

2018 Theme:  
"SEE IT At The SHOW!"

HOME • GARDEN  
BUSINESS **EXPO**



**March 10 & 11, 2018**

*Presented By:*



**Location:**

**Owosso High School, 765 E. North St., Owosso**

**Show Hours:**

**Saturday, March 10th - 9:00 a.m. to 5:00 p.m.**

**Sunday, March 11th - 10:00 a.m. to 4:00 p.m.**



*Sell your products & showcase your business at  
Shiawassee County's Only EXPO, an annual event of  
The Shiawassee Regional Chamber of Commerce.*

**Exhibitor Registration**



January 2018

Dear Business Owner,

Over the last several months, the EXPO committee has been meeting and making plans for a great 2018 show. We are excited to announce the 2018 EXPO will feature the indoor Farmers Market, great Dream Ticket Prizes, the return of Restaurant Row and fun Kid's Day activities on Sunday.

Based on feedback from past exhibitors, the committee has made changes in the show floor plan, added a flexible payment option and created an exciting new video social media opportunity. All of this was done to improve the show, but more importantly, give YOU the most value for your money.

Here are some statistics from the EXPO based on a guest survey:

- Last year, attendance was 2,734 visitors over 2 days!
- 94.8% of the attendees were homeowners
- 89.6% said they intend to purchase something they saw at the EXPO
- 98.2% rated their experience as "good to excellent"

This is a SELLING show. Bring your products and sell, sell, sell. I cannot encourage that enough as the public is asking for that experience. No longer do they wish to browse and look – they want to buy. A welcome change for us business owners!

To foster the buying atmosphere, the chamber staff will create a short social media video for your business that will incorporate the EXPO brand and this year's tagline: "SEE it at the EXPO". Please email 2-3 photos from your business and your logo to [skadlek@shiawasseechamber.org](mailto:skadlek@shiawasseechamber.org) and we'll take care of the rest. Video deadline is February 16<sup>th</sup>, but the sooner we receive your graphics, the sooner the video can be sent back to you for social media use.

Join us and get face-to-face with more customers in two days than you normally would in a year. Generate qualified leads, build relationships and sell at the 2018 Home Garden Business EXPO. On behalf of the EXPO committee and our sponsors LAFCU and Crooked Tree Nursery, we look forward to a great show and we hope you will join us as an exhibitor.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Maurer'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Kevin Maurer, Maurer Heating & Cooling  
EXPO Committee Chairman

**Important Dates & Times:**

**EXPO 2018 DATES:**

Saturday, March 10th  
Sunday, March 11th

**SETUP TIMES:**

4:00-7:00 PM Friday, March 9th  
6:00-8:30 AM Saturday, March 10th  
Booths should be completely set-up by 8 a.m.

**EXPO 2018 TIMES:**

9:00 AM-5:00 PM, Saturday  
10:00 AM-4:30 PM, Sunday

**BREAKDOWN TIME:**

**4:30-6:00 PM March 11th**

General Admission \$5.00 - 18 and over • \$4.00 - Age 62 or better

**BOOTH RENTAL COSTS - Affordable Payment Options in 2018!**

**Any Chamber or Home Builders Association Members can register by February 16, 2018 for 10% discount**

	AFTER 2/16/18	BEFORE 2/16/18 10% Discount		Non-Chamber or HBA Members
Any Chamber or HBA Member				
1 Booth .....	\$330.00	\$300.00	1 Booth.....	\$615.00
2 Booths.....	\$572.00	\$520.00	2 Booths.....	\$999.00
3 Booths.....	\$769.00	\$699.00	3 Booths.....	\$1275.00
Single Endcaps.....	\$385.00	\$350.00	Single Endcaps.....	\$780.00
Double Endcaps.....	\$638.00	\$580.00	Double Endcaps.....	\$1305.00
3 Booth Inside Corner (cafeteria) .....	\$625.00	\$565.00	3 Booth Inside Corner.....	\$1195.00
*Medium Hall Booth .....	\$185.00	\$167.00	*Medium Hall Booth.....	\$397.00
* Medium Booth is 10' wide x 10' deep with 3' curtain sides, but NO 8' curtain backdrop. Includes skirted table and 2 chairs.				
Outside (2 parking spaces) .....	\$50.00		Outside (2 parking spaces) .....	\$175.00
Main Hall Display Table .....	\$75.00 (no 10% discount, membership not a requirement)			
Farmers Market Vendor Table.....	\$100.00 (no 10% discount, membership not a requirement)			
Restaurant Row Booth.....	\$150.00 (no 10% discount, membership not a requirement)			

The first six booth options above DO NOT include a skirted table and 2 chairs, they must be ordered separately if needed.  
Cost is \$35.00 per table with two chairs.

