

2011 Exhibit Guidelines

It is our goal to create an inspiring and unique event which will be achieved through the quality of exhibits, products and services on display.

ALL PARTICIPANTS will be expected to adhere to these guidelines for 2011 Seasons Christmas Show.

➔ Booth Theme - Mandatory

ALL booth displays are required to be themed to the Christmas season adding to the overall atmosphere of the show.

➔ Booth Design - Mandatory

Professional booth presentation is required by all exhibitors. Exhibitors are encouraged to be creative and incorporate different design elements into their booth display. All exhibitors are required to abide by the booth rules & regulations set out by Show Management.

➔ Floor Covering & Signage - Mandatory

All booth displays require full floor covering and proper signage – hand written signs are not permitted. This is a mandatory requirement and will be enforced.

➔ Lighting

Booth lighting is not mandatory however we strongly recommend adding proper lighting to your exhibit as it will dramatically enhance your display.

➔ Creativity

The Seasons Christmas Show welcomes creative, festive, fun and inviting displays. A little imagination goes a long way. Remember your booth presentation reflects your company's image.

How would it feel to walk by your booth as a visitor and "experience" it for the first time? What does the visitor think and feel as they approach, have you designed your space to seduce them into your territory. Have you made them feel festive and happy? Why should they stop? Why should they allow you to engage them?

