



Dear Exhibitor:

The Howell Area Chamber of Commerce looks forward to your involvement in the **Livingston County Home Show** (formerly known as the Livingston County Home & Garden Show) scheduled for **April 13-15, 2018**, at **Howell High School's Field House** located at **1200 W. Grand River Avenue** in **Howell**.

As a past exhibitor, you have first opportunity to renew or reserve the SAME booth(s) you had last year, but ONLY until November 30, 2017. On December 1st, all open booth space will be available to new exhibitors or exhibitors that may want to switch their space. We fully expect space to fill-up quickly with home and landscaping vendors, so please make sure to send in your contract as soon as possible. We can not guarantee there will be space available as we get closer to the dates of the show.

One goal of ours is to make certain this event reflects the building and remodeling trends going on in our county and to be used as an avenue to generate sales for your business. By exhibiting in the Livingston County Home Show, you are not only expanding your marketing reach, but participating in a yearly tradition of a "must see" Livingston County homeowner event.

Enclosed is the 2018 exhibitor packet. Discount pricing is available to Howell Area Chamber members. If you are not already a Howell Area Chamber member, please feel free to contact the chamber at 517.546.3920 for information on the benefits of joining the organization. Please see below for pricing for the 2018 event:

Main Floor	10' x 10'	\$675 member/\$975 non-member
Balcony - Sm	6' x 8' *	\$225 member/\$300 non-member
<i>*-includes 6' skirted table (chair - additional \$7)</i>		
Balcony - Lrg	6' x 10'	\$280 member/\$375 non-member
Outdoor (no tent/heat)	10' x 10'	\$290 member/\$395 non-member
Outdoor (no tent/heat)	20' x 15'	\$360 member/\$475 non-member

Please note:

- Exhibitor Applications **MUST** be completed and submitted with the **REQUIRED** 50% deposit (No Exceptions). Space **WILL NOT** be held without the required application and 50% deposit. Full payment is due on or before February 5, 2018.
- If reserving at the membership rate, membership dues **MUST** be current at the time of exhibitor move-in, otherwise the member rate will not be honored and non-member rates will apply (No Exceptions).

Sponsorships for this event are also available. Our sponsors will receive a level of exposure that will target thousands of consumers specific to the home and landscaping industries. **Please refer to the enclosed Sponsorship opportunities.**

We look forward to your participation and support at the **55th Livingston County Home Show**. If you should have any questions, please don't hesitate to contact me.

Sincerely,

Brenda Barone
Howell Area Chamber of Commerce
bbarone@howell.org
517.546.3920

RENEWING
EXHIBITOR DEADLINE
NOVEMBER 30, 2017



Event Information

Livingston County Home Show

April 13-15, 2018 Howell High School Field House

SHOW LOCATION

Howell High School Field House
1200 W. Grand River Avenue
Howell, MI 48843

SHOW DAYS & HOURS

Friday, April 13th: 5 pm to 8 pm
Saturday, April 14th: 9 am to 6 pm
Sunday, April 15th: 11 am to 4 pm

PUBLIC SHOW ADMISSION

\$6 at the door
\$5 seniors (60 & over)
Children free with adult; Students free

ADVERTISING

Internet, social media, radio, television, billboard, newspaper, magazine, direct mail, signs, flyers, and more!

Daily drawings for \$500 in Home Show Bucks and other prizes!

EXHIBIT SPACE FEES

Discounted booth prices available for Howell Area Chamber of Commerce members.

	Member / Non-Member	
Main Floor	(10' x 10')	\$675 / \$975
Balcony – Sm	(6' x 8')	\$225 / \$300
*includes 6' skirted table (chair is \$5 additional)		
Balcony - Lrg	(6' x 10')	\$280 / \$375
Outdoor – Space only	(10' x 10')	\$290 / \$395
Outdoor – Space only	(20' x 15')	\$360 / \$475

BOOTH SPACE INCLUDES

- 8' high drape background and 3' high drape divider
- Carpeted aisles
- Standard electricity
- Company name in Official Show Program & Guide
- Company name on LivingstonCountyHomeShow.com
- 4 Exhibitor ID badges (\$5 each for additional badges)
- Security (before and after show hours)

OPTIONAL

- Corner booth spaces = \$50 premium
- 6' or 8' skirted table = \$37 (\$45 at the show)
- Chairs = \$7 each (\$10 at the show)
- Link from home show website to exhibitor website = \$50

BASIC EXHIBIT REQUIREMENTS

- Exhibit and exhibit materials must fit within guidelines.
- Fixtures and dividers must be finished on all exposed sides.
- Booth height (including signage) must not exceed 8 ft. Anything over 8 ft. high requires committee approval in advance.
- Booths displaying water features MUST provide extra protection between the water feature and the covering on the Field House floor.
- Exhibits must be kept in good order during all hours the show is open to the public.
- Demonstrations, sales, solicitations, and use of promotional materials must be kept within the exhibitor's assigned space.
- See Show Terms of Agreement for more details.

