

# 11<sup>th</sup> Annual FALL **HOME & GARDEN** Show

Dear Exhibitor,

On behalf of Expo LTD, we welcome you to the 11<sup>th</sup> Annual Fall Home & Garden Show. We would like to recognize and thank our sponsors: Action 10 News has joined KRIS TV Channel 6 in promotion of our Home & Garden events; Time Warner Cable and Clear Channel Radio. The shows continued success of our events is due to these great sponsors and our loyal exhibitors.

We are excited to announce that we will continue with some of our previous free and discounted admission programs that are designed to help drive attendance to the show.

- Reduced admission prices – Adults: \$ 5.00; Military & Sr. \$ 3.00; children FREE
- Weekend Giveaway Extravaganza promotion– one prize given away every hour of the three day event. *(For information on how you can be a part of this giveaway and receive the benefits and promotion of participation, contact Diane Curry Asper, 361-882-2071)*
- Over 25,000 FREE tickets being distributed in over 100 area retail establishments.

The attached Exhibitor Information packet includes **IMPORTANT INFORMATION- PLEASE READ CAREFULLY.** This year we will have an open house for our early exhibitor check-in at our downtown office location, Thursday, Sept. 2. Please stop by our office anytime between 2:00 p.m. – 4:00 p.m., 615 N. Upper Broadway, Suite 140 (Wells Fargo Bldg. downtown – Antelope Street entrance). We will have free passes for distribution to your customers and posters for those companies that have retail business sites. Balances must be cleared in order to receive passes and show credentials.

If you have any questions regarding the show or how to set up your exhibit space, it is important that you or a representative attend the open house, as essential information and tips will be given. Please pay special attention to the early bird deadlines contained in the Exhibitor Information for items such as electrical and decorator services. If you have a balance due, please take care of it today! We will no longer accept credit card or check payments on show site. Please make arrangements to bring cash, cashier's check or money order for payment of any balances or services at the show.

We look forward to seeing each of you at the show. If you have any questions or concerns, please contact us at our corporate office, 361-882-2071.

Sincerely,  
Diane Curry Asper



## EXHIBITOR INFORMATION

**LOCATION:** American Bank Center - Convention Center  
1901 N. Shoreline Blvd. Corpus Christi, Texas 78407

**SHOW DATES:** September 17-19, 2010

**SHOW HOURS:**

<b>Friday</b>	(09/17)	2:00 pm – 7:00 pm
<b>Saturday</b>	(09/18)	10:00 am – 7:00 pm
<b>Sunday</b>	(09/19)	11:00 am – 6:00 pm

**\*Booths must be manned during all show hours\***

**SET UP HOURS:**

<b>Wed.</b>	(09/15)	Large Exhibitors, Landscapes, Vignettes
<b>Thurs.</b>	(09/16)	8:00 am - 8:00 pm
<b>Friday</b>	(09/17)	8:00 am - 1:00 pm

*Large exhibits, landscapes & exhibits with vignette walls, please inquire regarding additional set-up time. Vignette walls will be ready for paint on Thursday – please consult Expo, Ltd. office for time.*

**ALL EXHIBIT SPACES MUST BE COMPLETELY SET UP BY  
1:00 PM ON FRIDAY, SEPTEMBER 17, 2010.**

### EARLY EXHIBITOR CHECK-IN:

**Thursday, September 2, 2010  
Open House – 2:00 p.m. to 4:00 p.m.  
Expo Corporate Office**

**Wells Fargo Tower- Downtown, 615 N. Upper Broadway Ste. 140  
Meter parking available  
(Suite # 140- around the corner from old office on Antelope)**

### BREAK DOWN:

**ABSOLUTLY NO BREAKDOWN OF EXHIBIT SPACE UNTIL 6:15 PM SUNDAY, 09/19/10.**

**Sunday** (09/19) 6:15 pm – 9:00 pm  
**Monday** (09/20) 8:00 am – 12:00 pm

PO BOX 23052, Corpus Christi, Texas 78403  
361.882.2071 Fax: 361.882.2073



## **BALANCES DUE:**

All balances for exhibit space by contract are **due 60 days prior to SHOW**. Any balances paid after August 31, 2010 must be made by cashier's check, money order or cash. Balances must be paid before being cleared for setup. No longer will checks or credit cards be accepted to clear balances at show site. Only cash, cashier's check or money order will be accepted on site. Absolutely no exceptions will be made.

