

2019 SHIAWASSEE HOME GARDEN & BUSINESS



2019 Theme:



March 9 & 10, 2019

Location:

Owosso High School, 765 E. North St., Owosso

Show Hours:

Saturday, March 9th - 9:00 a.m. to 5:00 p.m.

Sunday, March 10th - 10:00 a.m. to 4:00 p.m.

Presented By:



**Memorial
Healthcare**



Exhibitor Registration

*Sell your products & showcase your business at Shiawassee County's Only EXPO,
an annual event of The Shiawassee Regional Chamber of Commerce.*



January 2019

Dear Business Owner,

Over the last several months, the EXPO committee has been meeting and making plans for a great 2019 show. We are excited to announce the 2019 EXPO will feature the indoor Farmers Market, great Dream Ticket Prizes, the return of Restaurant Row and fun Kid's Day activities on Sunday.

Based on feedback from past exhibitors, the committee has made changes in the show floor plan, added a flexible payment option and created an exciting new video social media opportunity. All of this was done to improve the show, but more importantly, give YOU the most value for your money.

Here are some statistics from the EXPO based on a guest survey:

- Last year, attendance was 2,684 visitors over 2 days!
- 92.8% of the attendees were homeowners
- 89.6% said they intend to purchase something they saw at the EXPO
- 97.8% rated their experience as "good to excellent"

This is a SELLING show. Bring your products and sell, sell, sell. I cannot encourage that enough as the public is asking for that experience. No longer do they wish to browse and look – they want to buy. A welcome change for us business owners!

To foster the buying atmosphere and create a "buzz" around EXPO 2019, get connected to the event FaceBook page at www.facebook.com/shiawasseechamber. SHARE the event with your own customers on social media. Collectively, we can reach thousands and thousands of potential show attendees, but it will take a group effort.

Join us and get face-to-face with more customers in two days than you normally would in a year. Generate qualified leads, build relationships and sell at the 2019 Home Garden Business EXPO. On behalf of the EXPO committee and our sponsors, we look forward to a great show and we hope you will join us as an exhibitor.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Maurer'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Kevin Maurer, Maurer Heating & Cooling
EXPO Committee Chairman

Important Dates & Times:

EXPO 2019 DATES:

Saturday, March 9th
Sunday, March 10th

EXPO 2019 TIMES:

9:00 AM-5:00 PM, Saturday
10:00 AM-4:30 PM, Sunday

SETUP TIMES:

4:00-7:00 PM Friday, March 8th
6:00-8:30 AM Saturday, March 9th
Booths should be completely set-up by 8 a.m.

BREAKDOWN TIME:

4:30-6:00 PM March 10th

General Admission \$5.00 - 18 and over • \$4.00 - Age 62 or better



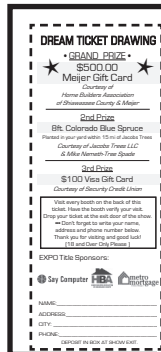
BOOTH RENTAL COSTS - Affordable Payment Options in 2019!

Any Chamber or Home Builders Association Members can register by February 22, 2019 for 10% discount

	AFTER 2/22/19	BEFORE 2/22/19 10% Discount		
Any Chamber or HBA Member			Non-Chamber or HBA Members	
1 Booth	\$335.00	\$305.00	1 Booth.....	\$670.00
2 Booths.....	\$578.00	\$525.00	2 Booths.....	\$999.00
3 Booths.....	\$775.00	\$705.00	3 Booths.....	\$1275.00
Single Endcaps.....	\$402.00	\$365.00	Single Endcaps.....	\$785.00
Double Endcaps.....	\$649.00	\$590.00	Double Endcaps.....	\$1310.00
3 Booth Inside Corner (cafeteria)	\$627.00	\$570.00	3 Booth Inside Corner.....	\$1200.00
*Medium Hall Booth	\$185.00	\$167.00	*Medium Hall Booth.....	\$397.00
* Medium Booth is 10' wide x 10' deep with 3' curtain sides, but NO 8' curtain backdrop. Includes skirted table and 2 chairs.				
Outside (2 parking spaces)	\$50.00		Outside (2 parking spaces)	\$175.00
Main Hall Display Table	\$75.00	(no 10% discount, membership not a requirement)		
Farmers Market Vendor Area	\$75.00	No Table/\$100.00 Table Provided (no 10% discount, membership not a requirement)		
Restaurant Row Booth.....	\$100.00	(no 10% discount, membership not a requirement)		

The first six booth options above DO NOT include a skirted table and 2 chairs, they must be ordered separately if needed. Cost is \$35.00 per table with two chairs.

