



# DELAWARE HOME & GARDEN SHOW

## LOADING HOURS:

<b>IN</b>	Fri. April 1, 2016	10a-4p
	Sat. April 2, 2016	8:00-9:00a
	<b>MUST BE SET</b>	<b>9:30a</b>
<b>OUT</b>	Sun. April 3, 2016	4p-6p

## SHOW HOURS

<b>Sat.</b>	April 2, 2016	<b>10a- 5p</b>
<b>Sun.</b>	April 3, 2016	<b>11a-4p</b>

**Chase Center on the Riverfront  
815 Justison Street  
Wilmington, DE 19801**





# MARKETING PLAN

2016 SPRING DELAWARE HOME & GARDEN SHOW

## ONLINE

**Email Campaign** to 3700 contacts

**Facebook** Ad Campaign

## ATTRACTIONS

-**NEW Spring Variety Plant Sale**-  
wholesale pricing!

-**Love and Fresh Flowers**, Jennie Love "Backyard Bouquets" floral design demo. Owner of the Philadelphia urban flower farm and event floral design studio working exclusively with locally grown elements

-**Make & Take Container Workshops** with NCC Master Gardeners

**PaintNite Paint Party**- Grab a brush and leave with a piece of artwork. No experience necessary.

**DIY EcoFusion Sculpture & Terrarium Workshops** with horticulture sculptor artist Susan Benarcik

## OUTDOOR

**4 Week 195 Billboard**

## PRINT

**The News Journal:**  
**(3) Box Ads, 55 Hours**

Fri. March 11

Fri. March 25

Fri. April 1

**(4) Front Page Stickys**

Sun. March 13

Sun. March 20

Sun. March 27

Wed. March 30

**House & Home**

Full Page, March Issue

## ADMISSION FLYERS

-BOGO Vendor Admissions (\$5 Value)  
-Complimentary Postcard Admissions at Leon's Garden World locations & NCC Cooperative Extension  
-6k Targeted, Direct Mail Postcard Admissions

**APRIL 2 & 3 CHASE CENTER on the RIVERFRONT**

[www.DelawareHomeShow.com](http://www.DelawareHomeShow.com)

Cost		Amount	Total
\$1125	<b>BASIC BOOTH</b> all 10' wide by 8' deep <i>includes pipe and drape, &amp; I.D. Sign</i>		
\$1175	<b>UPGRADED BOOTH</b> <i>Includes 6' table and 2 chairs</i>		
<del>\$1325</del>	<del><b>GOVERNORS HALL BASIC BOOTH</b></del>		
<del>\$1375</del>	<del><b>GOVERNORS HALL UPGRADED BOOTH</b></del> <del><i>Includes 6' table and 2 chairs</i></del>		
\$1025	<b>HBADE MEMBER BASIC BOOTH</b>		
\$1075	<b>HBA/DE MEMBER UPGRADED BOOTH</b> <i>Includes 6' table and 2 chairs</i>		
<del>\$1220</del>	<del><b>HBA/DE MEMBER BASIC GOVERNORS HALL BOOTH</b></del>		
<del>\$1275</del>	<del><b>HBA/DE MEMBER GOVERNORS HALL UPGRADED BOOTH</b></del> <del><i>Includes 6' table and 2 chairs</i></del>		
<b>-\$100</b>	<b>MULTI BOOTH DISCOUNT</b> <i>Per each additional Booth</i>		

<b>\$350</b>	<b>TABLETOP</b> <i>(1) 6' skirted table, 2 chairs. Space on top and below table ONLY.</i>		
<b>\$150</b>	<b>NON PROFIT/CRAFT TABLETOP</b> <i>*Must be approved</i>		
<b>-\$25</b>	<b>MULTI TABLETOP DISCOUNT</b> <i>Per each additional table</i>		