EXHIBITOR BADGES

- Each exhibitor receives (4) ID badges to allow their staff to work their space at the show. Each additional badge is \$5.
- All exhibitor personnel MUST wear a badge while on the show floor.
- Badges may only be used by individuals working in an exhibit space.
- Only exhibit personnel wearing badges are allowed to enter the show area without a ticket.

INSURANCE

Participating companies are required to provide an Acord Certificate of Liability Insurance covering liability for exhibit contents, personnel and show guests within the exhibit space. The certificate must include the Howell Area Chamber of Commerce as additional insured. The insurance limits should be a minimum of \$300,000 per occurrence for property damage and bodily injury. **Exhibitors will be required to have proof of insurance before Move-In.**

EXHIBITOR PARKING

Exhibitor parking is located on the south side of the school complex. If you wish to park and **display your service vehicle** close to the Field House (on the north side) – these reserved spots must be booked in advance through the Howell Area Chamber of Commerce. **Cost: \$100 per space.** NOTE: Service vehicles MUST be removed by 4 pm to accommodate exhibitor move-out.

MOVE-IN SCHEDULE

Exhibitors may choose their own set up time.
Wednesday, April 11th: 1 pm – 5 pm (advance reservation)
Thursday, April 12th: 8 am – 8 pm
Friday, April 13th: 8 am – 4 pm

MOVE-OUT SCHEDULE

Sunday, April 15th: 4:15 pm – 6:30 pm
All exhibits must be removed no later than 6:30 pm. Any displays remaining after 6:30 pm will be placed outside the building. Please do not tear-down prior to 4pm. Violators will not be permitted back.

EXHIBITOR DOCUMENTS ON-LINE

The following documents are available on-line at www.LivingstonCountyHomeShow.com

- Exhibitor Show Packet
- Show Floor Plan (live interactive map)
- Fax letter for exhibitor's insurance agent - Acord Certificate of Liability Insurance

CANCELLATIONS

- Requests received before 5 pm on February 5, 2018 will be refunded less a \$150 handling fee.
- Requests received after 5 pm on February 5, 2018 will not be refunded.

ADDITIONAL INFORMATION

- Renewals will be honored only until November 30, 2017.
- Beginning December 1, 2017, exhibitor space will be processed on a first-come, first-serve basis.
- **Applications received after February 5, 2018, must be accompanied by payment in full.**

For more information contact:
Brenda Barone, Show Coordinator
Howell Area Chamber of Commerce
123 E. Washington Street, Howell, MI 48843
517.546.3920

April 13-15, 2018



Reserve your space today,



see floor plan on reverse side

IMPORTANT EXHIBITOR DATES

Show Location

Howell High School – Field House, 1200 W. Grand River Ave., Howell, MI 48843

Set-Up Dates/Hours

(Exhibitors may choose own set-up time)

Thursday, April 12 (8 am – 8pm) Friday, April 13 (8am – 4pm)

