

Exhibitor Application 2011



SAN FRANCISCO FLOWER & GARDEN SHOW

March 23 through 27, 2011

San Mateo Event Center
2495 South Delaware Street
San Mateo, CA 94403

Show Hours:
10:00am - 7:00 pm Wednesday - Saturday
10:00am - 6:00 pm Sunday

Move-In: March 21 & 22
Move-Out: March 27 (after closing) & 28

General Office: (415) 684-7278
Exhibits Manager: (415) 684-7278 ext 6
Fax: (925) 605-2950



Apply Now and Save your Spot for the Best Garden Show experience.

Contact Information for Exhibitors:

c/o Exhibits Manager

Phone (415) 684-7278 ext 6 or
exhibits@sfgardenshow.com

Reminders:

- Plant, flower & orchid markets limited to plant vendors
- Don't forget to order separately your service needs:
Decorator, storage, electrical/telecom, parking

Version May 5, 2010

Exhibitor Application 2011

This application packet is for all exhibitors except the main display gardens.

Exhibits must be of high quality and the products or services exhibited must be clearly related to gardening and "green living". The show is among a handful of leading flower shows in the world, including those in Philadelphia, Seattle and England. The show is NOT a "home & garden show" or a "home show", which are commonly available. Show management goes to great lengths to maintain a high level of quality and relevance for our public attendees. In 2011, we will attempt to do an even better job in screening exhibitors for the Show. Show management reserves the right to both expand appropriate themes for the show and the show name.

All applicants will be reviewed to ensure products and services are related to gardening, "green living" or other show themes. These rules will be rigorously enforced, and show management reserves the right to reject applicants based on quality or appropriateness to the show for either returning or new exhibitors. Furthermore, exhibitors who arrive for move-in with products or services inconsistent with those stated in their application or otherwise submitted, will not be admitted and not receive any refund. During the show, management reserves the right to insist exhibitors remove any unauthorized or inappropriate products. Note: New exhibitors will be required to submit a combination of written description, literature, photos and/or samples of products/services to be exhibited – for instructions please email exhibits@SFGardenShow.com.

Exhibitor Categories

- **Plant Market** - Living plants, bulbs, seeds, catalogs of plant material and cut fresh flowers only.
- **Flower & Orchid** – Flowers, Orchid plants, catalogs of orchid plants and orchid growing accessories.
- **Commercial Exhibits** - Any products related to plants, gardening, flowers and flower arranging. Examples are gardening tools, soils, fertilizers, outdoor living furniture and accessories, garden- or flower-related art and decor.
- **Educational Exhibits** - Non-profit organizations including plant societies, garden clubs, arboreta, botanical gardens, trade associations and environmentally friendly groups. Retail sales are not permitted, but sales of memberships in the exhibiting organization are permitted. Most Educational Exhibit spaces will be Aisle (see below) exhibit space with limited number of corner spaces, refer to application for pricing. *There is less choice about exhibit location due to the fact that the Show heavily subsidizes the price of Educational Exhibit space.*

Note: Landscape contractors, landscape architects, garden designers and design/build firms are encouraged to participate in the Show's display gardens; *they are not permitted to exhibit in Commercial Exhibit space*. If you would like more information about participating in the display gardens contact: Kay Estey, Show Producer, at (415) 684-7278 ext 7 or Kay@SFGardenShow.com.

Types of Exhibit Space

- **Standard Aisle** - Open to aisle on one side. Fabric draping encloses the back and the two sides of the space. The draping at the back is approximately 8 ft. 3 in. high and on the sides is 3 ft. high.
- **Standard Corner** - Open to aisles on two sides. Fabric draping is at the back and on one side of the space. The draping at the back is approximately 8 ft. 3 in. high and on the side is 3 ft. high.
- **Island** - Open to aisles on all four sides. Minimum 200 or more sq. ft., in varying sizes and shapes. No draping and no height restrictions.
- **Premium Space** - Certain Aisle, Corner and Island exhibit space located near the display gardens, or in otherwise highly desirable locations. This Premium space is indicated on the floor plan. Most of this space has 8 ft backs and walls.
- **Tall Wall** - See Exhibit Height Regulations for more details.

