

March 27-29, 2020



Reserve your space today!

See floor plan on reverse side

IMPORTANT EXHIBITOR DATES

Show Location

Howell High School Fieldhouse, 1200 W. Grand River Ave., Howell, MI 48843

Set-Up Dates/Hours

(Exhibitors may choose own set-up time)

Thursday, March 26 (8 am – 8pm) • Friday, March 27 (8am – 4pm)

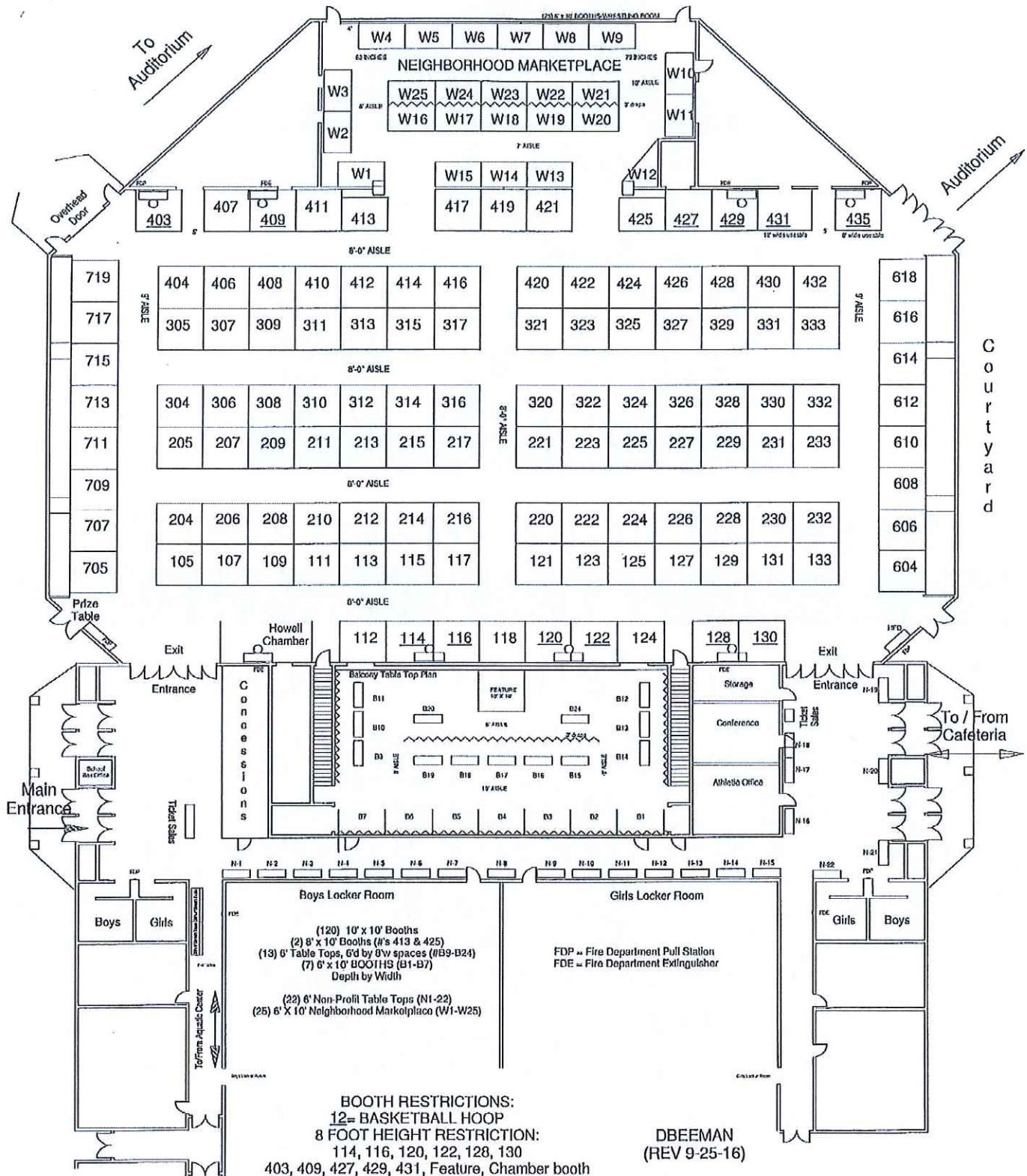
Show Dates/Hours

Friday, March 27 (5pm - 8pm) • Saturday, March 28 (9am - 6pm) • Sunday, March 29 (11am - 4pm)

Show Tear-Down

Sunday, March 29 @ 4:00pm
(exhibits MUST be removed by 6:30pm).

Livingston County Home Show





Dear Exhibitor:

The Howell Area Chamber of Commerce invites you to join us in participating in the **Livingston County Home Show** for **March 27-29, 2020**, 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 29, 2019. 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 cannot guarantee there will be space available as we get closer to the dates of the show.