Check If You would Like to Add :			
<b>\$125</b>	<b>ELECTRIC</b> for Booth or Tabletop		
<b>\$35</b>	<b>PREMIUM ONLINE LISTING</b>		
<b>\$100</b>	<b>Guaranteed Corner OR preferred table placement</b> <i>tabled must choose this if they want to request space placement</i>		

### GRAND TOTAL

### TOP 3 SPACE REQUESTS (Booths Only):

Checks Payable to:

Home Builders Association of Delaware  
1600 N Little Creek Road Dover, DE 19901

**Please charge my credit card:**

Visa MasterCard AMEX Discover

Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Exp. Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Charge one time for the amount of \_\_\_\_\_

## REGISTER EARLY AND SAVE

### 8'x10' Booth

~~\$925~~ registrations received before 12/31/2016  
~~\$1025~~ registrations received before 3/01/2016  
 \$1125 registrations received after 3/01/2016

### 3'x8' Table

~~\$300~~ registrations received before 3/01/2016  
 \$350 registrations received after 3/01/2016

### Select a Category:

- |                                    |  |
|------------------------------------|--|
| <input type="checkbox"/> Outdoors  | <input type="checkbox"/> Artistry                        |
| <input type="checkbox"/> Interiors | <input type="checkbox"/> Living- Food, Recreation & Pets |
| <input type="checkbox"/> Exteriors | <input type="checkbox"/> Community                       |

### Short Description:

## PAYMENT TERMS

**A 20% non- refundable deposit required with application in order to reserve space.**

Space assignments cannot be guaranteed. If below payment terms are not met.

**20%** \_\_\_\_\_ 12/31/2016

**50%** \_\_\_\_\_ 2/01/2016

**Balance** \_\_\_\_\_ 3/01/2016

### Cancellations/Refund Policy:

Cancellations received in writing, 60 days prior to scheduled event will receive a credit toward another show- within 1 calendar year of original booked show, less a 20% cancellation fee. Refunds will not be issued within 60 days of the show.

**Information below is the used for Delaware Home & Garden Show correspondence as well as info on your I.D. Sign. Please fill out accordingly.**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