Exhibit Regulations

- The Show assigns exhibit space only for the promotion and sale of products and services specified *in your* application (including any subsequent modifications for which exhibitors have obtained approval before move-in). Exhibitors promoting or selling any other products or services will be required to remove them from their exhibit.
- Exhibitors are not permitted to exhibit or promote their products or services outside the boundaries of their assigned space. This is a policy of the Show and the Fire Marshal and will be strictly enforced.

Exhibitor Application 2011

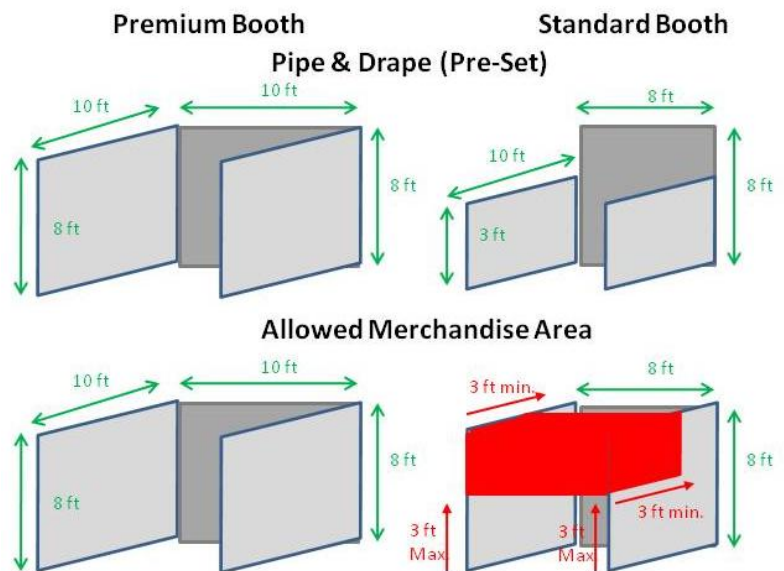
- Exhibitors are to remain open for business for the duration of the Show.
- Exhibits are not permitted to be taken down until 6:01 pm on Sunday evening, after the Show closes. Any exhibitor violating this policy will lose seniority for booth placement for its next exhibiting year.
- No food or drink intended for consumption at the Show may be sold or distributed from exhibit spaces.
- The use of headset and hand-held microphones is prohibited. No music or other noise is allowed without express permission of the Show as well as an Exhibitor's neighbors.
- Restocking with handcarts/dollies must be done prior to the Show opening and after the Show closes each day, to ensure public safety. These specific restocking hours are published in the Exhibitor Kit.
- Any decoration or display item not for sale within 18 inches of an ignition source must be flame-proofed prior to the Show. Documentation must be submitted to the Exhibits Manager before move-in. Examples of "ignition source" are any electrical outlet and electrical extension cords. More information about flame-proofing is included in the Exhibitor Kit. The San Mateo Fire Marshal insists on strict compliance by every exhibitor.

Exhibit Height Regulations

- Premium Booth (Expo Premium and Plant Market Areas) -- Maximum height of walls (back and sides) and contents is approximately 8 ft. 3 in.

- Standard Booth (Both aisle & corner spaces in Expo Standard & Fiesta Standard areas) -- maximum height of walls and contents is approximately 8 ft. 3 in., except for the top front of your exhibit, where contents may not be placed higher than 3 ft off the floor within the front 3 ft of your space. *The reason for this policy is to allow for good sight lines up and down the aisles into your exhibit and all other exhibits. **This policy will be enforced by the sole discretion of the Show.***

- Tall-Wall Option – Any isle or corner exhibit located on perimeter walls. Standard or Premium booth configurations for pipe & drape still apply; however, these exhibits can merchandise up to 12 ft. along walls (not including sides of their exhibit space). This exhibit space is well suited for exhibitors selling artwork such as paintings of gardens or flowers. If any wall of any adjoining exhibitor is shorter than your wall(s), then the backside of your wall must have a "finished" appearance. *It is your responsibility to contact adjoining exhibitors well before the Show so that you have time to comply with this "finished backside" policy.* The Show's Exhibits Manager will provide you contact information for adjoining exhibitors. There is no additional price for Tall-Wall space; however ordering additional pipe and drape from the decorator or constructing walls to separate your exhibit from adjoining exhibits is your responsibility.