One of our goals is to make certain this event showcases the building, remodeling and home decor 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 2020 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 many benefits of joining our organization. Please see below for pricing for the 2020 event:

Main Floor	10' x 10'	\$695 member/\$1005 non-member
Balcony - Small	6' x 8' *	\$232 member/\$310 non-member
*includes 6' skirted table (chair - additional \$7)		
Balcony - Large	6' x 10'	\$288 member/\$386 non-member
Outdoor (no tent/heat)	10' x 10'	\$298 member/\$407 non-member
Outdoor (no tent/heat)	20' x 15'	\$370 member/\$488 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 3, 2020.
- 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 receive a high level of exposure that targets 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 **57th Livingston County Home Show**. If you should have any questions, please don't hesitate to contact me.

Sincerely,

Jeanne Clum
Howell Area Chamber of Commerce
lchomeshow@howell.org
517.546.3920

RENEWING
EXHIBITOR DEADLINE
NOVEMBER 29, 2019





March 27-29, 2020

Website: LivingstonCountyHomeShow.com
 Email: lchomeshow@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 _____

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.

Note: Standard electricity is included with booth at no extra charge

Booth Space	_____ Main Floor	_____ Balcony	_____ Outside	= \$	_____
Skirted tables	_____ (Qty) x \$40	size : _____ 4 ft.	_____ 6 ft. or _____ 8 ft.	+ \$	_____
Chairs	_____ (Qty) x \$10			+ \$	_____
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 by Nov. 29, 2019				- \$	_____
Balance due by February 3, 2020				= \$	_____

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 (2/7/20).

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 2020 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 _____ X _____
 Howell Area Chamber of Commerce Date AUTHORIZED SIGNATURE - Exhibitor Date

For Office Use Only				
Date Rec	Amt Rec	P/M	Bal Due	Notes

Terms of Agreement

Livingston County Home Show

March 27-29, 2020 Howell High School Fieldhouse



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 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 Fieldhouse, 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, March 27. Overhead doors will be closed after 4:30 p.m. on Friday. The show ends at 4:00 p.m., Sunday, March 29. Removal of all exhibits must be completed by 6:30 p.m. on Sunday, March 29. 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 compromises 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 Fieldhouse 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 Fieldhouse.**
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 Fieldhouse 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 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 01/27/20 – monies will be refunded less a \$150 handling fee.
 - Requests received after 5 p.m. on 01/27/20 – 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 Accord Certificate of Commercial General Liability Insurance

We are participating in the **2020 Livingston County Home Show** hosted by the Howell Area Chamber of Commerce. The show dates are March 27-29, 2020. Please provide an Accord Certificate of Liability Insurance coverage.

Please fax or email the Accord certificate, listing the Howell Area Chamber of Commerce as the certificate holder and listing the liability amounts and expiration dates for our company. **The Accord 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: March 27-29, 2020

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

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



2020 Home Show Sponsorship Opportunities

The **Howell Area Chamber of Commerce** hosts the **Livingston County Home Show, March 27-29, 2020**, 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 going strong for 57 years.

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. Home Show Sponsors from 2019 have first right of refusal for 2020 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 2021 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 2020 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

Punch a Prize Sponsorship – Sunday \$1200

_____ Initial

- A 10' x 10' first row premium booth on the main floor of the show
- Company Name/Logo exclusively displayed on header of Punch a Prize Game board along with all 100 prizes exclusively donated by company for Punch A Prize Game. Prizes can be in the form of gift cards, merchandise, etc.
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

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 – location, 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 – Saturday \$500

_____ 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

2 for \$22 Sponsorship - Saturday \$400

_____ Initial

- Company Name/Logo on ticket booths at home show AND Taste of Livingston as the "2 for \$22" Admission Sponsor on Saturday. *The "2 for \$22" special allows show attendees to receive 2 home show ticket and 2 strips of 10 Taste of Livingston tickets each as at special price. Taste of Livingston is held in the high school cafeteria on Saturday from 11:30am – 3:00pm.*
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

Raffle Table Sponsorship - \$375

_____ Initial

- Company Banner above Raffle Table – Friday, Saturday and Sunday (banner not provided by home show)
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

Coffee Sponsor \$350

_____ Initial

(proceeds of sponsorship will provide FREE coffee 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
-

Half Price Sponsorship – Friday \$300

_____ Initial

- Company Name/Logo on ticket booths as "1/2 Off Admission" Sponsor on Friday
- Company Name/Logo displayed on home show website with link to company website
- 10 Complimentary Home Show Tickets

If you have any questions about Home Show sponsorship opportunities, please contact Jeanne Clum at 517.546.3920, or lchomeshow@howell.org.

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

(Print) Authorized Signature_____
(Sign) Authorized Signature_____
Date