Booth Payment Plan!
50% of total cost
upon registration
Remaining 50% due
by February 22, 2019



Guarantee visits to your booth with the EXPO Dreamticket!

The Dreamticket is an outstanding opportunity to generate traffic into an exhibitor's booth. Exhibitors pay \$50 to list their name on the Dreamticket. Attendees receive a Dreamticket with their admission and must visit each booth listed on the ticket to have it stamped. The tickets are dropped into a box at the exit and the Dreamticket box gets stuffed! Last year we had almost 2000 completely filled Dreamtickets. The Dreamticket is a great selling tool unique to EXPO, so don't miss this opportunity...be sure to sign up for the Dreamticket!

The deadline to sign up for the DreamTicket is February 22, 2019.

IMPORTANT REGISTRATION DATES

February 4 to February 8, 2019.....Open to 2018 EXPO Exhibitors-Chamber & HBA Members in good standing
Booth locations from last year will be held for the first 5 days of registration.
Beginning February 11, 2019 at 8:30 AM, booths will be sold on a 1st come, 1st choice basis to 2018 (last year's) show exhibitors who wish to change booth locations.

After February 11, 2019.....Open to Paid Chamber and HBA Members
First come, first choice

Beginning February 18, 2019.....Open to Non-Members

Mailed registrations will be date/time stamped in the order received.

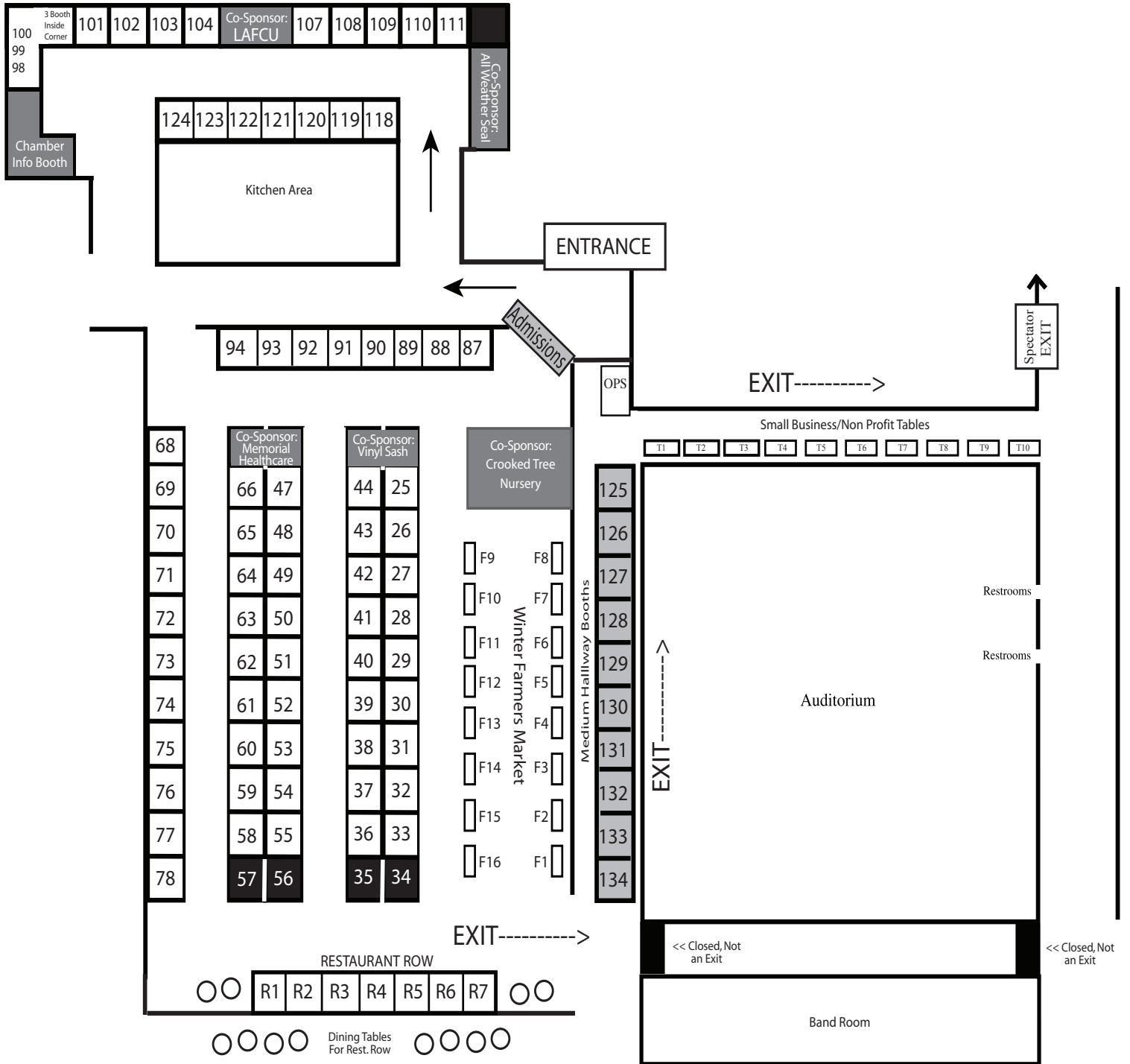
The following must be included with registration to reserve booth space.
Only Members In Good Standing will be given the Member Rate.