Show Dates/Hours

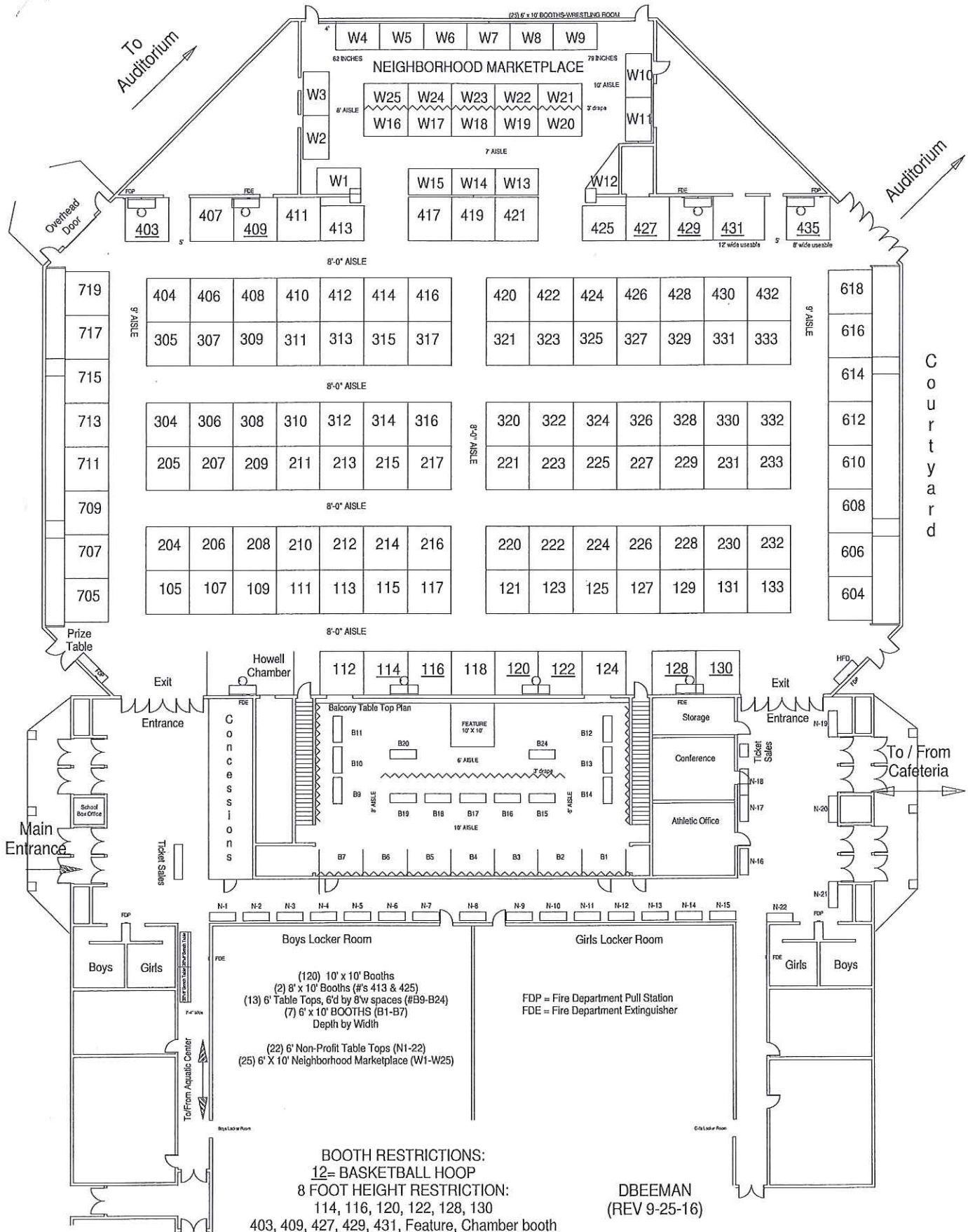
Friday, April 13 (5pm - 8pm) Saturday, April 14 (9am - 6pm) Sunday, April 15 (11am - 4pm)

Show Tear-Down

Sunday, April 15 @ 4:00pm

(exhibits MUST be removed by 6:30pm).

Livingston County Home Show





April 13-15, 2018

Website: LivingstonCountyHomeShow.com
 Email: bbarone@howell.org
 Howell Area Chamber of Commerce
 123 E. Washington Street
 Howell, MI 48843
 517.546.3920
 517.546.4115 Fax



EXHIBITOR APPLICATION / CONTRACT INFO

Company _____
 Featured Products / Services in booth (required) _____
 Contact Person _____
 Address/City/State/Zip _____
 Phone _____ Cell _____ Fax _____
 Email (required) _____ Website _____

Would you like to provide a Goodie Bag item for the first 100 people in door? YES _____

Note: Goodie Bag item would be needed by March 23, 2018, for bag assembly

BOOTH SPACE

EXHIBIT SPACE REQUESTS (See floor plan; subject to availability)

_____ 1st CHOICE _____ 2nd CHOICE

Booth height (including signage) must not exceed 8 ft. Displays over 8 ft. tall requires committee approval.

CONTRACT TERMS

See **Exhibitor Packet** for floor plan and pricing.