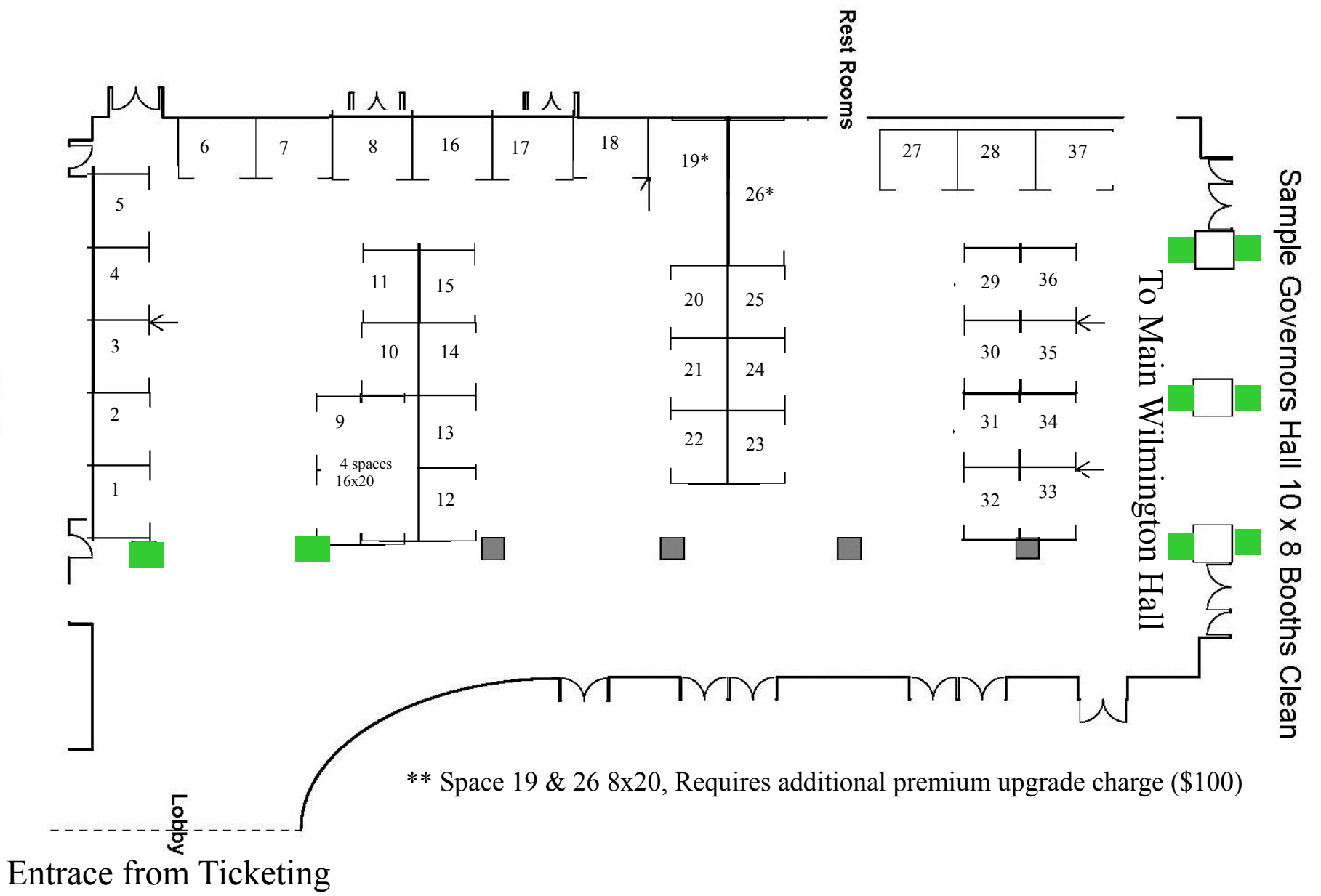
*This agreement constitutes your contract with the Home Builders Association of Delaware for exhibit space at the Delaware Home Show. Space is assigned on a first-come, first-served basis, following the receipt of this completed exhibitor agreement and deposit or full payment. I/We have read the Exhibitor Rules and Regulations on the reverse side and this Exhibit Agreement fully and understand and agree to abide by all terms and conditions printed on the reverse side of this form.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Governor's Hall

73' 1"

141' 6"



\*\* Space 19 & 26 8x20, Requires additional premium upgrade charge (\$100)