## **EXHIBITOR PARKING: Please read completely**

The City of Corpus Christi requires exhibitors to pay for parking during the Show. They have offered a 3 day reduced rate for parking in the amount of \$ 10.00. There will no longer be a complimentary parking lot designated for Exhibitors. If you do not purchase the parking pass during exhibitor set-up and want to park in any of the parking facilities, you will be subject to the one day parking fee of \$ 5.00 every time you enter the parking lot. Vendors will use Lot 10 for set-up parking, show days and breakdown.

## **REGISTRATION & EXHIBITOR BADGES:**

**Balances must be paid in full to receive exhibitor badges.**

**Advance Registration / Early Exhibitor Check-in: Thursday, September 2, 2010** between 2:00 – 4:00 pm at the Expo Corporate Office, inside the Wells Fargo Tower- Downtown- 615 N. Upper Broadway Ste. 140, street entrance off Antelope.

**Onsite Registration:** Upon arriving for setup, please register at the Exhibition Registration Booth in the lobby. Exhibitor badges will be given out at that time as long as balance are paid in full and issued according to Booth Size. You will not be cleared for move-in until all balances are cleared. Please plan to rotate your allotted Badges among those working in your Booth. Badges may also be picked up at the "Will Call" desk during the Show. **Extra badges can be purchased for \$5.00**

**10x10 – 4 Badges**

**10x20 – 6 Badges**

**20x20 – 10 Badges**

## **BOOTH & DISPLAY REQUIREMENTS:**

Exhibit booth flooring is required; i.e., (carpet, tile, brick, wood floor, rug, landscape, etc.). Tables must be fully draped and/or tastefully covered. **All booths & displays are subject to approval and Exhibitors may be asked to improve or alter the appearance of their exhibit.** Although not a requirement, we encourage you to bring display furnishings, as an alternate to the standard draped table. This will bring a unique and inviting atmosphere to your exhibit.

**\*FLOOR PROTECTION AND TABLES ARE THE RESPONSIBILITY OF EXHIBITOR\***

All inline exhibits are restricted from "blocking" your neighbor. The back 4 ft. of your exhibit may be 8 ft. in height with the front 6 ft. a maximum of 4 ft. high only. Questions on these rules can be answered by calling 361-882-2071.

Any display using soil, stone work, water, and a variety of other landscape or exterior materials, must first cover the facility floor with heavy plastic or another appropriate soil proof floor covering prior to setup. The exhibitor will be liable for any damage done to the exhibit hall and/or floor.

Signs are to be of a professional quality, and overhead banners may not exceed 50% of your booth width and may not be hung or mounted on the Facility walls. All material used in the construction of your booth display must be of "limited" combustible material or be properly treated with a fire retardant. Any cooking devices used may not have an open flame, and may not be gas or propane fueled; and require the Exhibitor to keep a 20lb BC Fire Extinguisher on hand at all times.

For additional tips and ideas on how to set-up your exhibit space, plan to attend the **Early Exhibitor Check-in on Thursday, September 2, 2010** – Open house hours between 2:00 p.m. and 4:00 p.m. at the Expo Corporate Office, inside the Wells Fargo Tower- Downtown- 615 N. Upper Broadway Ste. 140 and receive suggestions to help you plan your booth:

1. Plan your booth arrangements now. Actually draw out what you plan to put in the booth.
2. Will you need signs made for your display?
3. Do you have enough pass-out literature, business cards, samples and give-aways for the three days?
4. Have you contacted all manufacture's representatives etc. for help in staffing your booth? (Many times they have co-op money available for advertising)
5. Will you have working displays, give-aways or something different to "slow down" those people visiting your booth?
6. Are you planning to run ads or send out letters to your customers to invite them to your particular booth? Are signs up now in your place of business?
7. Have you tagged your participation in the Show with your usual advertising schedule (radio, print, television, etc)?