Exhibitor Package Includes

- The specified amount of exhibit space. Note: There are a variety of sizes, the most common is 10ftx10ft (100sq.ft.)
- Exhibitor identification sign, 44 in. x 7 in.
- 24 hour perimeter security.
- Two (2) wristbands per 100 sq. ft. for exhibitor staff only for entry to work at the show. Additional wristbands can be purchased for \$10 per day up to an additional 2 wristbands per 100 sq. ft.
- Exhibitor listing in the Official Show Guide distributed on-site (to guarantee being in Show Guide, exhibitors must have application approved and full payment received by December 31, 2010, and submit accurate information prior to February 10, 2011).
- The exhibit space price does not include decorations, electricity, storage, furnishings, parking, freight, forklift service or other services, all of which are available for additional fees. Storage and parking passes can be ordered on this application. Order forms for all other items will be in the Exhibitor Kit available in early 2011.

Exhibitor Application 2011

Notice Regarding Required Permits, Fees & Insurance

- CA State “Seller’s Permit #” – Every exhibitor must either already have a number or must obtain one. There is no charge for this. To obtain one, you must contact the CA State Board of Equalization directly, at (800) 400-7115 or (916) 227-6600; or visit the CA state government’s website at: www.boe.ca.gov
- County “Licensing Fee” – Every exhibitor must also have a San Mateo County license, which is specific for the event, and costs \$5. Since every exhibitor must have one, the fee is being automatically included on the application form.
- Insurance – There is a mandatory \$55 liability insurance premium for every exhibitor, regardless of whether you have other business insurance coverage. This premium is collected automatically on the application form.
- Parking – All exhibitors must pay \$10/day for parking on the days when the show is open to the public.

Application Terms

- Application and payment processing are available via mail, fax or online www.sfgardenshow.com/exhibitors/app
- By submitting this application you agree to the terms in this application and any subsequent exhibitor kits and instructions. Show reserves the right to change its policies at any time.
- Booths will generally be assigned in the order in which applications are received – so APPLY EARLY! (*Booth allocation is subject to the sole discretion of Show management, and will consider many factors in addition to your preference.*) We cannot guarantee that you will receive a booth you request.
- Specific move-in times are assigned according to exhibit location.
- Management reserves the right to dismiss exhibitors with non-appropriate products or services based on the Show’s own determination of what is “appropriate”. Exhibitors may not sell their space without express written permission.
- Management reserves right to modify booth configurations, booth sizes, specific exhibitor decorations and design elements and any other facet of Show or Exhibitor space in order to accommodate building code mandates and/or items that will improve the overall utility of the Show.
- A 50% deposit of your Total Cost is due with the application. No booth number will be confirmed prior to receiving a 50% deposit. (“Total Cost” include exhibit space cost, county license fee, liability insurance premium, and storage if any.)
- Payments via personal check should include the exhibitor name someplace on the check.
- **Payment deadlines:**
 - Balance due by September 1, 2010. If payment not received. Late fees of \$50 per month applied to any remaining balances thereafter.
- **Cancellation Policy:**
 - Prior to September 1st, any cancellations of reserved exhibit space will result in a forfeiture of 25% of the total costs for the canceled space.
 - After September 1st, there are **NO refunds** for any cancellations.

SF Garden Show’s Eco-Friendly Discount (ONLINE APPLICATIONS ONLY):

- Save \$25 if you apply online at: www.sfgardenshow.com/exhibitors/app

NOTE: The Show’s receipt of Exhibit Space Application and deposit does not constitute acceptance in the Show. If an application is rejected, the Show will return the full deposit to the applicant as soon as possible. Once the application is accepted by the Show, it becomes binding and acts as a contract. Final booth location placement is based on the sole discretion of Show management.