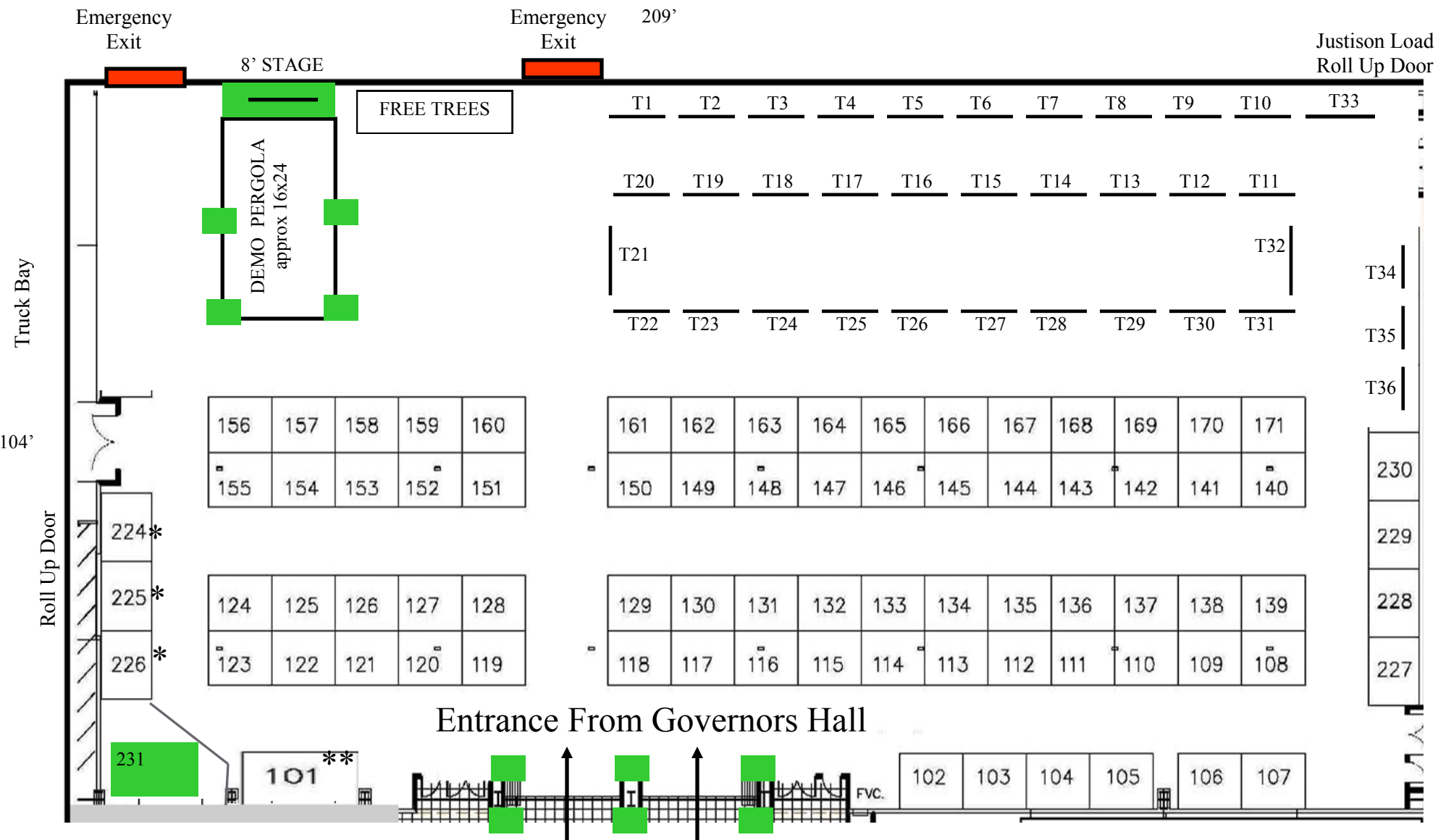
Sample Governors Hall 10 x 8 Booths Clean

