

Exhibitor Application 2012



March 21 through 25, 2012

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 19 & 20
Move-Out: March 25 (after closing) & 26

General Office: (415) 684-7278
Exhibits Manager: (415) 684-7278 ext 6
Fax: (415) 684-7281



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

Contact Information for Exhibitors:

Lynette Stavros

Exhibits Manager

408-264-3300 (direct)

Phone (415) 684-7278 ext 6 (office)

lynette@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

Application – June 15, 2011 v3

Exhibitor Application 2012



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. Show management reserves the right to change any and all facets of the show, including, but not limited to: name, times, dates, locations, themes, special sections, entertainment, etc.

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 inconsistent with show expectations, 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 & Flower Market** - Living plants, bulbs, seeds, catalogs of plant material and cut fresh flowers only.
- **Commercial Exhibits** - Any products related to plants, gardening, flowers and outdoor living. Examples are tools, soils, fertilizers, outdoor furniture and accessories, hardscape, 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: Katrina Agamau, Show Manager, at (415) 684-7278 ext 7 or Katrina@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 (if there is a back) 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.
- **High Wall Space** - Certain Aisle, Corner and Island exhibit space located near the display gardens, or in otherwise highly desirable locations. This space is indicated on the floor plan. All of this space has 8 ft backs and walls.
- **Tall Wall** - See Exhibit Height Regulations for more details—very limited availability.

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.

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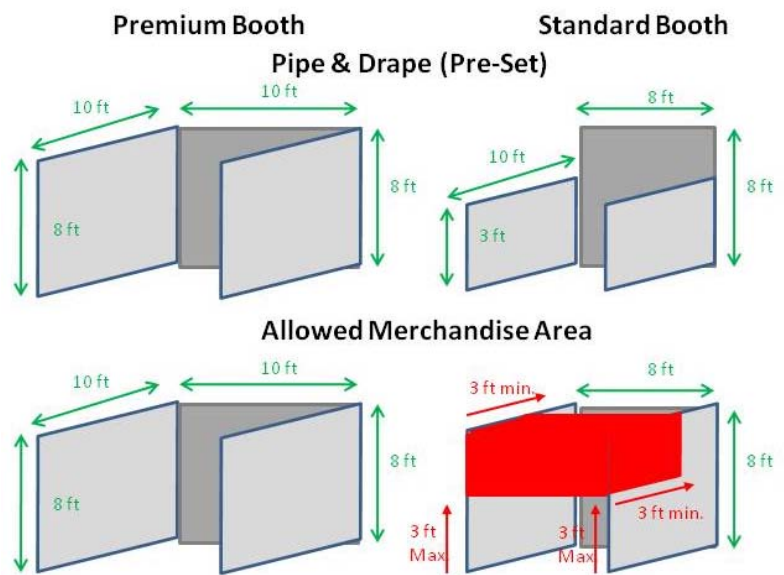
- Exhibitors are to remain open for business for the duration of the Show and until close of each day of the Show.
- Exhibits are not permitted to be taken down until 6:01 pm on Sunday evening, after the Show closes. Any exhibitor violating this policy will lose seniority for booth placement for its 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. If any music or displays can be heard outside of your booth space they are too loud.
- 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

• High Wall Booth (Expo High Wall) -- 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 aisle 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 January 2, 2012, and submit accurate information prior to February 1, 2012).
- 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 2012.

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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. The Show does not selling parking passes, but can be purchased usually at a discount by the Event Center during move-in.

Application Terms

- Application and payment processing are available via mail or fax and will soon be online www.sfgardenshow.com/exhibitors/app.
- 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 involve 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.
- 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 any of its policies, elements, layouts, themes, designs, entertainment, participants, hours of operation or any other facet of the Show at any time.
- 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 33% deposit of your Total Cost is due with the application. No booth number will be confirmed prior to receiving a 33% 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 on the check.
- **Payment deadlines:**
 - A second payment of 33% is due September 1, 2011, and the final balance is due by January 2, 2012. If payment is not received, late fees of \$50 per month are applied to any remaining balances.
- **Cancellation Policy:**
 - All payments are non-refundable.

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.

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Apply online & save \$25!

March 21 – 25, 2012 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. **By submitting this application you agree with all of the terms and conditions of the Show and 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:

- Retail Nursery
- Wholesale Nursery/Grower
- Soil/Fertilizer
- Seeds/Bulbs
- Garden Decor/Pots/Ornamental/Fountains
- Other _____
- Tools
- Hardscape
- Interior Decor/Arts/Crafts
- Outdoor Furniture/Appliances

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

Please provide below:

State of California Seller's Permit No: _____

Send applications to:

Lynette Stavros, Exhibits Manager
295 South Vasco Rd, Livermore, CA 94551
phone: (415) 684-7278 ext 6 / fax: (415) 684-7281

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
Standard	Aisle _____	X \$15.50	= \$ _____
	Corner _____	X \$19.50	= \$ _____
Premium	Aisle _____	X \$16.50	= \$ _____
	Corner _____	X \$20.50	= \$ _____
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)	= \$ _____
Liability Insurance Premium (mandatory)	= \$ 55.00
County Licensing Fee	= \$ 5.00
SUBTOTAL (C)	\$ _____
Educational Space	Aisle _____ X \$2.75 = \$ _____
	Corner _____ X \$3.50 = \$ _____
County Licensing Fee	= \$ 5.00
SUBTOTAL (D)	\$ _____

TOTAL PRICE less SAVINGS (A - B + C or D)

- 33% Deposit **Now** - \$ _____
- Balance Due September and January: = \$ _____

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

Charge 33% now, 33% on Sep 1, 2011 and balance on Jan 2, 2012. I authorize you to automatically charge my card for all payments due on or after the date in which they are due. I understand and agree that all payments are non-refundable.

Credit Card No. _____

Expiration Date _____ Visa MasterCard

CVC Code _____ American Express

Billing Address (if not same as above) _____

Name on Credit Card _____

Signature _____