



2011 Exhibit Guidelines

Before submitting your application, please take a moment to review the exhibit guidelines outlined below.

All participants are required to adhere to these guidelines for the 2011 Seasons Christmas Show.



Booth Theme

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



Booth Design

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

All booth displays require full floor covering. There will be no exceptions.



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.

Have fun with it – after all it is Christmas!

Can you meet the booth display criteria?

If you answered yes...we look forward to receiving your application!

If you are looking to just set up a table and set your goods out for sale, this isn't the show for you.

A Creative and Festive Display Makes All the Difference!

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 – A little imagination goes a long way!

Remember, your booth is a representation of your product, your company and you!

Organized & Professional



Use a different back wall, stand out from the rest



Add some colour to the show drape



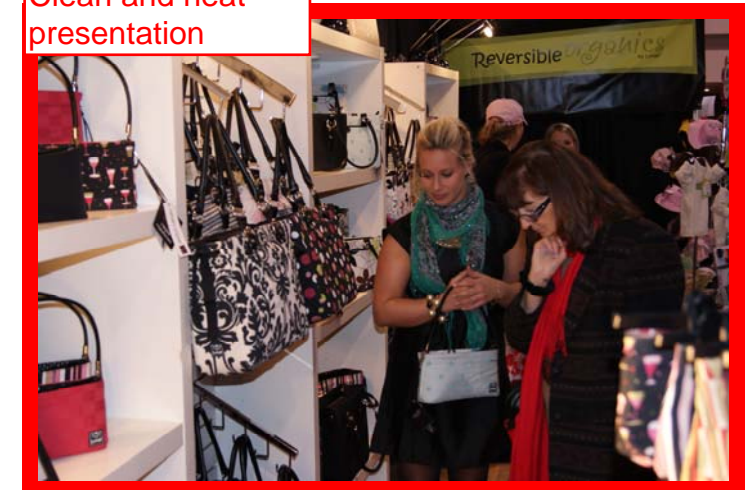
Make it easy for consumers to see and touch products



Use colour, add lights, be festive



Clean and neat presentation





Change up the drape colour



Use lighting, it makes a world of difference



Put some thought into the display



Work your booth, sample, smile, chat to the customers



Make your booth reflect your business



Be creative, make them want to stop at your booth

Use shelving, don't clutter the booth



- ✓ Creative
- ✓ Professional
- ✓ Clean/Neat
- ✓ Festive
- ✓ Colourful



Dress up the walls with product or decor.