

# 2016 HOME, GARDEN + DO IT YOURSELF SHOW

Fricano Event Center ❖ March 25 & 26 ❖ 11am–6pm



**It's the Home, Garden, and DIY event of the year, featuring...**

Builders	Fireplace Installers	Mortgage Providers	Lighting Fixtures
Painters	Home Security	Appraisers	Floor Covering
Electricians	Contractors	Real Estate Companies	Window Treatments
Drywall Contractors	Cleaning/Restoration	Home Décor	Masonry Contractors
Plumbers	Landscape Companies	Appliances	<b>and more!</b>
HVAC Contractors	Irrigation Contractors	Furniture	

**JOIN US** Friday and Saturday March 25 & 26  
11am–6pm at the Fricano Event Center  
1050 W. Western Ave, Muskegon, MI 49441

**FREE PARKING &  
ADMISSION IS  
ONLY \$3**

## BECOME AN EVENT SPONSOR OR EXHIBITOR!

See inside for sponsorship opportunities and exhibitor information for this dedicated, high profile location!



EVENT HOSTING | FAMILY DINING | LEASING



Contact: Carla Flanders | Email: [cflanders@muskegon.org](mailto:cflanders@muskegon.org) | Phone: 231-724-3176 | Fax: 231-728-7251 | Online: [muskegon.org](http://muskegon.org)

 /MuskegonHGS

# SPONSORSHIP OPPORTUNITIES

## PLATINUM - \$5,000 - EXCLUSIVE

- 16'x16' double booth space in prime location
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo recognition through banners, bags and tickets on the day of event
- Opportunity for DIY or Educational Seminar session
- Opportunity for grand prize donation

## GOLD - \$2,500

- 10'x10' booth space
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo recognition through banners, bags and tickets on the day of event
- Opportunity for DIY or Educational Seminar session
- Opportunity for grand prize donation

## SILVER - \$1,500

- 8'x8' booth space
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo recognition through banners, bags and tickets on the day of event
- Business name or coupon listed on each ticket
- Opportunity for prize donation

## TICKET OR BAG SPONSOR - \$1,250

- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo recognition through banners, bags and tickets on the day of event
- Business name or coupon prominently listed on each ticket/bag
- Opportunity for prize donation

## SEMINAR OR DO IT YOURSELF (DIY) SPONSOR - \$1,000

- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo recognition through banners, bags and tickets on the day of event
- Opportunity for DIY or Educational Seminar session
- Opportunity for prize donation

## LANYARD SPONSOR - \$500

- Business logo recognition on lanyards provided to all exhibitors
- Opportunity for prize donation

## SCHEDULE OF EVENTS

The HOME, GARDEN + DIY SHOW is proud to host a number of educational and DIY seminars. Educational Seminars and DIY Sessions will run Friday and Saturday from 11am–5pm, at the top of each hour. If you are interested in hosting a seminar, please identify the topic and time that works best for you in the contract form to the right.

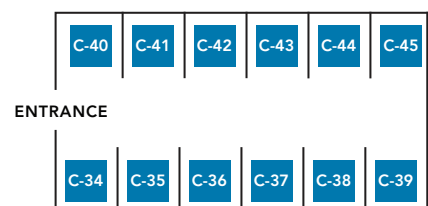
## RESERVE YOUR SPOT TODAY!

Complete the Contract for Exhibition Space to the right. Please see back of form for installation information, rules and regulations.

