

2018 HOME, GARDEN + DO IT YOURSELF SHOW

Fricano Event Center ❖ March 9 & 10
NEW HOURS! FRI 11AM-7PM & SAT 10AM-5PM



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	and more!
HVAC Contractors	Irrigation Contractors	Furniture	

JOIN US Friday and Saturday March 9 & 10
at the Fricano Event Center
1050 W. Western Ave, Muskegon, MI 49441

**FREE PARKING &
ADMISSION IS
ONLY \$5**

BECOME AN EVENT SPONSOR OR EXHIBITOR!

See inside for sponsorship opportunities and exhibitor
information for this highly attended event!



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 on billboard (if secured by post date)
- 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
- 100 Home Show tickets for give-aways

DIAMOND - \$4,000 - EXCLUSIVE

- 16'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
- 75 Home Show tickets for give-aways

GOLD - \$2,500

- 10'x10' booth space
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo recognition through banners.
- Opportunity for DIY or Educational Seminar session
- Opportunity for grand prize donation
- 50 Home Show tickets for give-aways

SILVER - \$1,500

- 8'x8' booth space
- Business logo on all print marketing
- Business logo on electronic marketing
- Business logo recognition through banners
- Opportunity for prize donation
- 25 Home Show tickets for give-aways

BAG SPONSOR - \$1,250

- Business logo recognition through electronic marketing
- Business logo listed on each bag
- Opportunity for prize donation
- 10 Home Show tickets for give-aways

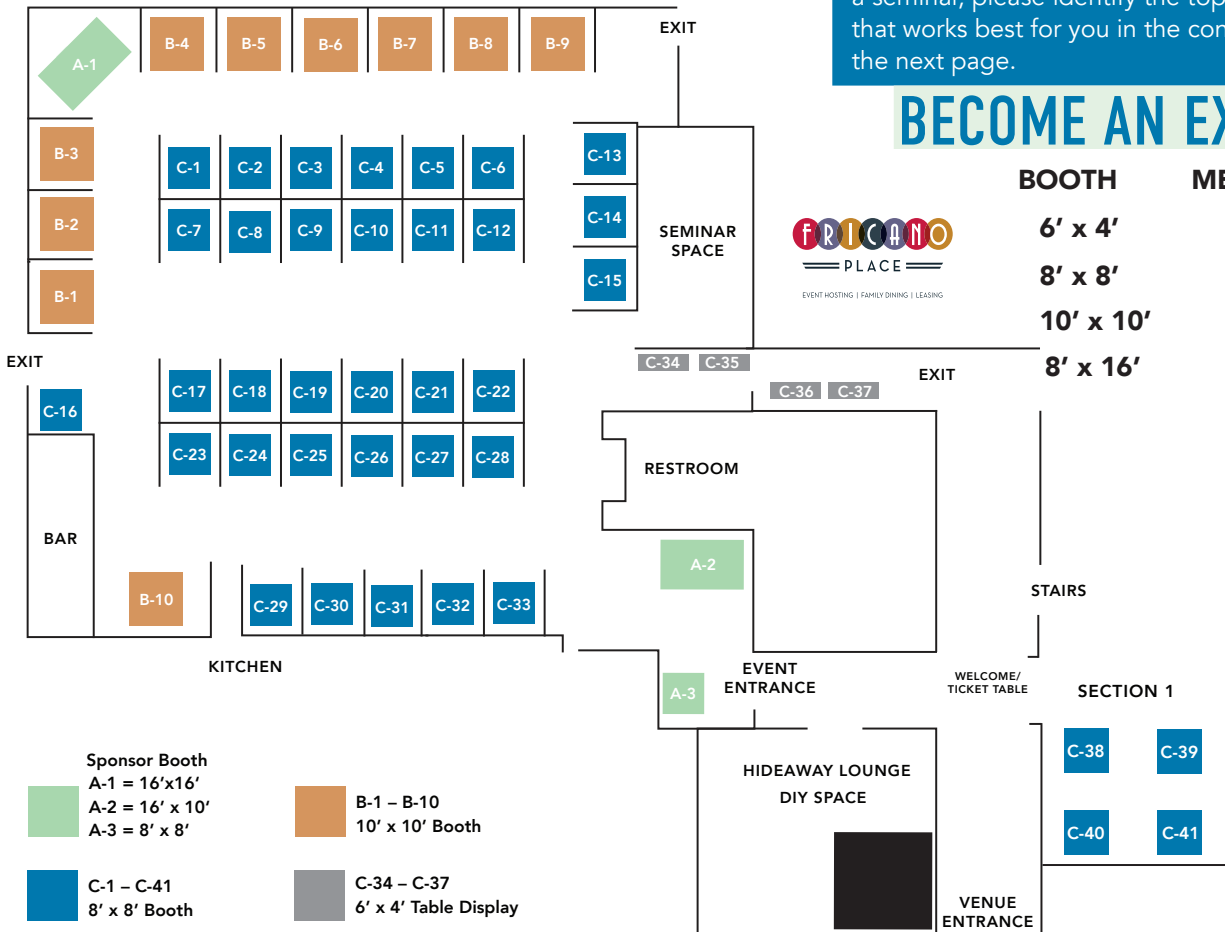
LANYARD OR SHIRT SPONSOR - \$1,000

- Business logo on electronic marketing
- Business logo recognition on lanyard or shirt
- Opportunity for prize donation

SEMINAR OR DO IT YOURSELF (DIY) SPONSOR - \$500

- Business logo on electronic marketing
- Business recognized at seminar space and prior to each seminar
- Opportunity for prize donation

EVENT LAYOUT



SCHEDULE OF EVENTS

The HOME, GARDEN + DIY SHOW is proud to host a number of educational and DIY seminars. If you are interested in hosting a seminar, please identify the topic and time that works best for you in the contract form on the next page.

