

# 2019 MUSKEGON HOME, GARDEN + DIY SHOW

Friday, March 8 ❖ Saturday, March 9



## 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 Agencies	Window Treatments
Drywall Contractors	Cleaning/Restoration	Home Décor	Masonry Contractors
Plumbers	Landscape Companies	Appliances	<b>and more!</b>
HVAC Contractors	Irrigation Contractors	Furniture	

## BECOME AN EVENT SPONSOR OR EXHIBITOR!

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

**JOIN US**

Friday, March 8 | 11am - 7pm  
Saturday, March 9 | 10am - 5pm  
Fricano Event Center  
1050 W Western Ave, Muskegon, MI 49441

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



# SPONSORSHIP OPPORTUNITIES

## PLATINUM - \$5,000 - EXCLUSIVE

- 16'x8' 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 seminar session
- Opportunity for prize donation
- 100 Home Show tickets for give-aways

## DIAMOND - \$4,000 - EXCLUSIVE

- 16'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
- Opportunity for seminar session
- Opportunity for 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 seminar session
- Opportunity for 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



## HOST AN EDUCATIONAL OR DIY SEMINAR

Expose your brand and expertise to a targeted audience at this years Home, Garden and DIY Show. If you are interested, 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
16' x 8'	\$850	\$1050

**NEW**

### LOWER LEVEL OPTION

1ST YEAR SPECIAL RATE

BOOTH	MEMBER	NON MEMBER
6' x 4'	\$300	\$500



Save on booth fees by becoming a Chamber member! Call 231-722-3751 or visit [www.muskegon.org](http://www.muskegon.org).

# CONTRACT FOR EXHIBITION SPACE

**2019 MUSKEGON HOME, GARDEN + DIY SHOW**

**Friday, March 8 from 11am - 7pm and Saturday, March 9 from 10am – 5pm**

**Fricano Event Center | 1050 W Western Ave, Muskegon, MI 49441**

January 21 - Registration form and \$50 deposit DUE  
 February 4 - Participants and booth locations announced  
**FEBRUARY 15 - FULL BOOTH PAYMENT DUE**



Please indicate the number of booths desired next to the cost.	DESCRIPTION	MEMBER COST	NON MEM. COST
	* 6' x 4' lower level display	___ \$300	___ \$500
★ 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> .	6' x 4' display	___ \$350	___ \$550
	8' x 8' booth	___ \$450	___ \$650
	10' x 10' booth	___ \$595	___ \$795
* 1st year special rate	16' x 8' double booth	___ \$850	___ \$1050

**The \$50 fee and registration form are due by JANUARY 21 and MUST BE turned in together. Due to limited space, our exhibitor selection committee will determine who will participate and booth locations by February 4. FULL BOOTH PAYMENT IS DUE BY FEBRUARY 15. Priority will be given to exhibitors who demonstrate creativity in their displays. If accepted, the \$50 will go towards your booth space. If not accepted, the \$50 will be returned. Please read before signing.**

1. 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 you will be using. Landscapers WILL BE REQUIRED to provide a landscaping themed display that may include live plants, sample landscape ideas, flowers, etc. (please print):

2. Are you interested in hosting a seminar? \_\_\_ Yes \_\_\_ No  
 Preferred date/time: \_\_\_\_\_  
 Topic: \_\_\_\_\_

3. Power is available (regular 110 volt service). Will you require power? \_\_\_ Yes \_\_\_ No

4. Will you need a table? \_\_\_ Yes \_\_\_ No

5. Are you interested in sponsoring the event or would you like more information? Amount: \_\_\_\_\_ More info: \_\_\_\_\_

6. Are you interested in donating prizes to be given away at this event? Prize donation: \_\_\_\_\_ More info: \_\_\_\_\_

7. **By signing this you accept and agree to this agreement, its conditions and to abide by the rules and regulations governing the show as printed above and on the back of this form. (please print):**

Company \_\_\_\_\_ Contact Name \_\_\_\_\_  
 Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

**NOTE: Please sign and send one copy with deposit and insurance certificate. FORMS ARE DUE JANUARY 21.**  
 Checks 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 \_\_\_ AmEx Name on card: \_\_\_\_\_  
 Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVW Code: \_\_\_\_\_

**INTERNAL USE ONLY:**  
 Application Date Received: \_\_\_\_\_ Booth Number Assigned: \_\_\_\_\_ Insurance Received: \_\_\_\_\_  
 Date \$50 Deposit Received: \_\_\_\_\_ Invoice #: \_\_\_\_\_ Payment Type: \_\_\_\_\_

# 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 an exhibit, or a 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 sides 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 exhibition space is understood to be at the owner's risk and by acceptance of their contract, the Exhibitor releases the sponsors and management from any liability due to damage, injury or loss to any person or goods, from any cause.
7. The driving of nails, tacks, screws, tape or use of any method of attaching materials to walls, floors or railings are prohibited.
8. The Exhibitor will be required to replace, repair or otherwise assume expense for any defacement or injury of the premises caused by the exhibit or their representative.
9. Exhibits 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 management includes, electric light, power service and general lighting, all within the limits of the facilities. Electrical outlets will be available but may not be positioned within an Exhibitor's booth. The 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.
- 13. Installation of exhibits may be done on Thursday, March 7 and Friday, March 8. Exact times will be provided closer to the event.**
- 14. NO EXHIBIT MAY BE REMOVED BEFORE CLOSING TIME ON SATURDAY, MARCH 9, 2019. ALL MATERIALS MUST BE REMOVED BY 9pm ON SATURDAY, MARCH 9, 2019.**
15. Management reserves the right to adopt and promulgate such further rules and regulations as shall be reasonably 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. All Exhibitors are to park on the perimeter of the REAR parking lot on the lake side.**
- 19. There will be a penalty (charge) of \$50 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 IS \$300,000, NAMING FRICANOS EVENT CENTER AND THE MUSKEGON LAKESHORE CHAMBER OF COMMERCE AS ADDITIONAL INSURED.**
21. There will be a penalty (charge) or \$50 for any returned or bounced payments.