

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, November 12, 13 and 14, 2016 (Norton's Gatlinburg Apparel, Jewelry and Gift Market LLC), Gatlinburg Convention Center and to Gatlinburg, Tennessee, home of The Norton Shows and one of America's award winning favorite vacation destinations of eight to twelve million tourists annually. We extend to you a sincere, southern welcome. Many opportunities to develop new retail customers and to strengthen your base await you from Buyers who are purchasing wholesale, cash-and-carry. You've come to the right show, the right city and a very productive area located within 66% of the population of the United States, most of whom live within a few hours drive, all connected by major interstates, 81, 75, 40. Gatlinburg and her sister cities win multiple awards annually, Best Destination, Best City to Visit, Prettiest, etc. And the Great Smoky Mountains receive so many accolades and remain the most visited national park in America, doubling the amount of visitors enjoyed by the Grand Canyon, Yosemite, Yellow Stone, etc., accompanied by the highest dollars figures spent by tourists and the most successful businesses which sustain the tourist industry. A public relations firm, having studied our area, likens Sevier County, Gatlinburg, Pigeon Forge and Sevierville to a fantasy playground with a huge candy store complete with shops, entertainments, restaurants, hotels, cabins and chalets, located at the foot of the Great Smoky Mountains National Park. The spokesperson ended with the observance that God had indeed been good to us, *locals and business persons*, as we live in a beautiful place. This research reiterates what The Norton Shows repeatedly state, namely, that our shows are indeed wonderful and conducted in a professional manner but that our contributing niche for success is our location at the foot of the Smokies, about two minutes from park boundaries, serving as the gateway to the Smokies. Thousands and thousands of business people from all fifty states in the union attend The Norton Shows over the course of a year, conducting their business, restocking their shops, ordering, planning while vacationing with their families, plus the plethora of businesses which sustain our tourist traffic also purchase from The Norton Shows. *Forbes Magazine* recently named the city of Gatlinburg as one of the prettiest cities in the world to visit. A typical pre-registration from Ms. Barbara Howard, AAA Creative Designs, a repeat Buyer, is as follows. "It's that time again and we're looking forward to the Norton Show, November 12, 13 and 14. At your convenience, would you please drop badges in the mail. Sooo ready to hit "them" floors. Planning on being there for the entire weekend. Thank you sooo very much." Our thanks are extended to Ms. Howard and her staff. We are so pleased to have them with us. This is our Blue Ribbon. This is what makes our world go around. Yeah! Come join us!

Get ready for a beautiful weekend and tons of fun. November weather should be nice, cool with a definite chill in the air with the promise of winter, the temperature dropping as evening approaches. Bring a warm jacket for walking around Gatlinburg in the evening. Plan to layer. The mountains make their own weather. Exhibitors will be showing fall and winter merchandise, adding holiday and cruise for those lucky people headed south to the Caribbean. Some fall foliage will be evident but Gatlinburg is marching rapidly into winter mode, the trees dark against the skyline like soldiers marching or like the teeth of hair combs reaching upward. Mountain streams will be icy, perhaps draped with icicles perfect for memorable snapshots. The night skies are absolutely wonderful, for stargazers and lovers, especially if one is parked at Newfound Gap. I always look for Venus and the return of Orion's Belt. 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 follow the sun's globe as it sinks into the mountains. Now is an exhilarating time to hike in the Smokies or to simply drive in the national park. Keep an attentive eye alert for raccoons, foxes, deer, elk and bears during the day and owls, hawks, coyotes and the very, very rare mountain lion and black panther, late at night when animals are at prey. Plan time for a fabulous breakfast of eggs and pancakes at world famous Pancake Panty, enjoy an "Ogle" dog from Parton's Deli and Fanny Farkle's, or, devour a slice of pizza from Gatlinburg's "Best Italian Café & Pizzeria". Order a crispy rainbow trout at Crystelle's Creek Restaurant or the Trout House. Don't dare miss a new restaurant which we love, Crockett's, open for breakfast and lunch daily, closing at 1:00 pm, named after Squire Crockett whose home and farm encircled the area surrounding Red light 3 on the Parkway. His many heirs/descendents are all over the county. Think Blaine's, Houston's, No Way Jose's, H.T. Hannah's, Space Needle and various shops. Eat ice cream cones and indulge with slabs of chocolate fudge as you enjoy the camaraderie of our beautiful city, Gatlinburg. 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. And, for those interested in historical tidbits, Sevier County is named for John Sevier, a Revolutionary War hero. Davy Crockett's home, famous Tennessee business owner/frontiersman/congressman who died at the Alamo, is just a few miles away as is Sam Houston's schoolhouse. Houston, Commander of the Texas Revolutionary Army, President of the Republic of Texas and Governor of the State of Texas avenged the Alamo by defeating Santa Anna. Remember the Alamo! Cozy up in front of a roaring fire. Relax, mellow, get comfortable and allow oneself to be lulled to sleep. Walk along our thoroughfares and let your senses overload. 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. Don't underestimate Buyers. Many dress very casually but their bank accounts and business holdings are first rate. And, they don't brag. This goes for Cherokee Buyers also. So many new hotels, restaurants, shops and entertainments are constantly opening in Gatlinburg, Pigeon Forge and Sevierville. We hope you have a *smooth* market, making new friends and opening new accounts, insuring reorders and residuals in the future. Are you drooling yet? Have you packed your bags?