**BALLOONS:** We recommend no balloons. If you decide to include balloons in your display, you will be responsible for the recovery fee of \$ 200 per balloon if the convention center has to retrieve your balloon from the ceiling of the facility.

**BANNERS:**

Anyone who has a banner to be hung must have the banner at the American Bank Center at 1901 N. Shoreline Blvd, Corpus Christi, Texas 78407 or at our corporate office at 615 N. Upper Broadway Ste. 105, Corpus Christi, Texas 78401, no later than 4:00 p.m. on Tuesday, September 14, 2010 OR by noon on Wednesday, September 15, 2010 at the Exhibitor-check-in desk at the Convention Center. The cost of having your banner hung is \$125.00 (oversized banners will incur additional costs). Full payment made payable by cash, money order or cashier's check payable to Expo, Ltd. Payment due in full prior to hanging banner.

**You will be responsible for picking up your banner at the Convention Center by Monday, September 20, 2010 no later than noon.**

**EXPO DECORATOR:**

The Show will be using a new decorator for the event – Conventions & Expo Management Services (CEMS); Phone: 956-702-4926 fax 956-688-8339. The Expo Decorator provides the availability of a variety of exhibit display materials including draped tables, carpet and much more. Ordering and payment will be made directly through CEMS . The decorator offers early bird pricing for orders placed by Friday, September 10 by 5:00 p.m. A complete exhibitor manual will be emailed to you directly from the decorator, CEMS.

**ELECTRICAL& WATER:**

All Electrical & Water needs must be contracted directly with the American Bank Center 361-883-8543. Increased charges apply to near set-up date and on-site orders. (see order form attached)

**INTERNET & TELECOMMUNICATIONS:**

Internet connection and temporary phone line(s) needs must be contracted directly with the American Bank Center 361-883-8543, the charge is \$150.00 for internet and \$150.00 per line and must be paid directly to the American Bank Center. **Please order services 10 days prior to Show.**



**CLEANING:**

Show Management will arrange for sweeping and cleaning of the aisles, but exhibitors will be responsible for keeping their booth clean or you may contract with the decorator for additional services.

**FREIGHT:**

For advanced shipments, please ship to the Show Decorator. **ALL SHIPMENTS MUST HAVE THE SHOW NAME, COMPANY NAME AND BOOTH #.** Any shipments that arrive without proper information address will be returned to sender. Please contact the Expo LTD main office to get the proper shipping address.

**PAGING:**

There will be **no paging** during Show hours or announcing of drawing winners. (We only page for emergencies and lost small children.)

**SECURITY & INSURANCE:**

Security will be provided during the show, however, please take normal precautions with small items. You are responsible to keep your booth manned during all open hours. Exhibitors must have liability insurance. Please have your Certificate of Insurance for this Show or accept the responsibility of "Self Insurance" from set up through breakdown. **Expo LTD. accepts no liability** for missing products or incidents, or damage caused by the exhibiting company to the premises or of another exhibitors display which occur prior to, during, or following this Show.

**SUBCONTRACTOR DOCUMENTATION:**

Subcontractors need to make sure they check each employee's I-9 documentation to ensure that all persons working at the site are legally allowed to do so.

