

2016
HOME &
*Garden
Expo*

3 Days!

Friday, March 11
Saturday, March 12
Sunday, March 13, 2016

Iowa Central Community College
East Campus (former Smithway Complex)
2031 Quail Ave. • Fort Dodge, IA

Become a Home Show Exhibitor...

Join us for the 2016 Home & Garden Expo at the Iowa Central Community College East Campus, Friday, March 11, Saturday, March 12 and Sunday, March 13, 2016.

This is your opportunity to reach thousands of people who are specifically looking to purchase products and services.

Newspaper, online, radio, direct mail, billboard and fliers will be used to promote attendance at the Home & Garden Expo.

Be a vendor at the Home & Garden Expo and enjoy these features.

- Generous sized booth spaces
- Accommodating show hours
- Convenient location
- 3 Day Show
- Mailing List of shoppers
- Great Parking
- Educational How-to's and Hands-on workshops

Contact Information:

THE Messenger c/o Leanne Darr
713 Central Ave, Fort Dodge, IA 50501
phone: 515-573-2141 ext. 200



Additional information available on the web!
www.messengernews.net

2016 Event Features

Venue Features:

- Generous sized booth spaces
- Accommodating hours
Friday 4 p.m. to 8 p.m., Saturday 9 a.m. to 4 p.m.
Sunday 11 a.m. to 4 p.m.

2016 Special Features:

- **Educational Presentations** on lawn and garden and home improvement topics will be offered throughout the course of the event in a separate building.
- **Master Gardeners** available to answer horticulture questions of attendees.
- **Children's Corner** will be a fun and interactive area for youth to learn a love for gardening & building.

What Makes a Good Booth:

The Look

Your company's booth needs to convey key information in a clear, simple, direct way. Think shorthand.

- Your company's name
- Your company's product or service
- What your business can do for potential clients
- And make your booth look inviting -- remember, your primary reason for using a booth is to draw traffic

The People

- Employees working the booth need to be open, engaging and friendly. They need to smile.
- They need to be available to visitors, not clustered inside the booth or behind a counter, chatting with co-workers.
- They also need to be on-message. What is the key idea about your company you want visitors to your booth to take away today? What's the elevator pitch?

The Fun

- Advertising specialties are almost de rigeur. There's a reason why lots of companies give out tote bags, pens and notepads with their company's logo - people use them.



This is an event you will not want to miss!



Exhibitor Booth Information

Exhibitor Booth Space:

Booth size is 10' x 10'

One business may lease multiple booths based on availability.

See the lease agreement for options and prices.

Available at no additional charge:

- Electricity (110 volt)
- Wi-Fi
- S hooks to hang signage
- 2 chairs
- 6 ft table

Exhibitors will furnish all other equipment and supplies including extensions cords.

Signage:

Exhibitors are responsible for their own signage in their allotted booth space.

Information:

Each exhibitor is responsible to have their own insurance covering liability, property damage and product liability.

The Messenger Home & Garden Show planning committee reserves the right to be selective in determining which products or exhibits are granted booth space. Booth exhibits must relate to flowers, lawns, gardens, horticulture, landscaping and home.

Building will be secured during off hours of the event.

Items may be sold during the event. Exhibitors are responsible for the collection and reporting of sales tax per state and local law.

Food and Beverages:

Food and beverages available for purchase during event hours.

General Admission Entrance Fee:

\$3.00 per person or 2 can goods .
Children 12 and under free.

- HOURS -

Set Up Hours:

Thurs., March 10 8 a.m. to 5 p.m.

Friday, March 11 8 a.m. to 2 p.m.

Event Hours:

Fri., March 11 4 p.m. to 8 p.m.

Sat., March 12 9 a.m. to 4 p.m.

Sun., March 13 11 a.m. to 4 p.m.

Dismantle Hours:

Sun., March 13 4:05 p.m. to 8 p.m.

Booths **MUST** remain intact until 4:05 p.m. on Sunday.

If dismantled before 4:00

a \$100 fine will be

billed to your company.



2016 The Messenger presents Home & Garden Show Exhibitor Lease

To receive 2015 pricing and guarantee your 2016 location this contract and minimum deposit must be sent back to The Messenger no later than October 2, 2015. Prices will increase.

To reserve your space, please sign and return this form with a check for \$150 minimum deposit due with enclosed registration remaining balance not due until January 4th, 2016.
The Messenger, 713 Central Ave., Fort Dodge, Iowa 50501

Business Name _____
Contact Person _____
Address _____ City _____ State _____ Zip _____
Daytime phone _____ Cell phone _____
E-mail _____
Website Address _____

Booth Registration: Nonrefundable after Friday, January 4th, 2016.

Before October 2, 2015

After October 2, 2015

- | | |
|---|---------|
| <input type="checkbox"/> 10x10 booth @ \$550 includes 1/4 pg ad (4.95x4.95) in color | \$550 |
| <input type="checkbox"/> 20x10 booths @ \$900 includes 1/2 pg ad 10"x4.95 horizontal or 4.95x9.75 vertical in color | \$935 |
| <input type="checkbox"/> 30x10 booths @ \$1100 includes full pg ad 10" x 9.75" in color | \$1,235 |
| <input type="checkbox"/> 40x10 booths @ \$1300 includes full pg ad 10" x 9.75 in color | \$1,430 |
| <input type="checkbox"/> In home business call for pricing. | |

Outside Spaces: \$.25 per sq. ft. 30'x30' section (900 sq. ft.) (includes 1/4 pg ad, adjusted if inside booth as well): \$225

60'x30' (1800 sq. ft.); (includes 1/2 pg ad, adjusted if inside booth as well): \$625

Please check if needed:

- Electricity 110 volt
- Table (6 ft. table)
- 2 chairs
- Wi-Fi

Please contact me if you are interested in being a Sponsor of these rooms. Hands on Kids Workshop Room Cost \$500 or Speaker Room Cost \$1,000

Description of services and items your business offers: _____

Description of items to be sold: _____

Door Prizes: I would like to donate a door prize(s) to be given away during the show. You will be recognized for your in-kind donation. Please bring your donation during set-up check in.

Insurance: Each exhibitor is responsible to have their own insurance covering liability, property damage and product liability.

Signature _____ **Date** _____ **Total Enclosed:** _____ **Check#** _____