1. Advertising: Norton's Gatlinburg Apparel, Jewelry and Gift Show, LLC advertise in national publications such as *Gifts and Decorative Accessories*, *Gift Wear News*, *Independent Retailer*, *The Merchandiser*, *Gift Shop*, 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 the last several years easily averages almost \$250,000.00 annually. In addition, The Norton Shows mail approximately 300,000 post-cards 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: November 12, 13 and 14, 2016: Saturday, 10:00 am to 6:00 pm; Sunday, 10:00 am to 6:00 pm and Monday, 10:00 am to 4:00 pm.

3. Move-In: Gatlinburg Convention Center, 234 Historic Nature Trail Road (formerly Airport Road), Gatlinburg, Tn. 37738, November 10, 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 set-up time. Set-up also on November 11, Friday, 9:00 am - 11:59 pm. Exhibitors may first go to Registration Area for Exhibitor Badges and "Paid in Full" certificates. ALL EXHIBITORS MUST PAY BOOTH FEE BALANCES IN FULL BEFORE RECEIVING BADGES AND SETTING-UP BOOTHS. 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. Exhibitors may then queue, enter truck/van/car line, unload and then remove vehicle to parking lot or your motel. Please alert Hunter if you have tractor trailers, 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 doors. Exhibitors may also park in adjacent parking lot and dolly merchandise to their booths. **PLEASE BRING YOUR OWN DOLLY.** THESE GUIDELINES WILL HELP SPEED MOVE-IN FOR EVERYONE. Again, EXHIBITORS MAY ENTER DRIVE-THROUGH DOCK AND UNLOAD OR, IF ONE HAS SMALL AMOUNT OF MERCHANDISE, UNLOAD IN FRONT OF CENTER OR ACROSS STREET IN PARKING LOT AND HAND-CARRY THEIR MERCHANDISE. FINE JEWELRY EXHIBITORS MAY UNLOAD IN FRONT OF CONVENTION CENTER AND USE ELEVATORS TO CONVENTION FLOOR. We will send further instructions prior to show set-up.

4. Final Set-up of Booths: Please arrive on a timely basis, allowing enough hours to set up booth completely before November 11, Friday, 11:59 pm, removing or storing all boxes. Tables must be draped to floor, covering all boxes. Exhibitors may tweak booths, entering GCC, November 12, Saturday, morning of show, 9:00 am. Please have extra merchandise tucked away, boxes draped and debris removed by 9:45 am as NGAJGS will open promptly Saturday, 10:00 am. Please do not dump garbage on carpet. Please use provided waste receptacle. During show, please do not discard empty boxes in aisle way. Please deposit waste on dock area. Please drape all tables. Merchandise stored under tables must be draped. The Norton Shows will direct display company to drape any undraped tables at exhibitors' cost of \$30.00 per table. Please do not display boxes on or 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. or in adjacent areas. Please do not throw papers on floor during show. Buyers and fellow Exhibitors (perhaps even you) may slip and fall on plastic bags/ paper/containers and be injured. Not a good scenario. Please keep booth within taped lines. No displays allowed outside taped area, this includes cash registers, wrap station, etc. AND, LASTLY, DO NOT ATTEMPT TO DISPLAY OR STORE MERCHANDISE IN AISLES OR IN ANY SURROUNDING AREAS INCLUDING ALONG WALLS.

5. **Move-Out:** Packing and loading may begin at close of show November 14, Monday, 4:00 pm, NOT ONE MINUTE EARLIER. The Norton Shows hours are advertised as open until Monday, 4:00 pm. Buyers allocate their time accordingly. Some Buyers can only attend The Norton Shows Monday afternoon. They drive long distances in order to do so and are rightly very disappointed when they arrive, only to see Exhibitors packing merchandise. 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. **DUMB!** *One new Exhibitor of only one year who started with a Clipboard Booth and enlarged to a 10 x 20 corner for September show did not pack early. While you packed she sold more than \$700.00. HELLO???* NO EXCEPTIONS, EXCEPT THOSE WHO MAY HAVE AN EMERGENCY SITUATION.

