyers’ interests and to maintain The Norton Shows aesthetics. Remember the old saying, “The best-looking mousetrap catches the most mice.” Should you have any questions concerning your location, please call us.

Tom, Linda and Nikke