Booth Space _____ Main Floor _____ Balcony _____ Outside _____	= \$ _____
Skirted tables _____ (Qty) x \$37 size : _____ 4 ft. _____ 6 ft. or _____ 8 ft.	+ \$ _____
Chairs _____ (Qty) x \$7	+ \$ _____
Corner booth = \$50 premium (per corner)	+ \$ _____
Link from home show website to exhibitor/company website = \$50	+ \$ _____
Sponsorship (if avail.) Package Name _____ Cost _____	+ \$ _____
TOTAL	= \$ _____
50% deposit required with Exhibitor Application / Contract	- \$ _____
Balance due by February 5, 2018	= \$ _____

PAYMENT METHOD

Exhibitors with an outstanding balance beyond the designated due date will forfeit their booth reservation and deposit.

Check enclosed (payable to Howell Area Chamber of Commerce)

Charge today     = \$ _____

_____ / _____
 CARD NUMBER EXPIRATION DATE VERIFICATION CODE

Name on Card _____ Cardholder Signature _____

Please initial here _____ to apply remaining balance due to the above credit card within 10 days after balance due date (2/5/18).

The undersigned Exhibitor agrees that this Exhibitor Application/Contract and Terms of Agreement has been read and that the terms and conditions set forth therein are fully understood and shall constitute a binding contract when this instrument is signed by both parties (faxed or electronic signatures are accepted as originals). Reservation of exhibit space herein is for the 2018 Livingston County Home Show only and shall not constitute or be interpreted to represent any precedent whatsoever for exhibit space in subsequent shows. The show management agrees to make the above described space available to the Exhibitor for the purposes aforesaid, subject to Fire Marshal and Facility Management approval of the floor plan. Acceptance of this application is at the sole discretion of the Howell Area Chamber of Commerce. **Member rates ONLY apply to those members that are current with their membership dues; otherwise non-member booth rate will apply.**

ACCEPTED BY:

EXHIBITOR ACCEPTANCE

X _____
 Howell Area Chamber of Commerce Date

X _____
 AUTHORIZED SIGNATURE - Exhibitor Date

For Office Use Only

Date Rec	Amt Rec	P/M	Bal Due	Notes

Terms of Agreement

Livingston County Home Show

April 13-15, 2018 Howell High School Field House



1. All Exhibitors agree to indemnify and hold harmless the Chamber for any claims for injury to persons or property arising out of the operation of the Exhibitor's booth. **All Exhibitors shall present the Chamber with an Acord Certificate of Liability Insurance with the Howell Area Chamber of Commerce named as an *additional named insured* for the Home & Garden Show. This must be received prior to exhibitor set up. The Acord Certificate shall endorse the Chamber indicating that the Exhibitor has commercial general liability limits of not less than \$300,000 per occurrence for bodily injury and property damage.**
2. Exhibits shall not exceed 8 feet in height without prior written permission from the Chamber. Side walls of the booths must be finished on both sides (i.e. no 2" X 4", studs, etc. showing). In the event that permission is granted to exceed 8' height, the backside of the display above that level must be covered in a manner so as not to detract from any other exhibits, and is subject to approval by the Chamber. All signs shall remain within the confines of the assigned booth space and must be designed so as not to detract from other exhibitors or exhibit space. Tables must be covered and skirted. The chamber retains the discretionary right to remove any exhibit or portion of exhibit that is not in compliance with the purpose or rules of the show.
3. Booth space is exclusive to the exhibitor listed on the contract. Exhibitor agrees not to sublet or assign any portion of their assigned space.
4. The Chamber will provide day and night security (Wednesday night through the end of show on Sunday) and no other persons will be permitted to loiter or remain in the building after the closing hour without special permission from the Chamber.
5. The Chamber shall at all times have the right to determine the use and time of use of the Field House, and to make such rules and regulations as may be necessary.
6. The Chamber and Howell High School are not to be held responsible in any way for loss by fire or theft of property of Exhibitor.
7. All aisle space is under control of the Chamber and shall not be used for exhibit or demonstration purposes.
8. **Exhibitors will have installation of exhibits completed by 4:00 p.m. on Friday, April 13. Overhead doors will be closed after 4:30 p.m. on Friday. The show ends at 4:00 p.m., Sunday, April 15. Removal of all exhibits must be completed by 6:30 p.m. on Sunday, April 15.** If Exhibitor fails to comply with removal times stated above, the Howell Area Chamber of Commerce will remove the exhibit at Exhibitor's expense.
9. **Exhibitors may NOT tear down and exit their booth prior to 4 p.m. on Sunday. To do so comprises the value the show provides to our customer, as well as their safety.**
- Violation of this term will result in not being permitted back to the home show the following year.**
10. At the expiration of this agreement, Exhibitor will exit said booth space in such condition as originally taken, and will be responsible for any damage caused by use of the booth space.
11. **For safety and conservation reasons, all exhibit power to booths in the field house shall be shut off no later than (1) hour after show closing each night and will not be turned on until 8 a.m. the following morning.**
12. Exhibitor agrees that there will be at least one adult representative in their exhibit during show hours.
13. **No helium balloons are allowed in the field house.**
14. **No advertising signs may be posted on schools grounds.** This is against school policy and we must abide.
15. **No smoking will be allowed in the field house or on school grounds.** This is a State Fire Code and school policy, which we MUST abide.
16. Exhibitors are not permitted to drive on the lawn or sidewalks of the Howell High School premises without the permission of the Home Show Committee. The Exhibitor will be responsible for any damages made to the Howell school grounds.
17. This application does not constitute a contract for space until approved by an authorized representative of the Chamber. The Chamber reserves the right to reject any application for space or to restrict the amount of space available to any Exhibitor, whenever, when in the opinion of the Chamber, it is in the best interest of the Home Show to do so.
18. The Chamber reserves the right to fine violators of the above rules and regulations in the amount of \$50 per infraction, which is immediately due. The Chamber also reserves the right, upon refusal of Exhibitor to comply herein, to cancel Exhibitor's lease and to remove, at Exhibitor's expense, its exhibit and to retain all monies previously paid for rent as liquidated damages.
19. The Howell Area Chamber of Commerce shall not be responsible for any act of God or any other actions beyond the control of the Chamber closing all or any portion of the Home & Garden Show. In any event, the Chamber's liability for failure to perform any condition of the agreement shall be limited to refund of the entry fee paid by the Exhibitor pursuant to this agreement.
20. Cancellations – all requests for cancellation shall be made in writing and shall be subject to the following fee schedule:
 - Requests received before 5 p.m. on 02/05/18 – monies will be refunded less a \$150 handling fee.
 - Requests received after 5 p.m. on 02/05/18 – no refund will be granted.