6. NGAJGS will open promptly Saturday, November 12, 10:00 am. Repeat...Please do not dump garbage on carpet. Please use provided waste receptacle. Standard booths are 10' x 10'. All booths are taped. Please do not extend beyond taped border and booth size. Every inch of show will be sold out. Please do not allow any portion of booth or display to exceed or to set on red tape markings on floor. Please do not remove or extend taping. *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 Nikke or Hunter. In the event the booth beside you is not occupied when you arrive, please do not move into or encroach on space. Should exhibitor do so, exhibitor will be moved back into correct space at exhibitors' expense and extra work. In the event, a booth *may* be vacant due to observance of religious holiday or cancellation, exhibitors who move into space or encroach will be charged full price for additional space. *Please ask the Nortons to measure your booth if you think, upon arrival and discovery, you have been shorted footage or if fellow exhibitor has encroached. After the show's closing is too late.* 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 All Convention & Expo Services (Wes) in advance of show and there will be no charge. Should you want crossbars or extra poles, however, please contact Wes in advance or on show site 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, hand lettered promotional cardboard signs. Professionally lettered signs are fine but no prices. Please drape all tables and cover storage boxes. Please note booth package included in booth fee: 8' backdrape, 3' or 8' sidedrapes, unlimited undraped tables, one 6' undraped riser, two chairs, one garbage receptacle, booth identification sign and *complimentary listing in Buyers' Guide and facebook and website IF exhibitor furnishes photos and storyline.* We recommend you place orders well in advance to obtain discount prices for any extra equipment you may require. Please go to website, www.nortonshows.com and download Exhibitor Kit, GAJM Confirmation, Market Guidelines, Electrical, Telephone, Discount Motel/Hotel Listing, Blue Ribbon Letter, "No Knock-offs", Similar Merchandise, etc. Equipment ordered on show site will cost more. Tables and risers are not furnished to exhibitors with clipboard/postage stamp booth spaces. *Clipboard/Postage Stamp Exhibitors, please stay within your 5 x 10 or 5 x 5 borders. If exhibitors want more booth footage, exhibitors will pay additionally per foot. Booths are checked daily to insure conformity; increasing space is not acceptable and unfair to exhibitors who pay full tilt for 10 x 10 booths.* The Norton Shows are not unionized so exhibitors may load and unload themselves without incurring additional charges. However, if you want help unloading, contact Wes and he will furnish help at a fee or the Nortons will have porters available, during certain hours and one may pay them for their services directly. Please use SHURTAPE provided free by All Convention & EXPO SERVICES. 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. Display 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 pose 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 CIRCUMSTANCE BE RUDE TO BUYERS OR FELLOW EXHIBITORS. THERE IS NO EXCUSE FOR BAD BEHAVIOUR.*** 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 and we will provide dollies and assistance for you and you buyers. 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. Actually, we will report you to authorities. Unfortunately, no radios/CDs/stereos, any kind of music can be played at The Norton Shows during setup or during show hours. We are so sorry but we are under direction of Agreement between American Society of Composers, Authors and Publishers ("SOCIETY"), located at 2 Music Square West, Nashville, TN 37203. This license does not authorize the broadcasting, telecasting or transmission by wire or by wireless means or otherwise, of renditions of musical compositions in SOCIETY's repertory to persons outside of the premises where each function shall be presented. Nothing in this Paragraph 2(b) shall be deemed to limit LICENSEE's right to transmit renditions of musical compositions in SOCIETY's repertory to attendees in connection with teleconferences pursuant to Paragraph 1(d)(i) of this Agreement or in connection with transmissions through LICENSEE's event website. So sorry, we regret this action but simply cannot pay fees surmounting several thousands of dollars in order to provide musical entertainment. And neither can you. We may not be able to host Elvis, Bob Geresti or Maybe Music. Our lawyers will offer opinions.

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 Saturday, Sunday and Monday, 9:30 am.

10. All packages, UPS, Federal Express, etc. received during show hours may be sent to exhibitor 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.** At close of show, please alert Show Office if you are shipping by UPS, Fed Express, freight/trucking company or by display company. 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. *Please bring UPS packages to show office for safekeeping. Do not leave on show floor. Anyone can pick up your packages and keep.* A UPS representative will pick up packages at end of show. Exhibitors may direct display company to handle truck drayage. Please direct inquires to Wes. 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 nor the Gatlinburg Convention Center or the city of Gatlinburg 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 thirteen (13) miles from Gatlinburg. Paramedics are available at Fire Department on Reagan drive, two blocks from Gatlinburg Convention Center. 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. 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.

Let us know how we may further help you. Please visit our website, www.nortonshows.com, access Exhibitor Page to print electrical forms and forms and to reread Exhibitor Kit, Market Guidelines, GAJM Confirmation, Blue Ribbon, etc.

We Welcome you and we thank you! Enjoy yourself in our beautiful city. Nikke, Hunter and staff.