To Main Wilmington Hall

Rest Rooms

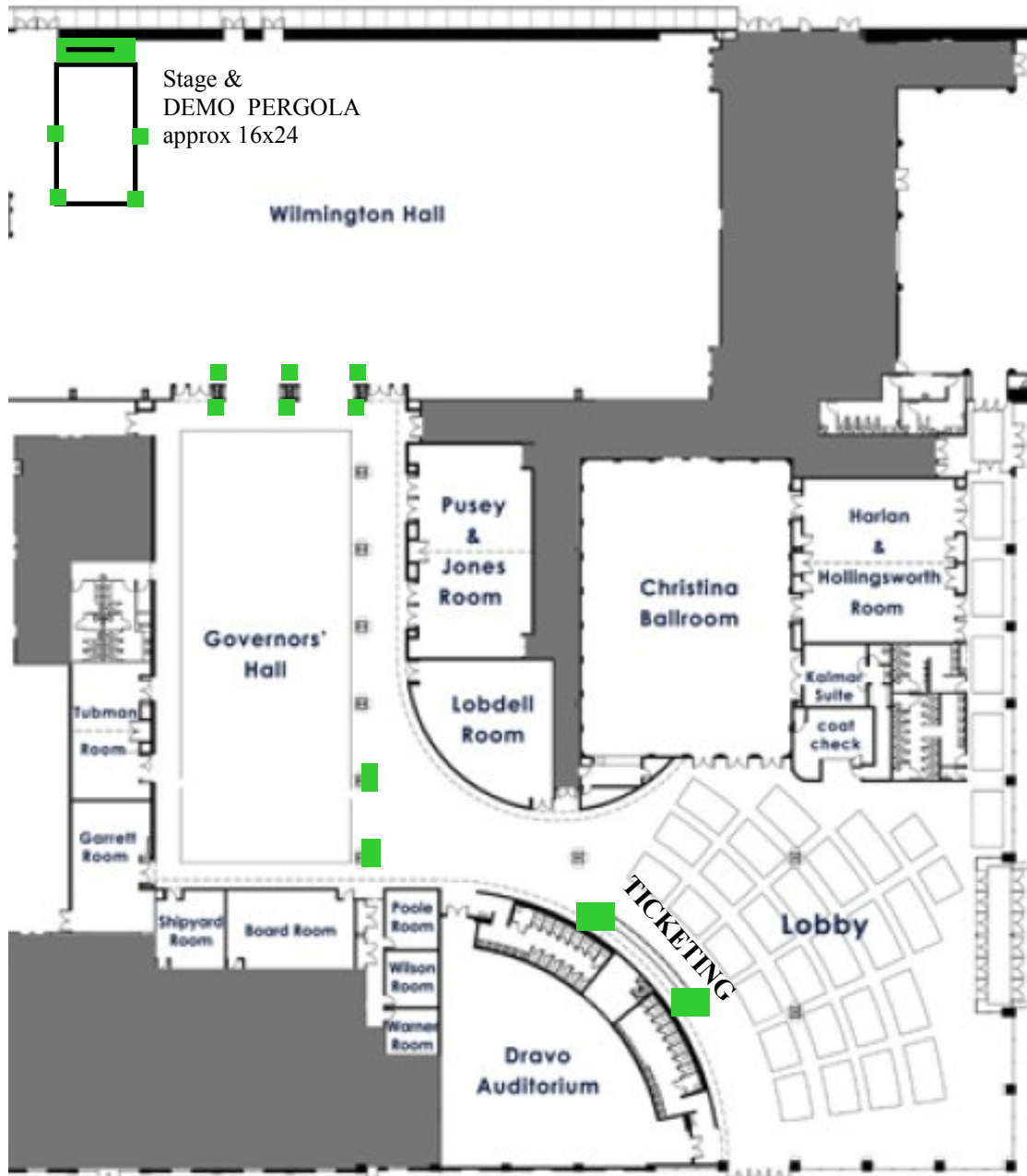
Lobby

Entrance from Ticketing



\* In front of load in door Require late load in- after 3p Friday

\*\* Space 101 approx 8x15– Requires premium upgrade charge (\$100)