Request for Insurance Certificate

Instructions: All Exhibitors shall present the Chamber an Accord Certificate of Liability Insurance with the Howell Area Chamber of Commerce named as an additional named insured for the Livingston County Home Show. Your insurance agent will be familiar with the process.

For your convenience, you may fax the form below to your insurance agent who will then provide the certificate directly to us.

TO: _____
(Your insurance agent)

FAX NUMBER: _____
(Your insurance agent's Fax #)

FROM: _____
(Print your company name here)

PHONE NUMBER: _____
(Print your phone number here)

SUBJECT: Request for Acord Certificate of Commercial General Liability Insurance

We are participating in the 2018 Livingston County Home Show hosted by the Howell Area Chamber of Commerce. The show dates are April 13-15, 2018. Please provide an Acord Certificate of Liability Insurance coverage.

Please fax or email the Acord certificate, listing the Howell Area Chamber of Commerce as the certificate holder and listing the liability amounts and expiration dates for our company. **The Acord certificate shall endorse the Chamber indicating that the exhibitor has commercial general liability coverage of not less than \$300,000 per occurrence for bodily injury and property damage.**

Hosted by:
Howell Area Chamber of Commerce
123 E. Washington St.
Howell, MI 48843
FAX: 517-546-4115

Show location:
Howell High School
1200 W. Grand River
Howell, MI 48843
Show Dates: April 13-15, 2018

**Please fax to (517) 546-4115
or email to bbarone@howell.org**

**Howell Area Chamber of Commerce, 123 E. Washington St., Howell, MI 48843
Questions? Please call Brenda Barone at (517) 546-3920.**



2018 Home Show Sponsorship Opportunities

The **Howell Area Chamber of Commerce** hosts the **Livingston County Home Show, April 13-15, 2018**, at the Howell High School, located at 1200 West Grand River. This event is the premier showcase opportunity for the home improvement industry in Livingston County. Our show connects with thousands of loyal guests year after year.

The Sponsorships offered below are opportunities to increase your visibility with a home show that has been around for 55 years and still running strong.

Note: To become a sponsor of the Livingston County Home Show you must be a member of the Howell Area Chamber of Commerce. You can become a member by contacting the Howell Area Chamber of Commerce. 2017 Home Show Sponsors have first right of refusal for 2018 Home Show Sponsorships.