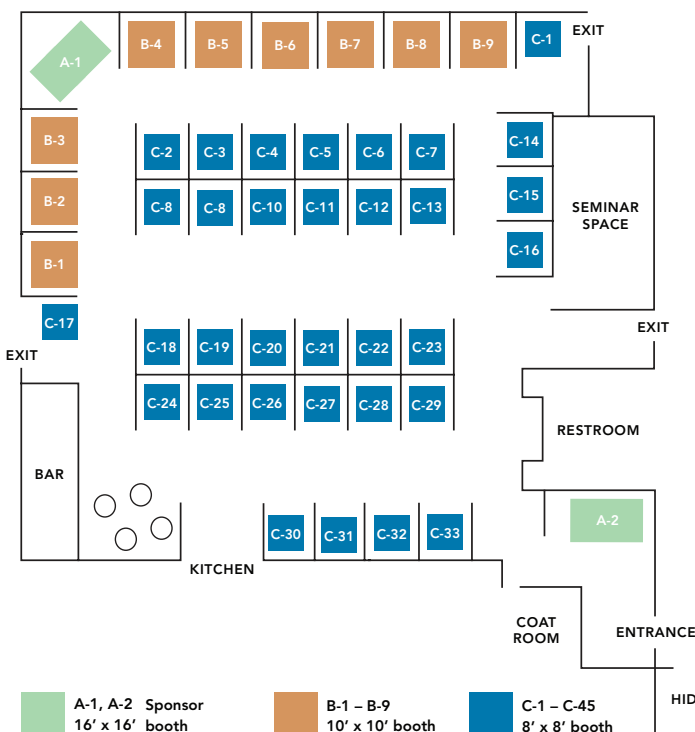
## BE AN EXHIBITOR

BOOTH	MEMBER	NON MEMBER
8' x 8'	\$425	\$525
10' x 10'	\$575	\$775
8' x 16' (double booth space)	\$775	\$975

## LANDSCAPE DESIGN - SPECIALTY TENT



## INTERIOR EVENT LAYOUT



# CONTRACT FOR EXHIBITION SPACE



## 2016 HOME, GARDEN + DIY SHOW

Friday and Saturday March 25 & 26, 11am–6pm at Fricano Event Center  
1050 W Western Ave, Muskegon, MI 49441

An event of the Muskegon Lakeshore Chamber of Commerce  
Supported by the Lakeshore Home Builders Association

MEMBER COST (Chamber/HBA)	NON MEM. COST	QTY	DESCRIPTION	
\$425	\$525	_____	8' x 8' booth	Save on booth fees by becoming a Chamber member! Call 231-722-3751 or visit <a href="http://www.muskegon.org">www.muskegon.org</a> .
\$575	\$775	_____	10' x 10' booth	
\$775	\$975	_____	8' x 16' double booth space	

- We agree to abide by the rules and regulations governing the exposition as printed on the back of this form. PLEASE READ BEFORE SIGNING CONTRACT.
- Our preferences for space(s) are as follows. However, we understand if requested space is not available, the show management will notify us and every effort will be made to obtain satisfactory space.  
1st Choice # \_\_\_\_\_ 2nd Choice # \_\_\_\_\_ 3rd Choice # \_\_\_\_\_
- All booths sold on a first come, first served basis only. Signed contract and **50% deposit** must be received before booth space is reserved. Payment in full is due by **February 25, 2016 - NO EXCEPTIONS**. Deposit and booth space shall be forfeited (non-refundable) if payment is not received in full by February 25, 2016.
- Yes, we are interested in hosting a seminar. Educational Seminars or DIY Session will run Friday and Saturday from 11am-5pm at the top of each hour. A small fee may apply to host a seminar if booth space is not purchased.  
Check all that apply:  Educational  DIY  
Preferred date/time: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_  
Topic \_\_\_\_\_
- Power is available (regular 110 volt service). Will you require power?  Yes  No
- Are licenses required for your trade?  Yes  No If yes, what is your license number? \_\_\_\_\_
- The booth space will be used to exhibit the following: (please print) \_\_\_\_\_  
\_\_\_\_\_

8. We accept and agree to this agreement and its conditions, and designate as our representative: (please print)

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

Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

**NOTE:** Please sign and forward one copy with deposit and **insurance certificate**. Checks can be made payable to:  
Muskegon Lakeshore Chamber of Commerce (MLCC), 380 W. Western Avenue, Muskegon, MI 49440

If paying with a Credit Card:  Visa  Mastercard  Discover Name on card: \_\_\_\_\_