Stage &  
DEMO PERGOLA  
approx 16x24

Wilmington Hall

Governors' Hall

Poosey &  
Jones Room

Lobdell Room

Christina Ballroom

Harlan &  
Hollingsworth Room

Kalmar Suite

coat check

Tubman Room

Garrett Room

Shipyard Room

Board Room

Poosey Room

Wilson Room

Wamer Room

Dravo Auditorium

Lobby

TICKETING

MAIN ENTRANCE

WEST ENTRANCE

PARKING



# Delaware Home & Garden Show Exhibitor Rules & Guidelines

## **Display Regulations:**

1. Exhibitors shall have at least one attendant at their booth at all times while the Delaware Home & Garden Show (DHGS) is open to the public.
3. Loud sound displays or flashing light displays are not permitted.
4. Rear booth partition drapes are 8' high. Aerial displays must be safely anchored within the exhibit booth. The DHGS does not permit any part of, or item within the exhibitor's booth to exceed 12' in height, without prior written approval from the DHS. Displays over 8' in height must be masked where the display is visible over a neighboring exhibitor's booth. Displays must be confined to actual rented space, with no elements extending into the aisle.
5. Displays cannot block neighboring booths. Display elements over 3' high must be set back 3' from the aisle. Raw plywood, cardboard, or other structural material must be painted or appropriately covered if visible from another booth.
6. Exhibitors shall use care not to deface floors, walls, or columns of the facility, including the booth equipment provided and/or rented for the DHGS. DO NOT hang items from the drapery or drapery frames or from walls. Exhibitors will be liable for such damage resulting from acts of these types.
7. Exhibitors shall use care not to disrupt the flow of traffic in front of booths.
8. Exhibitors wishing to use costumed characters in their booth must receive written permission from the DHGS Show Manager.
9. Exhibitors shall not sell food or beverages. Exhibitors wishing to dispense food or beverages must receive special permission from the DHGS and MUST receive a Board of Health temporary permit in advance. The use or dispensing of any alcoholic beverages from any booth is prohibited.
10. Exhibitors are responsible for the cleaning and maintenance of their booth and must keep the booth fully assembled and in presentable condition at all times during the Show.
11. All displays shall conform to the venue and city jurisdiction inspection requirements. Display materials shall be nonflammable or flame retardant.
12. Propane or Helium tanks or other highly flammable or potentially explosive materials are prohibited inside the venue.
13. Exhibitors shall not assign or sublet any part of their assigned space; nor may two or more unrelated companies share a single space or combine their reservations.
14. Balloons are permitted.
15. Exhibit staff are prohibited from smoking within 100' from any DHGS entrance used by Show Attendees. Exhibitors may only smoke at the designated area at the loading dock.

## **B. Unethical Practices:**

1. No soliciting for business by any Exhibitor is permitted at the booth of other Exhibitors, or in the aisles. Exhibitors must remain within their contracted booth space.
2. Samples, catalogues, pamphlets, publications, and any other promotional material may be distributed by an Exhibitor only from within his/her booth.
3. Unethical or inappropriate conduct, or infractions of these Guidelines and Regulations by an Exhibitor, may result in dismissal from the Exhibit Hall and DHGS. In such an event, it is specifically understood by the Exhibitor that no refund will be made, and that no demand for redress will be honored from the Exhibitor, the Exhibitor's representative, or any agent for the Exhibitor.

## **C. Security:**

1. Exhibitors are urged to remove valuable property from the premises during non-exhibit hours of the DHGS. The DHGS is not responsible for lost or stolen property.
2. Exhibitors shall wear DHGS badges when in the Exhibit Hall; and be prepared to show identification when removing items from the exhibit areas.
3. Exhibitors shall use the designated exhibitor parking lot during

exhibit hours. The Exhibitor Entrance is through the rear door by the loading dock during load in and during all show hours.

## **D. Liability:**

1. Exhibitors are liable for any damage to the Exhibit Hall floors, walls, or columns; to standard booth equipment rented or provided; and to the property of other Exhibitors that they may damage.
2. Exhibitors are responsible for their own insurance to cover all contingencies including, but not limited to, fire, theft, property damage, public and private liabilities, and worker's compensation.
3. The DHGS will not be responsible and does not guarantee against loss, damage, or injury that may occur to the Exhibitor; the Exhibitor's employees, representatives or agents; or any property related thereto; from any cause whatsoever prior, during, or subsequent to the DHGS. The Exhibitor expressly releases the DHGS, and agrees to indemnify the same against all claims for such loss, damage, or injury. If any action by the Exhibitor before, during, or after the DHGS causes legal action against the DHGS, the Exhibitor will be solely responsible for any and all resulting legal costs.