**COMPLIANCE WITH TEXAS LAWS & WAIVER:**

Expo LTD shall not be responsible for any damage or injury that may happen to the exhibitor or its agent, employees or property from any cause whatsoever except the gross negligence of willful misconduct of Expo LTD or its employees, arising out of Expo LTD's duties and responsibilities under the exhibitor agreement. A certificate of insurance certifying a general liability policy must be in effect, providing coverage for personal injury, product liability and property damage, must be submitted to Expo LTD prior to set-up. Exhibitor expressly releases Expo LTD, its directors, officers, agents and employees from any such loss, damage or injury. To the fullest extent permitted by law, exhibitor agrees to protect, defend, indemnify and hold Expo LTD and all of its officers, agents, and employees harmless from and against any and all claims, demands, causes of action, suits, or other litigation (including all cost thereof and attorney's fees) of any kind and character arising in favor of exhibitor, or any other third party (including, but not limited to, personnel furnished by exhibitor, its suppliers and subcontractors of any tier) on account of bodily injury, death, any economic loss or consequential damages in any way occurring, incident to, arising out of, or in connection with exhibitor's activities, the Home & Garden Show or otherwise occurring, incident to, or arising out of any negligent act and/ or omissions, irrespective of whether such damage or loss is caused in whole or in part by the fault or negligence of Expo LTD, its officers, directors, employees or agents of any party. Exhibitor will also defend any and all claims or suits which may be brought or threatened against Expo LTD its officers, directors, employees or agents of any party in connections with such claims and will pay amounts due and owing on behalf of Expo LTD in connection with such claims and will further pay on behalf of Expo LTD any expenses which Expo LTD incurs by reason of such claims (including but not limited to, court costs and reasonable attorney's fees incurred in defending or investigating such claims or actions). Included in this indemnity shall be claims and losses and liability for personal injuries, death, property damage, and pecuniary loss of any and every kind of nature. The duty to defend, hereunder, is independent of and separate from the duty to indemnify and the duty to defend exists regardless of any ultimate liability of exhibitor. Exhibitor's

obligations to defend and indemnify Expo LTD, its officers, directors, employees or agents of any party shall survive the termination of this agreement.

### **OSHA REQUIREMENTS:**

Exhibitor agrees to comply with all state, federal, and local statutes, ordinances, rules, and regulation. By way of example and not limitation, Exhibitor agrees to carry out its responsibilities as an independent employer under Occupational Safety and Health Act of 1970, 29 U.S.C. 651, et seq. ("OSHA"), and regulations promulgated there under, including specifically, the Hazard Communication standard at 29 C.F. R. 1926.59. Exhibitor shall ensure that all subcontractors at each Job Location have a written safety program in place for their company in accordance with OSHA regulation and shall keep a copy of same at Job Location. By way of further example, and not limitation, Exhibitor agrees to carry out its obligations as an independent employer under federal and state employment laws and regulations, including the federal civil Rights Act and the Immigration Reform and Control Act. By way of further example, and not limitation, Exhibitor agrees to comply with all applicable environmental statutes and regulations, including Comprehensive Environmental Response, Compensation and Liability Act (CERCLA). Exhibitor further agrees to indemnify Expo LTD its officers, directors, employees or agents of any party and hold harmless from any fines or expenses levied against it as a result of Exhibitor's failure to comply with all laws, ordinances, rules and regulations. Exhibitor's display must be flameproof and subject to Fire Inspector's approval and must not violate any applicable fire code.

### **MUSIC AT THE SHOW:**

Due to licensing demand made by ASCAP, Exhibitors are not allowed to use any Copyrighted material [i.e including, but not limited to, stage production, performance via mechanical mean or live], unless the Exhibitor is holding Prior Written Permission form the Copyrighted Owner (or Copyright Owner's Designee such as ASCAP, BMU, etc.) for such use. Any Exhibitor ignoring the Licensing of Copyrighted material and the imposed requirements will be fully responsible for the performance of all obligations under any agreement permitting the use of such music, including but not limited to all obligations for date reporting and assessed payment of Royalty Fees.

### **FOOD SAMPLING TO SHOW ATTENDEES:**

No food or beverage may be brought into the Convention Center for the purpose of personal consumption. Sampling of food products in an exhibit is allowed, and arrangement/payment for the Corpus Christi Health Department's temporary food handling license must be completed directly and filed with the specified department: Nueces County Health Department-1702 Horne Rd., Corpus Christi, Texas 78416, 361-851-7273.

### **SALES TAX PERMIT -**

If you as an Exhibitor are going to be selling products at the Show, you must have Sales Tax Permit from the State of Texas. If you do not, please call 1-800-252-5555 or apply online at [www.window.state.tx.us](http://www.window.state.tx.us)

**RENEWALS:** Renewal contracts will be available at the Show through your Account Representative. See your account representative and renew your space today. Renew your space with a signed contract and a minimum 50% deposit by Friday, October 1, 2010 and receive special pricing.