- Completed and signed Exhibitor Agreement.
- Booth and furnishings rental fee (cash or check payable to Shiawassee Regional Chamber of Commerce).

QUESTIONS?

Call Sue Kadlek at the
Chamber
989-723-5149 or
skadlek@
shiawasseechamber.org

2019 EXPO Presenting Sponsors:



EXPO 2019 Exhibitor Registration Agreement

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

E-mail: _____

Description of Products/Services to be displayed: _____

STANDARD EXPO BOOTHS:

Number of 10'x10' Booths Reserved - Qty: _____
Booth # Preference 1st: _____ 2nd: _____ 3rd: _____

Early Registration Discount of 10% to Members Only Before 02/22/19 \$ _____

Medium Booth in Main Hallway Booth # preference _____ \$ _____

OTHER DISPLAY OPTIONS (no early discount on the following):

Farmers Market Vendor Area \$75.00 No Table/\$100.00 Table Provided \$ _____

Main Hallway Table @ \$75.00 Table # preference _____ \$ _____

Restaurant Row Booth @\$100.00 Booth # preference _____ \$ _____

Outside Display (2 parking spaces) \$ _____

EXPO EXTRAS:

Dreamticket Participant \$50.00 \$ _____

Skirted Table & 2 Chairs (for 10x10 booths only) @ \$38.00 - Qty: _____ \$ _____

Additional Exhibitor Passes @ \$2.00 each - Qty: _____ \$ _____

Two entry passes are included with each booth rental.
Exhibitors must have and carry a pass to enter any entrance.

TOTAL ENCLOSED \$ _____

OPTIONAL PAYMENT OPTION: 50% due at the time of registration, balance due by February 22, 2019

Please mail payment with this form to secure your booth, or complete credit card information below.

Visa MC Discover Card # _____ CVC # _____ Expiration Date _____

Name on Card _____ Authorized Signature _____

My business will participate in the announced hourly door prizes with a gift valued \$25.00 (Limit 4).

EXHIBITOR TERMS & CONDITIONS:

FUNDRAISING POLICY: All fundraising activities by nonprofit organizations must be approved in advance by EXPO event staff. No booth to booth sales.

RECEIPT OF EXHIBITS: Owosso High School Gymnasium will be open as indicated in Setup Times. Exhibits will not be received in advance, nor will exhibits be permitted to be set up until rental payment has been paid in full.

PAYMENT FOR SPACE: Space will be reserved with payment of at least 50% with balance due by February 22, 2019.

CONSTRUCTION OF EXHIBITS: To insure uniformity of booths, exhibition spaces will be furnished by the management and the cost of same is included in the price of the space.

DIVISION OF SPACE: No exhibitor shall be allowed to sublet the whole or any part of the rented space.

DISPLAY OF MERCHANDISE: All merchandise must be displayed in booth space. No merchandise of any description is allowed in the aisle.