**Booth Payment Plan!**  
50% of total cost  
upon registration  
Remaining 50% due  
by February 23, 2018



**Guarantee visits to your booth with the EXPO Dreamticket!**

The Dreamticket is an outstanding opportunity to generate traffic into an exhibitor's booth. Exhibitors pay \$50 to list their name on the Dreamticket. Attendees receive a Dreamticket with their admission and must visit each booth listed on the ticket to have it stamped. The tickets are dropped into a box at the exit and the Dreamticket box gets stuffed! Last year we had almost 2000 completely filled Dreamtickets. The Dreamticket is a great selling tool unique to EXPO, so don't miss this opportunity...be sure to sign up for the Dreamticket!

**The deadline to sign up for the DreamTicket is February 23, 2018.**

**IMPORTANT REGISTRATION DATES**

- January 29 to February 2, 2018.....Open to 2017 EXPO Exhibitors-Chamber & HBA Members in good standing  
Booth locations from last year will be held for the first 5 days of registration.  
Beginning February 5, 2018 at 8:30 AM, booths will be sold on a 1st come, 1st choice basis to 2017 (last year's) show exhibitors who wish to change booth locations.
  - After February 12, 2018.....Open to Paid Chamber and HBA Members  
First come, first choice
  - Beginning February 19, 2018.....Open to Non-Members
- Mailed registrations will be date/time stamped in the order received.

The following must be included with registration to reserve booth space.

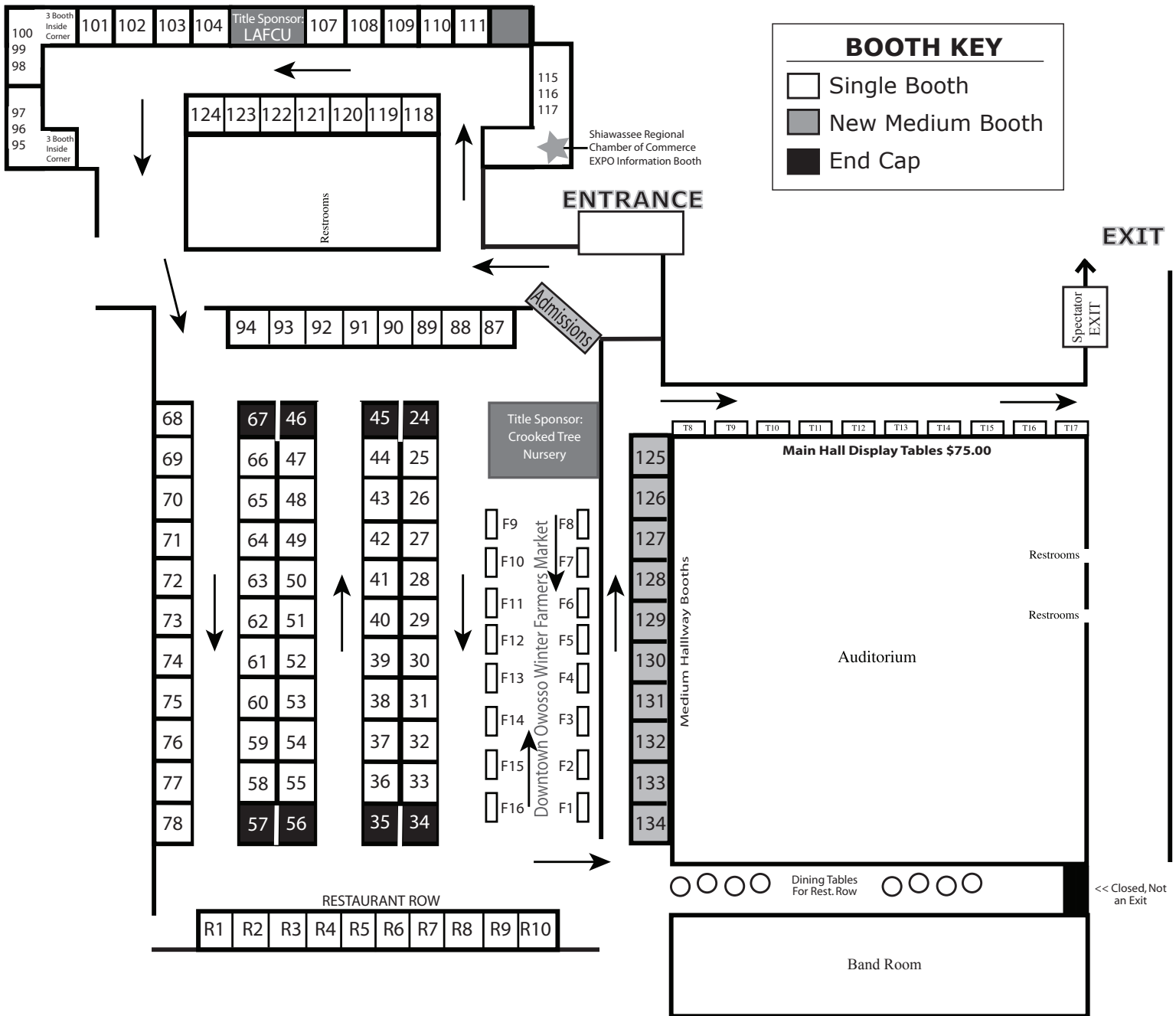
Only Members In Good Standing will be given the Member Rate.