**12<sup>th</sup> Annual Spring Home & Garden Show, February 18-20, 2011**

**12<sup>th</sup> Annual Fall Home & Garden Show, September 16-18, 2011**

### **ASSISTANCE**

If you have any questions or do not find what you are looking for in this packet, please call our office at 361-882-2071.



**ELECTRICAL / EQUIPMENT SERVICES ORDER**

P.O. BOX 23040 Corpus Christi, TX, 78403-3040 (361)826-4100 **FOR CREDIT CARD CHARGES FAX TO:** (361) 826-4905



Name of Event				
Company Name				Booth #
Contact Name				Phone #
E-Mail Address				Fax #
DATE	QTY	DESCRIPTION	UNIT COST	TOTAL
		<b>120 V</b> 20 AMPS DUPLEX	\$65.00	
		<b>120 V</b> 30 AMPS SINGLE	\$70.00	
		<b>208 V Single Phase</b> 10 AMPS	\$80.00	
		<b>208 V Single Phase</b> 20 AMPS	\$90.00	
		<b>208 V Single Phase</b> 30 AMPS	\$100.00	
		<b>208 Volts, 3 Phase</b> 10 AMPS	\$90.00	
		<b>208 Volts, 3 Phase</b> 20 AMPS	\$100.00	
		<b>208 Volts, 3 Phase</b> 30 AMPS	\$110.00	
		<b>WATER</b>	\$55.00	
		<b>COMPRESSED AIR</b>	\$55.00	
		<b>DRAIN CONNECTION ( plus parts)</b>	\$70.00	
		<b>Analog Phone Line</b>	\$150.00	
		<b>Analog Fax Line</b>	\$150.00	
		<b>Internet Line</b>	\$150.00	
			<b>TOTAL</b>	
<b>*BEGINNING FIRST DAY OF MOVE IN, A 25% SURCHARGE WILL BE ADDED &amp; YOUR SERVICE MAY BE DELAYED</b>				

**PAYMENT POLICY: All orders must be paid in full prior to or upon delivery unless accompanied by an authorized purchase order.**

Company Check : Please make check payable to American Bank Center

Credit Card: For your convenience, we will use this authorization to charge your credit card account for your order.

American Express       MasterCard       Visa       Discover

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Cardholder Name \_\_\_\_\_ V Code \_\_\_\_\_  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Cardholder Signature \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

**GENERAL CONDITIONS**

Wall outlets and post outlets are not a part of booth space. Separate outlets must be ordered for each booth to be connected. All material and equipment furnished remains the property of American Bank Center or its assigned agent. All electrical connections and disconnects must be made by American Bank Center. Rates include bringing circuits to the rear of the exhibit booth only. **Should it be necessary to run lines into the booth, hook-up motors or panels, install special illumination devices, and for the removal of same at the conclusion of the show, a labor order must be placed at the Service Desk. Such work will be charged on a time and material basis. American Bank Center Maintenance Supervisor is obligated to refuse connections when wiring is not in accordance with City Electrical Ordinance or National Electrical Code.** Workmen are not permitted to take orders for service or outlets. No adjustments will be made unless reported at the Service Desk prior to the close of the show. The Exhibitor must confirm this order with the Service Desk upon arrival at the show and arrange for hook-up service at that time.

**24-HOUR SERVICE**

Exhibitors requiring 24-hours service, a clean or dedicated line, will be charged the regular rate plus 50%. Special notice of this requirement must be given at the Service Desk.

**WAIVER**

*All utility connections are made at the customer's request and for his/her convenience. The user of said utilities agrees to hold harmless American Bank Center / SMG, it's officers, agents and employees (Indemnities) from against all claims, show or event losses, demands, causes of action, costs and liabilities, in law or in equity, of every kind and nature whatsoever, on account of death, personal injuries, property or economic losses or damage, directly or indirectly, resulting from or caused by the use or installation of such utilities, regardless whether such injuries, death or damages are caused, or are claimed to be caused, in whole or in part by the negligence or fault of the Indemnities.*

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