Major Sponsor \$3,500:

_____ Initial

- A 10' x 10' first row premium booth on the main floor of the show
- Company name included in radio and/or television ads
- Company name included on billboard ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on all print marketing material (flyers, etc.) promoting the Home Show throughout Livingston County
- Company name/logo on the Livingston County Home Show website, with link to company's home page
- Company name/logo included in the official Home Show Guide published by the Livingston County Daily Press & Argus
- Company name/logo displayed prominently on a banner at the show
- Company name/logo printed on the admission tickets to the event
- Company name included in announcements made during the show
- Company name/logo included in all press releases sent to media in and beyond Livingston County
- Company name/logo included in "Chamber Advantage", (chamber's weekly newsletter) about the Home Show and Taste of Livingston
- Ten complimentary general admission tickets to the home show for your customers/employees
- Fifty complimentary Taste of Livingston county tickets to give to customers or employees to enjoy food samplings from area restaurants participating in the Taste venue
- Complete list of exhibitors and contact information
- 1st Right of refusal for 2019 show as a major sponsor

Media Sponsor \$3,500 (Trade for in-kind promotional services):

_____ Initial

- A 10' x 10' first row premium booth on the main floor of the show
- Company name included in radio and/or television ads
- Company name included in billboard ads
- Company name/logo included in display ads placed with area media (Livingston County Daily Press & Argus, The Marketeer, etc.)
- Company name/logo on all print marketing material (flyers, etc.) promoting the Home Show throughout Livingston County

- Company name/logo on the Livingston County Home Show website, with link to company's home page
- Company name/logo included in the official Home Show Guide published by the Livingston County Daily Press & Argus
- Company name/logo displayed prominently on a banner at the show
- Company name/logo printed on the admission tickets to the event
- Company name included in announcements made during the show
- Company name/logo included in all press releases sent to media in and beyond Livingston County
- Company name/logo included in "Chamber Advantage", (chamber's weekly newsletter) about the Home Show and Taste of Livingston
- Ten complimentary general admission tickets to the home show for your customers/employees
- Fifty complimentary Taste of Livingston county tickets to give to customers or employees to enjoy food samplings from area restaurants participating in the Taste venue
- Complete list of exhibitors and contact information
- 1st Right of refusal for 2019 show as a major sponsor

Mobile Phone Ad Sponsor \$1,850

_____ Initial

- A 10' x 10' first row premium booth on the main floor of the show
- Your company name/logo included in home show ad on thousands of mobile phone apps with over 100,000 impressions
- Company name/logo on the Livingston County Home Show website, with link to company's home page

Show Bag Sponsor \$1,500

_____ Initial

- Company name/logo and advertisement will be printed in color on 1-side of 1,000 show bags w/plastic handles (size 11" x 15"). Opposite side printed with the Livingston County Home Show logo.
- Company name/logo on the Livingston County Home Show website, with link to company's home page

Ticket Sponsor \$850

_____ Initial

- Company name and coupon printed on back of 4,000 admission ticket stubs (size 3" x 2")
- Company name/logo on the Livingston County Home Show website, with link to company's home page

Kids' Zone Sponsor \$500 ea. (3 available - Friday, Saturday or Sunday)

_____ Initial

(Free entertainment provided for children in balcony area – entertainment TBD)

- Company name listed on banner/signage in the kids' entertainment area on sponsored day
- Company name/logo on the Livingston County Home Show website, with link to company's home page
- 10 complimentary Home Show tickets and 10 complimentary Taste of Livingston tickets

Greeter Sponsor \$500 ea. (3 available - Friday, Saturday or Sunday)

_____ Initial

- A total of two people from your company get to welcome attendees to the home show and hand out your company's literature near entrance(s) of the show
- Company name/logo on the Livingston County Home Show website, with link to company's home page

Coffee Sponsor \$350

_____ Initial

(Free coffee will be available at the concession stand for all home show exhibitors)

- Company name/logo on signage at the concession stand
- Company name/logo on the Livingston County Home Show website, with link to company's home page

If you have any questions about Home Show sponsorship opportunities, please contact Brenda Barone at 517.546.3920, or bbarone@howell.org.

To confirm your acceptance of these sponsorship terms, please initial above next to the sponsorship of choice, sign below and fax to Brenda at 517.546.4115.

(Print) Authorized Signature

(Sign) Authorized Signature

Date