- Completed and signed Exhibitor Agreement.
- Booth and furnishings rental fee (cash or check payable to Shiawassee Regional Chamber of Commerce).

**QUESTIONS?**

Call Sue Kadlek at the  
Chamber  
989-723-5149 or  
skadlek@  
shiawasseechamber.org

2018 EXPO Presenting Sponsors:



**FREE VIDEO MARKETING INCLUDED IN BOOTH PRICE IN 2018!**

The planning committee has developed a social media video campaign to promote exhibitors.

If you wish to have a short customized video created please send 4 pictures from your business and your logo to [skadlek@shiwasseechamber.org](mailto:skadlek@shiwasseechamber.org). The photo should tell your business story or feature products you will have at the show.

To view Deadline is February 16, 2018.

# EXPO 2018 Exhibitor Registration Agreement

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

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Description of Products/Services to be displayed: \_\_\_\_\_

**STANDARD EXPO BOOTHS:**

Number of 10'x10' Booths Reserved - Qty: \_\_\_\_\_  
 Booth # Preference 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

Early Registration Discount of 10% to Members Only Before 02/16/18 \$ \_\_\_\_\_

Medium Booth in Main Hallway Booth # preference \_\_\_\_\_

**OTHER DISPLAY OPTIONS (no early discount on the following):**

Farmers Market Vendor Table @\$100.00 Table # preference \_\_\_\_\_ \$ \_\_\_\_\_

Main Hallway Table @ \$75.00 Table # preference \_\_\_\_\_ \$ \_\_\_\_\_

Restaurant Row Booth @\$150.00 Booth # preference \_\_\_\_\_ \$ \_\_\_\_\_

Outside Display (2 parking spaces) \$ \_\_\_\_\_

**EXPO EXTRAS:**

Dreamticket Participant \$50.00 \$ \_\_\_\_\_

Skirted Table & 2 Chairs (for 10x10 booths only) @ \$38.00 - Qty: \_\_\_\_\_ \$ \_\_\_\_\_

Additional Exhibitor Passes @ \$2.00 each - Qty: \_\_\_\_\_ \$ \_\_\_\_\_

Two entry passes are included with each booth rental.  
 Exhibitors must have and carry a pass to enter any entrance.

**TOTAL ENCLOSED** \$ \_\_\_\_\_

OPTIONAL PAYMENT OPTION: 50% due at the time of registration, balance due by February 23, 2018

Please mail payment with this form to secure your booth, or complete credit card information below.

Visa  MC  Discover Card # \_\_\_\_\_ CVC # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name on Card \_\_\_\_\_ Authorized Signature \_\_\_\_\_

**My business will participate in the announced hourly door prizes with a gift valued \$25.00 (Limit 4).**

**EXHIBITOR TERMS & CONDITIONS:**

**FUNDRAISING POLICY:** All fundraising activities by nonprofit organizations must be approved in advance by EXPO event staff. No booth to booth sales.

**RECEIPT OF EXHIBITS:** Owosso High School Gymnasium will be open as indicated in Setup Times. Exhibits will not be received in advance, nor will exhibits be permitted to be set up until rental payment has been paid in full.

**PAYMENT FOR SPACE:** Space will be reserved with payment of at least 50% with balance due by February 23, 2018.

**CONSTRUCTION OF EXHIBITS:** To insure uniformity of booths, exhibition spaces will be furnished by the management and the cost of same is included in the price of the space.