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV Code: \_\_\_\_\_

# IMPORTANT RULES & REGULATIONS

1. Exhibitor agrees to install an attractive and educational display of their products or services.
2. Exhibitor agrees not to sublet or assign any portion of their space.
3. Exhibitor agrees to provide a complete list of products they will display if requested as a part of this contract agreement. All exhibits must conform to the lines and articles covered in the contract. Muskegon Lakeshore Chamber of Commerce, as Management, reserves the right to reject or prohibit any exhibit, part of exhibit, or proposed exhibit, including persons, things, conduct, printed matter, catalogs or souvenirs, which, in its opinion, are not suitable to and in keeping with the character of the Home, Garden + DIY Show.
4. Exhibitor agrees to observe designated hours of the show as shown on the brochure.
5. Exhibitor agrees to confine all activity concerning his display within the limits of his exhibition space. Working the aisles is not permitted. All TV, Radio, Hi-fi, musical instruments and other machines producing sound must be kept to a volume not to disturb neighboring exhibits.
6. All goods, wares and merchandise of any kind placed in the exposition is understood to be at the owner's risk and by acceptance of their contract, the Exhibitor releases the sponsors and management of, and from any liability for damage, injury or loss, to any person, or goods, from any cause whatsoever.
7. The driving of nails, tacks, screws, tape or use of any method of attaching materials to walls, floors or railing is prohibited.
8. The Exhibitor will be required to replace, repair or otherwise assume expense for any defacement or injury of premises caused by his exhibit or his representative.
- 9. Exhibit will be built within the designated booth space chosen. The use of pins, staples, etc. to hang signs from backdrops will NOT be permitted.**
10. Uniform set-up furnished by the management includes, electric light and power service and general lighting, all within the limits of the facilities. Electrical Outlets will be available but may not be positioned within a Exhibitor's booth. Exhibitor must provide extension cords, tape and mats to secure and protect cords/guests.
11. No highly flammable or explosive materials will be permitted either for decoration, display or use within the building. No open flames will be permitted.
12. No outside alcoholic beverages will be permitted into the building. The Event Center reserves the right to refuse service to anyone who appears to have consumed more than a reasonable level of alcoholic beverages. A valid drivers license will be required to purchase and consume alcohol. It is discouraged to have Exhibitor consume alcohol during the event. If Exhibitor has over consumed they will be asked to leave immediately and will not be invited back to the event for future years.
- 13. Installation of exhibits may be done on Thursday, March 24 from noon to 5pm. and Friday, March 25 between 8am and 10am.**
- 14. NO EXHIBIT MAY BE REMOVED BEFORE 6PM ON SATURDAY, MARCH 26, 2016. ALL MATERIALS MUST BE REMOVED by 9pm on Saturday, March 26, 2016.**
15. Management reserves the right to adopt and promulgate such further rules and regulations as shall be reasonable necessary for the convenience and safety of all Exhibitors and the Exhibitor agrees to conform and abide by them.
16. If Exhibitor breaches or violates any of the above rules and regulations, Management reserves the right to cancel Exhibitor's lease and to remove, at Exhibitor's expense, its exhibit and to retain all monies previously paid to it for rent as liquidated damages for Exhibitor's breach.
17. All notice of cancellation must be received 30 days prior to the event. Any notice of cancellation after the prior 30 days will forfeit all monies paid to the Muskegon Lakeshore Chamber of Commerce.
- 18. Parking - All Exhibitors are to park on the perimeter of REAR parking lot on the lake side.**
- 19. There will be a penalty (charge) of \$50.00 for any trash (i.e. boxes, crates) left in booth(s) at move-out time. Exhibitor understands that any portion of their exhibit left at the site will be moved and/or disposed of at the events discretion.**
- 20. PROOF OF LIABILITY INSURANCE IS REQUIRED FOR BODILY INJURY & PROPERTY DAMAGE, MINIMUM LIMIT \$300,000.00, NAMING FRICANOS EVENT CENTER AND THE MUSKEGON LAKESHORE CHAMBER OF COMMERCE AS ADDITIONAL INSURED.**
21. There will be a penalty (charge) or \$50.00 for any returned or bounced payments.