It is anticipated that the show will sell out AGAIN next year. You are advised to complete the appropriate application as soon as possible.

Exhibitor Application 2011



Apply online & save \$25!

March 23 – 27, 2011 at the San Mateo Event Center

Before completing this application, please read carefully the information accompanying this application regarding categories of exhibitors, types of exhibit space, and exhibitor regulations. Product samples, photos or websites with clear images of products must be submitted with this application.

Please sign below to confirm that you have read the Exhibit Regulations and Application Terms and will comply with them.

Applications will not be processed without a signature.

Authorized Signature Date

Printed Name Title

 Company/Organization

 Name on Show Signage:

 Contact

 Address

 Telephone

 Cell phone on-site at Show

 Fax

 Email

 Website

 Description of Product/Service
 (be as detailed as possible and include brand names if applicable)

Check the categories below which apply to your company and products:

- | | |
|---|---|
| <input type="checkbox"/> Retail Nursery | <input type="checkbox"/> Tools |
| <input type="checkbox"/> Wholesale Nursery/Grower | <input type="checkbox"/> Clothing/Jewelry |
| <input type="checkbox"/> Soil/Fertilizer | <input type="checkbox"/> Interior Decor/Arts/Crafts |
| <input type="checkbox"/> Seeds/Bulbs | <input type="checkbox"/> Outdoor Furniture/Appliances |
| <input type="checkbox"/> Garden Decor/Pots/Ornamental/Fountains | |
| <input type="checkbox"/> Other _____ | |

NOTE: All exhibitors must have a State of California Seller's permit. Please provide below:

State of California Seller's Permit No: _____

Office Use Only

DB	CT	Yrs	DT	Type
Spc#				Amount
Date Received				

Send applications to:
c/o Exhibits Manager
295 South Vasco Rd, Livermore, CA 94551
phone: (415) 684-7278 ext 6 / fax: (925) 605-2950

Note: \$50 charge for returned (NSF) checks. Returned checks or declined credit cards will result in suspension of application. Late fee of \$50/mo apply to balances owed after due date.

EXHIBIT SPACE: Type and Size

Requested Booth Choice: 1st _____ 2nd _____ 3rd _____

I request Tall-Wall exhibit Space (see exhibit height regulation for locations)

I am interested in outdoor space

	Square Feet	Price/Sq Ft	Exhibit Price
Expo Standard	Aisle _____	X \$15.50	= \$
	Corner _____	X \$19.50	= \$
Expo Premium	Aisle _____	X \$16.50	= \$
	Corner _____	X \$20.50	= \$
Fiesta Standrd	Aisle _____	X \$14.75	= \$
	Corner _____	X \$19.00	= \$
Plant Market	Aisle _____	X \$10.50	= \$
	Corner _____	X \$12.50	= \$
SUBTOTAL (A)			\$

Less: Eco-Friendly discount (ONLINE ONLY)

Apply online instead and subtract \$25 - \$ _____
SAVINGS SUBTOTAL (B) **\$**

PLUS: OTHER FEES

Storage _____ (sq ft) x \$3.00 (per sq ft)	= \$
Parking Passes Qty _____ X \$40	= \$
Liability Insurance Premium (mandatory)	= \$ 55.00
County Licensing Fee	= \$ 5.00
SUBTOTAL (C)	\$

Educational Aisle _____ X \$2.75	= \$
Space Corner _____ X \$3.50	= \$
County Licensing Fee	= \$ 5.00
SUBTOTAL (D)	\$

TOTAL PRICE less SAVINGS = \$
(A – B + C or D)

50% Deposit **Now** - \$ _____
 Balance Due by September 1, 2010 = \$ _____

Sign up online to save \$25, or fax or mail this application. Checks payable to SF Flower & Garden Show.

Charge my 50% deposit now & my balance due on September 1, 2010. I authorize you to automatically charge my card for the balance due.

Credit Card No. _____

Expiration Date _____ Visa MasterCard

CVC Code _____ American Express

Billing Address (if not same as above) _____

Name on Credit Card _____

Signature _____