

The Norton Shows, PO Box 265, Gatlinburg, Tennessee 37738

Telephone: 865-436-6151/6158; Fax: 865-436-6152; Email: nortonshows@gmail.com; Web: www.nortonshows.com

Welcome to The Norton Shows. The Norton Shows are celebrating as of this fall, thirty years of promotions. We are pleased you have joined us and we look forward to seeing you November 12, 13 and 14, 2016. November is a fabulous show, overrun with good, steady, buying customers who will be purchasing multiple items of stock preparing for their holiday customers and shoppers. November show consistently registers approximately 17,000 - 21,000 buyers as storeowners from major areas in the United States attend, focusing on Tennessee, Kentucky, North and South Carolina, both the Virginias, Georgia, Alabama, Mississippi, Florida, Kansas and Arkansas, Ohio, Illinois, Indiana, Maryland, New Jersey, Delaware, Pennsylvania, etc. Wholesale, Cash-and-Carry works! Buyers know "the early bird gets the worm"! Our savvy, very much aware of good business acumen, Wholesale Buyers enjoy purchasing goods via Cash-and-Carry, allowing them to "best" their competition for their retail sales, as they are able at The Norton Shows to see the latest fashions and purchase immediately on site and return to their stores, placing the newly purchased fashions, jewelry and gifts on racks and shelves "for sale", strengthening their status with their retail customers as their buyers are able to offer the goods first rather than wait two or three weeks for merchandise to arrive and for "sales" to occur. It's getting the customers' dollars first, beating the competition for sales plus fattening bank deposits while serving their customers' best interests. The early bird does get the worm, plus the buyers save monies while avoiding costly shipping fees by UPS, short shipments and wrong merchandise. Exhibitors and Buyers, both, jointly, profit from Cash-and-Carry.

Be stocked. Be ready. Be in your regular booth location. Be sure you have reserved sufficient booth space.

Your customers will be looking for you.

If you aren't here, those buyers will purchase and order from Exhibitors who are here.

Result: You've Lost Customers.

Now to get ready for The Norton Shows: **Firstly**, please remember that booth fees/balances must be paid in full before entering convention center or setting up booths. Please stop by registration to pay fees and to pick up Exhibitor badges. New exhibitors may pay via cashiers check or cash. Please note \$30.00 returned check fee. **Importantly: If a Norton Show staff employee asks you to pay your balance, do so. Nikke and Hunter have more to do than "collect" delinquent booth fees. Pay our staff. Our employee, our bookkeepers, represent us and are acting on our instructions.** **Secondly**, please visit website, www.nortonshows.com, access Exhibitor Page and download everything you may require: 2016 Contract and 2017 Contract; November Exhibitor Kit for displays; All Convention & EXPO SERVICES, Wes Mullins; Electrical, Telephone and Wireless; GAJM Confirmation, Market Guidelines; Discount Motel/Hotel/Cabin/Chalet/RV Rates; No "Knock-Off" policy, Similar Merchandise, Blue Ribbon (November Only), etc. Please make sure your computer accepts mail from nortonshows@gmail.com as we will e-mail additional set-up info to you. Our recommendation: Decorate your booth to reflect holiday merchandise, opting to present the best looking booth on the show floor. Attract attention. Stand out from your peers. We are posting new photos and info on face book/website daily, getting our market ready for you, enticing customers and alerting buyers to look for you. Email to nortonshows@gmail.com photos of new merchandise, gifts, apparel, jewelry, etc. We'll post for you at no charge on facebook/website. LET US HELP YOU! WE CAN'T ADVERTISE YOU IF YOU DON'T SEND US MATERIAL! TAKE ADVANTAGE OF THIS FREE OPPORTUNITY! **Thirdly**, to increase one's business, we recommend you telephone or email your clients notifying them that you will be at TNS plus advertise your participation in The Norton Shows on your website. **Fourthly and Importantly**, take advantage of David R. Freeland, Jr.'s return, after eleven long years, and his superb reputation as a jewelry artisan/craftsman sought after by collectors and museums alike. Jewelers, try to reserve booths close to David R. Freeland, Jr. His booth will be very busy and you'll benefit by his knowledge, expertise and following. Red carpet is already out, waiting for you in beautiful Gatlinburg, the prize winning fantasy land of the South. See you soon.

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