

# The Norton Shows

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Dear Exhibitor,

We're looking forward to seeing each of you in just a few weeks at The Norton Shows, September 10, 11 and 12 and November 12, 13 and 14, 2011 at the Gatlinburg Convention Center. We're working very hard, pre-registering hundreds of buyers weekly and arranging advertisements inviting storeowners to our Fall/Winter/Christmas/Holiday, wholesale, orders, immediately delivery and cash-and-carry market.

Importantly, we want to address the *urgent* issue of "knock-offs" reference the attached letter from Chanel dated January 19, 2009. Per attached letter, Chanel is familiar with our website and our daily operations and are cognizant that we have an anti "knock-offs" policy. Accordingly, we reiterate, no "knock-offs" are permitted at The Norton Shows. Look-a-Likes are OK, but not "knock-offs" of jewelry, necklaces, bracelets, rings, watches, earrings, watches, etc. (signed Tiffany, Chanel, Rolex, Disney, Pandora, etc.), purses, wallets, key chains (with logos or signatures of Louis Vuitton, Versace, Chanel, Gucci, Coach, Dooney & Burke, Fendi, etc.), clothing (North Face, Polo, Ralph Lauren, Chanel, Gucci, Tommy Bahama, Ed Hardy, etc.), watches, sunglasses, scarves, perfume...ANYTHING. We include the ladies' handbags with Double C's for Chanel, which are uncut, in the "illegal" category. Exhibitors who build separate areas in their booths are a dead giveaway. Everyone knows what you are doing. STOP NOW! We are not referring to dressing rooms. Also, exhibitors who want booths at the back of our markets. Those exhibitors are using surrounding exhibitors as a shield plus they hope to make a quick escape through exit doors.

Tom and I have phoned and personally visited exhibitors who we thought might have "knock-off" purses or ladies' handbags and reiterated our stance to them. We ask all exhibitors to please tell us if your neighbor carries fake merchandise. You are not *snitching*. You are *protecting* yourself and The Norton Shows. We want to know. We will inspect their booths and, if "knock-offs" are found, we will remove those exhibitors from The Norton Shows. We do not want the FBI in our market. Doing so is an embarrassment, plus disrupts flow of buyers, meaning that not only will buyers leave, not buying from the guilty exhibitors, they will not purchase from you either, causing you to lose thousands of dollars of sales in the space of a few interrupted hours. Plus, legal fees will be entailed for guilty exhibitors. The exhibitor who carries fake merchandise doesn't care about you; he or she are selfishly interested in getting monies illegally only for themselves. They hurt your sales!

Companies, FBI and Gatlinburg police vigilantly track and arrest those who violate trademarks and sell fake merchandise. The FBI raided a motel room in Gatlinburg a few years ago which contained "knock-off" merchandise. The Gatlinburg Police Department and several companies' representatives, including Louis Vuitton, Coach, Gucci, Chanel, Christian Dior, Tiffany, Cartier and Rolex, confiscated several thousand items of suspected fake merchandise with a retail value estimated at \$3 million. Legal representatives from many designers also raided a venue in Sweetwater, Tennessee (newspaper article shown), confiscating Coach and placing suit against the owners. We will not be a party to this, nor do we wish to be suspect and we certainly don't want to be sued. Being "discreet" is not the answer. DO NOT BRING FAKE MERCHANDISE TO THE NORTON SHOWS. And, we will watch for "hangers-on" who lurk in parking lots and motel rooms close to The Norton Shows. These people are not paying booth fees and are robbing you of sales. The Norton Shows have a ZERO TOLERANCE AGAINST KNOCK-OFFS!

The Norton Shows have a good reputation and we intend to keep it. We will check booths without warning and will dismantle booths without recompense should illegal goods be found. If an exhibitor who carries fake merchandise has a deposit on file with The Norton Shows, please tell us and we will gladly refund monies. We removed an exhibitor who was selling fake bags, without recompense, from a 2009 market. A buyer reported him and we sent a friend into the booth to purchase a fake bag. Voila! We will not cover for you.

Tom and Linda Norton and Nikke Norton-Johnston