



FEBRUARY 17-19, 2024
SATURDAY, SUNDAY, MONDAY

CONTRACT DEADLINE: OCTOBER 19, 2023

Office Use Only
Date: _____
Points: _____
Last Location: _____

EXHIBITOR CONTRACT

DEADLINE: OCTOBER 19, 2023 - \$100 LATE PENALTY REGISTRATION FEE

Please fill out the entire contract below and return with complete payment.

Please read the Atlanta Shoe Market’s Cancellation policy below. There are no refunds / credits for the February 2024 Atlanta Shoe Market after November 30, 2023. The only exception is if the February 2024 Atlanta Shoe Market is cancelled due to Covid-19/ pandemic and the state of Georgia prohibits tradeshows. If this occurs, you will receive a full credit towards the August 2024 show with the following exceptions: Southeastern Shoe Travelers Annual Membership Dues of \$55.00 are non-transferable nor refundable. Credit card surcharges are non-refundable.

Please read important details below regarding the February 17-19, 2024 Exhibitor Registration Form. Additional details are below the contract. You may submit your completed registration form directly online or you may download the PDF version and e-mail, fax, or mail your completed form to The Atlanta Shoe Market office.

The \$55.00 Annual Membership Dues are owed once per year, per member. The \$150.00 Market Fee is due per show, per member. The annual dues and market fees cannot be transferred nor refunded. In addition, if you pay via credit card, the surcharge will not be refunded. Credit card payment is due in full with your completed contract. If you are submitting a check, please notify the office and you will be invoiced accordingly. Payment is due no later than OCTOBER 19, 2023.

If your company is creating a custom built booth space, the completed plan including all dimensions, must be submitted with your contract. There are no guarantees. If you have any questions, please contact The Atlanta Shoe Market office directly. We look forward to seeing you in February!

Members Information:

This is not a company name but individual member’s name. Please list and pay for all members that are attending.

First Name:	<input type="text"/>	Address:	<input type="text"/>
Last Name:	<input type="text"/>	City:	<input type="text"/>
Phone:	<input type="text"/>	State:	<input type="text"/>
Email:	<input type="text"/>	Zip:	<input type="text"/>
Fax:	<input type="text"/>	Country	<input type="text"/>

Additional Members Information:

First Name:	<input type="text"/>	Address:	<input type="text"/>
Last Name:	<input type="text"/>	City:	<input type="text"/>
Phone:	<input type="text"/>	State:	<input type="text"/>
Email:	<input type="text"/>	Zip:	<input type="text"/>
Fax:	<input type="text"/>	Country	<input type="text"/>

Additional Members Information:

First Name:

Address:

Last Name:

City:

Phone:

State:

Email:

Zip:

Fax:

Country

First Name:

Address:

Last Name:

City:

Phone:

State:

Email:

Zip:

Fax:

Country

First Name:

Address:

Last Name:

City:

Phone:

State:

Email:

Zip:

Fax:

Country

First Name:

Address:

Last Name:

City:

Phone:

State:

Email:

Zip:

Fax:

Country

COMPANY LISTINGS FOR DIRECTORY

(Limited to six listings)

BOOTH SIGNAGE

1 sign is provided per 10 x 10 space

MUST BE FILLED OUT OR YOU WILL NOT BE ASSIGNED AN EXHIBIT SPACE

PRODUCT INFORMATION

Category selection must be completed or you will not be assigned booth space. Please select only one category. If more than one category is selected, you will be assigned space at the discretion of the Rooming Committee. Rooming out of category is not permitted.

Cobb Galleria Centre

Cobb Galleria Main Exhibit Hall

- | | |
|--|--|
| <input type="radio"/> Athletic | <input type="radio"/> Junior |
| <input type="radio"/> Children's | <input type="radio"/> Men's Dress Casual |
| <input type="radio"/> Comfort | <input type="radio"/> Moderate |
| <input type="radio"/> Concourse Main Hall (Hallway) | <input type="radio"/> Work Boots |
| <input type="radio"/> Fashion Village (Salon/Better) | |

The Fashion Collection

John A. Williams Ballroom Cobb Galleria Centre

- Fashion Collection Ballroom - Inside of Ballroom
- Fashion Collection Concourse - Hallway outside of Ballroom

Please provide the average retail price of product. Retail price must be included in order to be assigned booth space. Average Retail Price Range: \$ _____

Price point must begin at \$150.00 & above to qualify for space in the Fashion Collection Ballroom & Concourse.

