

## The Norton Shows

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Dear Exhibitor,

We're looking forward to seeing each of you at The Norton Shows in June 2016 at the Gatlinburg Convention Center. We're pre-registering buyers weekly and arranging advertisements inviting storeowners to our Spring, Summer, Fall, and Winter shows.

Importantly, we want to re-address the *urgent* issue of "knock-offs" reference, a letter we have in our files from Chanel dated January 19, 2009. Per 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, Fossil, etc.), purses, wallets, key chains (with logos or signatures of Louis Vuitton, Versace, Chanel, Gucci, Coach, Dooney & Burke, Fendi, Tory Burch, Marc Jacobs, Michael Kors, Kate Spade, 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 and the Michael Kors purses with empty circles which are subsequently filled with Kors logo. 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 and they hope to make a quick escape through exit doors. Also, they tell police they are not the owners, just employees.

Several exhibitors, during a past market, told Linda and Tom a particular exhibitor was selling "knock-offs". Linda and Tom "set" the exhibitor up, sending a friend to the booth to purchase "knock-offs". Bingo! The exhibitor was blatantly applying Kors logo to purses. They returned the purses to the exhibitor, and got their money back and then, after talking to the exhibitor, he was removed from the show. They had spoken with the exhibitor prior to his return to The Norton Shows telling him he could not bring knock-offs. He promised he would not. Now, he's phoning, asking to return. Don't think so. Michael Kors, Marc Jacobs, Tory Burch and Kate Spade are the new "darlings" of the illegal "knock-off" trade as the originals aren't too expensive, resulting in an inexpensive "knock-off" and a fast inventory and turn. Tom and Linda spoke to exhibitors who they thought might have "knock-off" purses or ladies' handbags and reiterated their stance to them.

Nikke and Hunter ask to please tell them 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 in 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. 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. We will not cover for you. We thank you for your cooperation.

Nikke Norton and Hunter Norton Johnston