## **E. Set Up/Tear Down:**

1. Exhibit times are Saturday from 10:00 a.m. to 5:00 p.m. and Sunday from 11:00 a.m. to 4:00 p.m.
2. Installation and Booth Set up will be on Friday, April 1, 10:00 a.m. to 4:00 p.m. If an Exhibitor fails to occupy space assigned for the DHGS by 9:00 a.m. on the day of the show, or fails to comply in any other respect with the terms set forth for the DHGS, the DHGS reserves the right to use such space in any manner whatsoever, without releasing the Exhibitor from the financial obligation agreed upon when the Exhibitor's reservation was accepted, from infraction of these Guidelines and Regulations, or from any other financial obligations incurred through the Exhibitor's anticipated occupancy in the DHGS.
3. Dismantle and Tear Down begin at 4:00 p.m. on the final day of the show and must be complete prior to 6:00 p.m. Exhibitors shall keep their displays and products fully assembled until the end of the show. **Do Not Pack Up Early!** Exhibitors who pack up early will be ineligible to participate in future DHGS events.
4. If an Exhibitor fails to remove any item from the Exhibit Hall or venue property by 6:00 p.m. on the final day of the show, the DHGS in its sole discretion will remove the item. The DHGS are not responsible for any loss or damage that may occur to any item during this process. It is the Exhibitors responsibility to reimburse the DHGS a removal fee of \$100 plus any cost associated with the removal and/or storage of the item, prior to the DHGS releasing the item to the Exhibitor.

## **F. Cancellation:**

1. Cancellations received in writing 60 days prior to each event will be refunded, minus a 20% cancellation fee. Refunds will not be issued within 60 days of the show.
2. The DHGS reserves the right to prohibit an exhibitor from renting a space at any show if the exhibitors account has been delinquent in the past.

## **G. Other:**

1. All matters and questions not covered by these regulations are subject to the decision of the DHGS Event Director. The Director may amend these rules and regulations at any time and all amendments that may be made shall be equally binding upon publication on all parties affected by them as the original regulations.
2. The DHGS reserves the right to use your likeness in any video, newsprint or other media to promote the Expo.
3. The DHGS reserves the right to modify the floor plan at any time and alter locations of exhibitors or booths or show activities, without notice, to present a more successful show if deemed in the best interest of the show.

# Venue

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- ❖ Show Floor is carpeted.
- ❖ No Open Flames
- ❖ Mylar Balloons ok if weighed down. No Helium Tanks.
- ❖ No Food allowed except for wrapped candies

# Load In & Out

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- ❖ **No Exhibitor Passes.** Staff will sign you in & assist you in finding your space
- ❖ All exhibitors are required to use the Loading Dock Entrance & park in designated exhibitor lots. These will be denoted with signage.
- ❖ Loading from Justison Street without prior permission could result in fines.
- ❖ Loading on a First Come, First served basis. **Unload completely, move vehicle, and THEN move all items to your space.**
- ❖ We will have a Fork Lift available- but it has to be operated by our staff
- ❖ Large and Labor intensive items such as landscape may be assigned a special loading time.
- ❖ There are no dollies or pallet jacks provided, please plan accordingly.
- ❖ Any paver or horticultural display requires a 2 mil. Tarp or Plastic under the entire display. This is also needed for any material waiting to be installed.

# Items & Payment

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- ❖ The Contact given on the registration will be emailed the final exhibitor packet and space assignments will be emailed the end of March.
  - If you have a balance due- no loading in until it's paid in full. Space assignments not guaranteed unless payment terms are met.
  - Any additions during show will incur an additional \$50 charge
- ❖ The following information will be contained within packets:
  - **Electric** is denoted in "Electric" column (cost \$125)
  - **Additional table and chairs** denoted under "Standard Upgrade" (cost \$50)
  - **Booths 10' wide by 8' deep** unless noted otherwise
  - **Tabletops are 6'x30"** skirted with 2 chairs
  - **Final Space Assignments**