Footwear Plaza

Renaissance Waverly Hotel - Garden Court

Footwear Plaza - Renaissance Waverly Hotel, Garden Court

If not shoes, please also indicate type of product

- Accessories
- Handbags
- Other

RETAIL Price Of Shoes:

\$ _____

(Please provide the average retail price of products.)

Exhibit Space Request [SEE FLOOR PLANS ON WEBSITE](#)

1st Choice

2nd Choice

3rd Choice

Plan [SEE BOOTH PLANS ON WEBSITE](#)

A B C D E F

Additional Comments:

Please provide any special requests or information regarding your booth. There are no guarantees.

Description:	Qty	Rate	Subtotal
Market fee per person (all exhibitors) *Owed each show, per exhibitor	<input type="text"/>	x \$150	\$ <input type="text"/>
Booth Exhibitors Only			
10x10 Furnished Booth (3 tables, 4 chairs, carpet, fabric walls & wastebasket)	<input type="text"/>	x \$1,000	\$ <input type="text"/>
10x10 Unfurnished Booth (carpet, fabric walls)	<input type="text"/>	x \$875	\$ <input type="text"/>

*Shelving & Electrical are not included in your booth package. These items can be ordered on our website via RPMXPO Services and Cobb Galleria Centre.

Meeting Room / Suite Exhibitors

Room rates below include a 4 day rental only. If you require a 2 day move-in, please contact the office directly for pricing.

Fashionada Room 101-107-108-109-110-111-112	<input type="text"/>	x \$1,900	\$ <input type="text"/>
Fashionada Room 120	<input type="text"/>	x \$2,240	\$ <input type="text"/>
Fashionada Room 102-103-104-105-106.....	<input type="text"/>	x \$3,960	\$ <input type="text"/>
Fashionada Room 113-114-115-116-117-118-119.....	<input type="text"/>	x \$2,240	\$ <input type="text"/>
Fashionada Board Room 4.....	<input type="text"/>	x \$1,900	\$ <input type="text"/>
The Shoe Court Suites			
The Shoe Court – Suites C & D.....	<input type="text"/>	x \$2,500	\$ <input type="text"/>
The Shoe Court - Suite B.....	<input type="text"/>	x \$5,360	\$ <input type="text"/>
The Shoe Court - Suite E.....	<input type="text"/>	x \$6,624	\$ <input type="text"/>

If Applicable

SEST 2024 Dues (if not already paid).....	<input type="text"/>	x \$55	\$ <input type="text"/>
<small>*Owed once per year, per member</small>	<input type="text"/>	x \$75	\$ <input type="text"/>
Initiation Fee (for new exhibitors).....	<input type="text"/>	x \$100	\$ <input type="text"/>
Late Fee (applied after 10/19/23).....	<input type="text"/>		

Advertising Rates - Show Directory

Full Page Color Ads	<input type="text"/>	x \$425	\$ <input type="text"/>
Back Cover Color	<input type="text"/>	x \$625	\$ <input type="text"/>
Inside Front Cover Color	<input type="text"/>	x \$625	\$ <input type="text"/>
Page 1 Color	<input type="text"/>	x \$625	\$ <input type="text"/>
Inside Back Cover Color	<input type="text"/>	x \$625	\$ <input type="text"/>

Subtotal

Credit card payment total will reflect a non-refundable 2.85% fee for MC/Visa & 3.25% for American Express.

\$

Total

\$

Payment Information

Credit Card:

Expiration Date:

Card Number:

Security Code:

Please email or fax your completed contract to:

Email: Info@atlantashoemarket.com

Fax: 706-923-0520

Mail all check payments to:

Southeastern Shoe Travelers

953 Harmony Road, Suite 106

Eatonton, GA 31024

706-923-0580

I (your signature) _____ agree to uphold all
the rules and regulations set forth by SEST.