BECOME AN EXHIBITOR



BOOTH	MEMBER	NON MEMBER
6' x 4'	\$350	\$550
8' x 8'	\$450	\$650
10' x 10'	\$595	\$795
8' x 16'	\$850	\$1050

CONTRACT FOR EXHIBITION SPACE

2018 HOME, GARDEN + DIY SHOW

**Friday March 9, 11am-7pm and Saturday 10, 10am-5pm at Fricano Event Center
1050 W. Western Ave, Muskegon, MI 49441**



Registration form and \$50 deposit must be turned in together by **JANUARY 22, 2018** to be considered for the show. Due to limited space, our exhibitor selection committee will determine who will participate and booth locations by **JANUARY 31**. If accepted to the show, the \$50 will go towards your booth space. If not accepted, the \$50 fee will be returned. Priority will be given to exhibitors that demonstrate creativity in their display. *Landscapers WILL BE REQUIRED to provide a landscaped themed display that may include live plants, sample landscape ideas, flowers, etc.* **FULL BOOTH PAYMENT IS DUE BY FEBRUARY 12.**

Add a number next to desired booth space. ie, 1 or 2 booths.	DESCRIPTION	MEMBER COST	NON MEM. COST
	6' x 8' table display	___\$350	___\$550
	8' x 8' booth	___\$450	___\$650
Save on booth fees by becoming a Chamber member! Call 231-722-3751 or visit www.muskegon.org .	10' x 10' booth	___\$595	___\$795
	8' x 16' double booth	___\$850	___\$1050

- We agree to abide by the rules and regulations governing the show as printed on the back of this form. PLEASE READ BEFORE SIGNING CONTRACT.
- We accept and agree to this agreement and its conditions, and designate as our representative: (please print)
 Company _____ Contact Name _____
 Telephone _____ Cell Phone _____ Fax _____
 Email _____
 Address _____ City _____ State _____ Zip _____
 Signature _____ Date _____
- We recognize that a \$50 fee and registration form is due by **JANUARY 22**. Due to limited space, our exhibitor selection committee will determine who will participate and booth locations by JANUARY 31. *Landscapers WILL BE REQUIRED to provide a landscaped themed display that may include live plants, sample landscape ideas, flowers, etc.* **FULL BOOTH PAYMENT IS DUE BY FEBRUARY 12.** If accepted to the show, the \$50 will go towards your booth space. If not accepted, the \$50 fee will be returned.
- List booth number preference for space(s). 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 # _____
- Please provide an overview of what the booth space will contain, type of products/services you will be promoting and any props or visual aids that will be used. Landscapers MUST provide a landscape themed booth: (please print):

- Yes, we are interested in hosting a seminar. Educational Seminars or DIY Session will run Friday and Saturday 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: _____
 Topic _____
- Power is available (regular 110 volt service). Will you require power? ___ Yes ___ No
- We are interested in sponsoring the event or would like more information. Amount: _____ More info: _____
- We are interested in donating prizes to be given away at this event. Prize donation: _____ More info: _____

NOTE: Please sign and send one copy with deposit and insurance certificate. FORMS ARE DUE JANUARY 22.

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: _____ CVW Code: _____

INTERNAL USE ONLY:

Application Date Recieved: _____ Booth Number Assigned: _____ Insurance Received: _____

Date \$50 Deposit Recieved: _____ Invoice #: _____ Payment Type: _____

Contact: Carla Flanders | Email: cflanders@muskegon.org | Phone: 231-724-3176 | Fax: 231-728-7251

Online: muskegonHGS.com | [f /MuskegonHGS](https://www.facebook.com/MuskegonHGS)

IMPORTANT RULES & REGULATIONS

1. The Muskegon Home, Garden + DIY Show has the right to refuse any applicant for any reason. Due to limited space the show will focus on a variety of business offerings and will give preference to booths that are creative, colorful and appealing to the eye. Lawn/Garden suppliers MUST provide a landscaping themed booth.
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 and services they are promoting. All exhibits must conform to the 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. If exhibitor begins packing up before the end of the show, they may not be allowed to return the following year.
5. Exhibitor agrees to confine all activity concerning their display within the limits of their exhibition space. Working the aisles and encroaching into neighbors space 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, additional light, 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 Exhibitors consume alcohol during the event. If an 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 8 and Friday, March 9. Exact times will be provided closer to the event.**
- 14. NO EXHIBIT MAY BE REMOVED BEFORE CLOSING TIME ON SATURDAY, MARCH 10, 2018. ALL MATERIALS MUST BE REMOVED BY 9pm ON SATURDAY, MARCH 10, 2018.**
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.