**DIVISION OF SPACE:** No exhibitor shall be allowed to sublet the whole or any part of the rented space.

**DISPLAY OF MERCHANDISE:** All merchandise must be displayed in booth space. No merchandise of any description is allowed in the aisle.

**CARE OF FLOOR:** Caution must be exercised in care of floor. No fastening to the floor. Things of weight must have protection under them. No more than 400# PSF on Gym floor. Equipment to be moved on wheeled devices. No dragging of any equipment. No taping is permitted to either floor

or walls. It is suggested that exhibitors bring carpet or mats (non-rubber backed) for use within their booths to protect the floor.

**LIMITATION OF AGREEMENT:** The foregoing agreement shall constitute the entire contract between the exhibitor and the sponsors. No verbal promises of representatives, not embodied herein, shall be binding upon parties here to. The mission of this event is to promote commerce within Shiawassee County. Therefore, individuals and organizations wishing to promote their social and/or political issues will not be allowed to do so. This includes, but is not limited to, political campaigning and the collection of petition signatures. The EXPO Committee reserves the right to Accept/Reject entries to preserve the quality and diversity of the show. Final booth placement is at the discretion of the EXPO Committee.

**CERTIFICATE OF LIABILITY:** Exhibitors agree to supply the Shiawassee Regional Chamber of Commerce with a Certificate of Liability Insurance at the time of registration to secure booth space.

**RESPONSIBILITY:** The management will not be responsible for any loss or damage to exhibits while in transit to or from building, or while in the exhibition building, but will use reasonable precautions for their safekeeping.

**CANCELLATION:** This contract is noncancellable and non-transferrable. No monies will be returned by the sponsors.

**REMOVAL OF EXHIBITS:** To ensure a quality experience for guests, exhibitors are politely asked NOT to begin tearing down booths before 4:30 PM, March 11, 2018.

**Acceptance of Exhibitor Terms by:** \_\_\_\_\_ **Date** \_\_\_\_\_

Mail payment, agreement, certificate of liability to:  
 Shiawassee Regional Chamber of Commerce, 120 W. Exchange St., Suite 300, Owosso, MI 48867  
 Phone: 989.723.5149 • Fax: 989.723.8353 • Website: www.shiawasseechamber.org

<b>OFFICE USE ONLY</b>	
Clk: _____	Cert: _____
Date: _____	Initials: _____

### Highlights of the 2018 EXPO:

- Busy atmosphere of a “Marketplace”!
- Easy booth payment option!
- Dream Ticket GRAND PRIZE Drawing is back; A favorite among spectators!
- RESTAURANT ROW RETURNS in same location in gymnasium!
- Where else can you see over 2,500 people in a weekend for such a small investment?

### Exhibitors Say It Best:

“This was a great, first exposure for our new business!” ~ The Bagelman

“Thank you to everyone for making this year’s show event better than the last two! We were very pleased and I know the people around us were happy we were there. They were happy because of the extra business they received from people waiting to buy cookies!” ~ Girl Scouts Heart of Michigan

### FREE MARKETING INCLUDED IN BOOTH PRICE IN 2018!

The planning committee has developed a marketing plan that is fresh & new for EXPO 2018.

Multiple, large newspaper advertisements will list all exhibitors so register early to be included in the marketing. Radio advertisements will also promote the event.

Exhibitors can help the marketing effort by sharing the dates in your paid advertising and sharing our event on social media. The event can be found at [www.facebook.com/shiawasseechamber](http://www.facebook.com/shiawasseechamber).

The screenshot shows a Facebook event page. At the top, there is a search bar and a navigation menu with options like 'Events', 'Calendar', 'Birthdays', 'Discover', and 'Past'. The main content area features a photo of people at an event booth. Below the photo, the event title 'Shiawassee Home Garden Business EXPO' is displayed, along with the text 'Public · Hosted by Shiawassee Regional Chamber of Commerce'. There are buttons for 'Interested', 'Share', and '...'. The event dates are listed as '2 Dates · Mar 10, 2018 - Mar 11, 2018', with specific times for each day: 'MAR 10 Sat 9:00 AM' and 'MAR 11 Sun 10:00 AM'. The location is 'Owosso High School, 765 E North St, Owosso, Michigan 48867', with a 'Show Map' link.

**SHIAWASSEE  
REGIONAL**  
CHAMBER OF COMMERCE

120 W. Exchange St.  
Suite 300  
Owosso, MI  
48867



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Owosso, MI**

**MAKE SALES  
at the 2018  
EXPO!**