CARE OF FLOOR: Caution must be exercised in care of floor. No fastening to the floor. Things of weight must have protection under them. No more than 400# PSF on Gym floor. Equipment to be moved on wheeled devices. No dragging of any equipment. No taping is permitted to either floor

or walls. It is suggested that exhibitors bring carpet or mats (non-rubber backed) for use within their booths to protect the floor.

LIMITATION OF AGREEMENT: The foregoing agreement shall constitute the entire contract between the exhibitor and the sponsors. No verbal promises of representatives, not embodied herein, shall be binding upon parties here to. The mission of this event is to promote commerce within Shiawassee County. Therefore, individuals and organizations wishing to promote their social and/or political issues will not be allowed to do so. This includes, but is not limited to, political campaigning and the collection of petition signatures. The EXPO Committee reserves the right to Accept/Reject entries to preserve the quality and diversity of the show. Final booth placement is at the discretion of the EXPO Committee.

CERTIFICATE OF LIABILITY: Exhibitors agree to supply the Shiawassee Regional Chamber of Commerce with a Certificate of Liability Insurance at the time of registration to secure booth space.

RESPONSIBILITY: The management will not be responsible for any loss or damage to exhibits while in transit to or from building, or while in the exhibition building, but will use reasonable precautions for their safekeeping.

CANCELLATION: This contract is noncancellable and non-transferrable. No monies will be returned by the sponsors.

REMOVAL OF EXHIBITS: To ensure a quality experience for guests, exhibitors are politely asked NOT to begin tearing down booths before 4:30 PM, March 10, 2019.

Acceptance of Exhibitor Terms by: _____ **Date** _____

Mail payment, agreement, certificate of liability to:
Shiawassee Regional Chamber of Commerce, 215 N. Water St., Suite 204, Owosso, MI 48867
Phone: 989.723.5149 • Fax: 989.723.8353 • Website: www.shiawasseechamber.org

OFFICE USE ONLY	
Ck: _____	Cert: _____
Date: _____	Initials: _____



2019 Home Garden Business EXPO Sponsorship Marketing Opportunities

The Shiawassee Home Garden Business EXPO is a premier showcase opportunity for businesses! The EXPO connects with thousands of guests each and every year. It is the only trade show of its type in the Shiawassee Region.

The sponsorships offered below are opportunities to increase your visibility with a home show that has been around for over 50 years and still running strong.

Note: To become an EXPO sponsor, you must be a member in good standing of the Shiawassee Regional Chamber of Commerce or Shiawassee Home Builders Association. 2019 sponsors will have first right of refusal for 2020 sponsorships.

Presenting Sponsors available at \$1250 each:

- Exhibit space at the event – a 10' x 20' booth space
- Company logo on front of exhibitor registration packet
- Company logo on SRCC website as a premier sponsor
- Company name in all print/radio publications
- Mention in all event press releases
- Mention on social media as a presenting sponsor
- Company name mentioned during show announcements
- Complete list of exhibitors and contact information
- 1st right of refusal for 2020 as presenting sponsor

Sold Out for 2019

Dream Ticket Sponsor \$750:

- Company logo on 3,500 tickets printed for the event
- Company name mentioned in all Dream Ticket promos
- Company name mentioned on all social media Dream Ticket promos
- Opportunity to stand in newspaper photo/release with prize-winners post event

_____ Initial

Kid's Day Sponsor \$500:

- Sunday is Kid's Day at EXPO sponsored by YOUR BUSINESS
- Company name mentioned in all Kid's Day press releases
- Company name mentioned in all Kid's Day social media
- Company name mentioned during show announcements

_____ Initial

Exhibitor Breakfast/Coffee Sponsors - 2 spots available at \$250 each:

- Company logo on signage at exhibitor breakfast/coffee area
- Company name mentioned during show announcements

_____ Initial

Show Bag Sponsors - 10 spots available at \$100 each:

_____ Initial

- Company logo printed on 200 canvas event bags
(100 bags handed out each day to the 1st 100 admissions)
- Opportunity to have staff person at entrance to hand out bags
- Opportunity to insert literature in each bag

Lunch Table Sponsors - 6 spots available at \$100 each:

_____ Initial

- Sponsor the Restaurant Row lunch tables
- 8.5" x 11" acrylic signage with your logo
- Opportunity to place literature on the tables all weekend

If you have any questions about EXPO sponsorship opportunities, please call Sue Kadlek at the Chamber office at 989-723-5149 or email skadlek@shiwasseechamber.org.

To confirm acceptance of the sponsorship terms, please initial above next to the sponsorship of your choice, sign below and fax back to Sue at 989-723-8353.

PRINT NAME

SIGNATURE

DATE

The Shiawassee Home Garden Business EXPO is March 9th-10th at Owosso High School



Highlights of the 2019 EXPO:

- Busy atmosphere of a “Marketplace”!
- Easy booth payment option!
- Dream Ticket GRAND PRIZE Drawing is back; A favorite among spectators!
- RESTAURANT ROW RETURNS in same location in gymnasium!
- Where else can you see over 2,500 people in a weekend for such a small investment?

Exhibitors Say It Best:

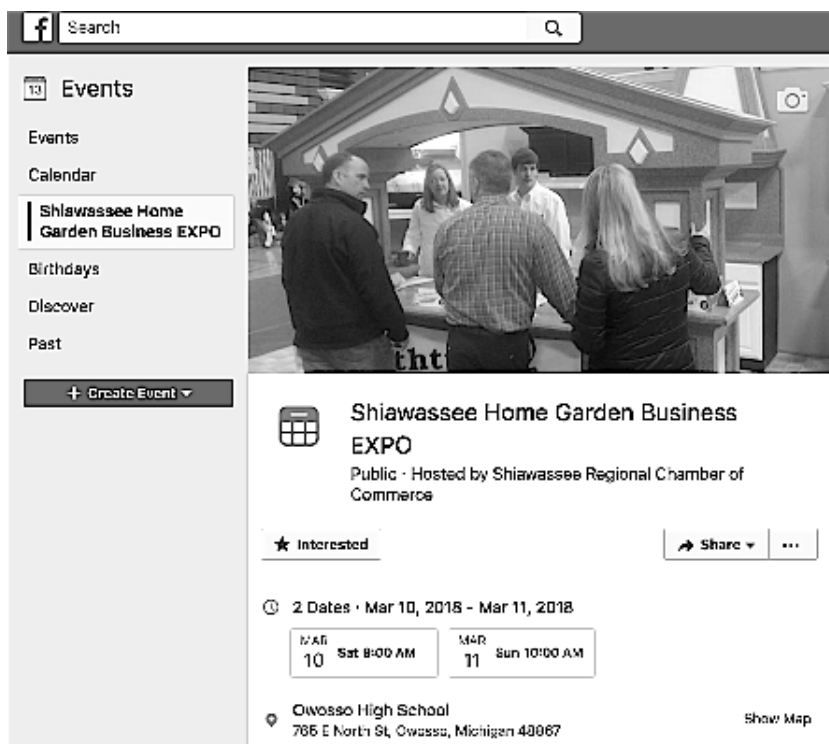
“Thank you to everyone for making this year’s show event better than the last two! We were very pleased and I know the people around us were happy we were there. They were happy because of the extra business they received from people waiting to buy cookies!” ~ Girl Scouts Heart of Michigan

MARKET EXPO on your own social media...

Exhibitors can help the marketing effort by sharing the dates in your paid advertising and sharing our event on social media. The event can be found at www.facebook.com/shiawasseechamber.

Think of how many thousands we can reach if everyone shares and promotes the EXPO!

Make the EXPO go viral!



The screenshot shows a Facebook event page for the "Shiawassee Home Garden Business EXPO". The page includes a search bar at the top, a navigation menu on the left with options like "Events", "Calendar", "Birthdays", "Discover", and "Past", and a "Create Event" button. The main content area features a photo of people at an event, the event title "Shiawassee Home Garden Business EXPO", the host "Shiawassee Regional Chamber of Commerce", and the dates "2 Dates · Mar 10, 2018 - Mar 11, 2018". A calendar view shows the dates: "10 Sat 8:00 AM" and "11 Sun 10:00 AM". The location is listed as "Owosso High School, 785 E North St, Owosso, Michigan 48867".

**SHIAWASSEE
REGIONAL**
CHAMBER OF COMMERCE

215 N. Water Street
Suite 204
Owosso, MI
48867

Return Service Requested

**PRST STD
U.S. Postage
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Owosso, MI**

**MAKE SALES
at the 2019
EXPO!**