



January 2017

Dear Business Owner,

Over the last several months, the EXPO committee has been meeting and making plans for a great 2017 show. We are excited to announce the 2017 EXPO will feature the theme: "Building CommUNITY!". Be creative on how to showcase the latest in your industry!

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 group-marketing plan. 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 2,290 visitors over 2 days!
- 95% of the attendees were homeowners
- 85% said they intend to purchase something they saw at the EXPO
- 95% 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 committee is working with four area newspapers to create a specially printed insert, to be delivered to nearly 60,000 homes. Each exhibitor may place a free business card size advertisement with a special EXPO only offer. Enclosed is a sign up form to layout your ad and submit with your booth registration. The AD IS FREE again this year but must be turned in by February 10, 2017.

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 2017 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

**Shiawassee**  
**HOME • GARDEN • BUSINESS**  
**March 4 & 5, 2017**



***Presented By:***



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

**New Hours in 2017:**  
**Saturday, March 4th - 9:00 a.m. to 5:00 p.m.**  
**Sunday, March 5th - 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**

**Important Dates & Times:**

**EXPO 2017 DATES:**

Saturday, March 4th  
Sunday, March 5th

**SETUP TIMES:**

4:00-7:00 PM Friday, March 3rd  
6:00-8:30 AM Saturday, March 4th  
Booths should be completely set-up by 8 a.m.

**EXPO 2017 TIMES:**

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

**BREAKDOWN TIME:**

**4:30-6:00 PM March 5th**

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

**BOOTH RENTAL COSTS - Affordable Payment Options in 2017!**

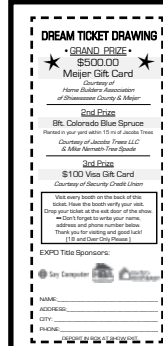
**Any Chamber or Home Builders Association Members can register by February 10, 2017 for 10% discount**

	AFTER 2/10/17	BEFORE 2/10/17 10% Discount		Non-Chamber or HBA Members
Any Chamber or HBA Member				
1 Booth .....	\$325.00	\$295.00	1 Booth.....	\$595.00
2 Booths.....	\$563.00	\$512.00	2 Booths.....	\$995.00
3 Booths.....	\$769.00	\$699.00	3 Booths.....	\$1375.00
Single Endcaps.....	\$380.00	\$345.00	Single Endcaps.....	\$680.00
Double Endcaps.....	\$624.00	\$567.00	Double Endcaps.....	\$1105.00
3 Booth Inside Corner (cafeteria) ....	\$622.00	\$565.00	3 Booth Inside Corner.....	\$1095.00
Outside (2 parking spaces) .....	\$50.00	\$50.00	Outside (2 parking spaces) .....	\$155.00
*Medium Hall Booth .....	\$182.00	\$165.00	*Medium Hall Booth.....	\$425.00
Main Hall Display Table .....	\$75.00	(no 10% discount, membership not a requirement)		
Entrepreneurs Hallway Table .....	\$55.00	(no 10% discount, membership not a requirement)		
Farmers Market Vendor Table.....	\$75.00	(no 10% discount, membership not a requirement)		

\* Medium Booth is 10' wide x 10' deep with 3' curtain sides, but NO 8' curtain backdrop. Includes skirted table and 2 chairs.

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 24, 2017



**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 fee and visit the booths of the listed sponsor to have the ticket 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 17, 2017.**

**IMPORTANT REGISTRATION DATES**

- January 13 to January 31, 2017.....Open to 2016 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 1, 2017 at 8:30 AM, booths will be sold on a 1st come, 1st choice basis to 2016 (last year's) show exhibitors who wish to change booth locations.
- After February 6, 2017.....Open to Paid Chamber and HBA Members  
First come, first choice
- Beginning February 20, 2017.....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.

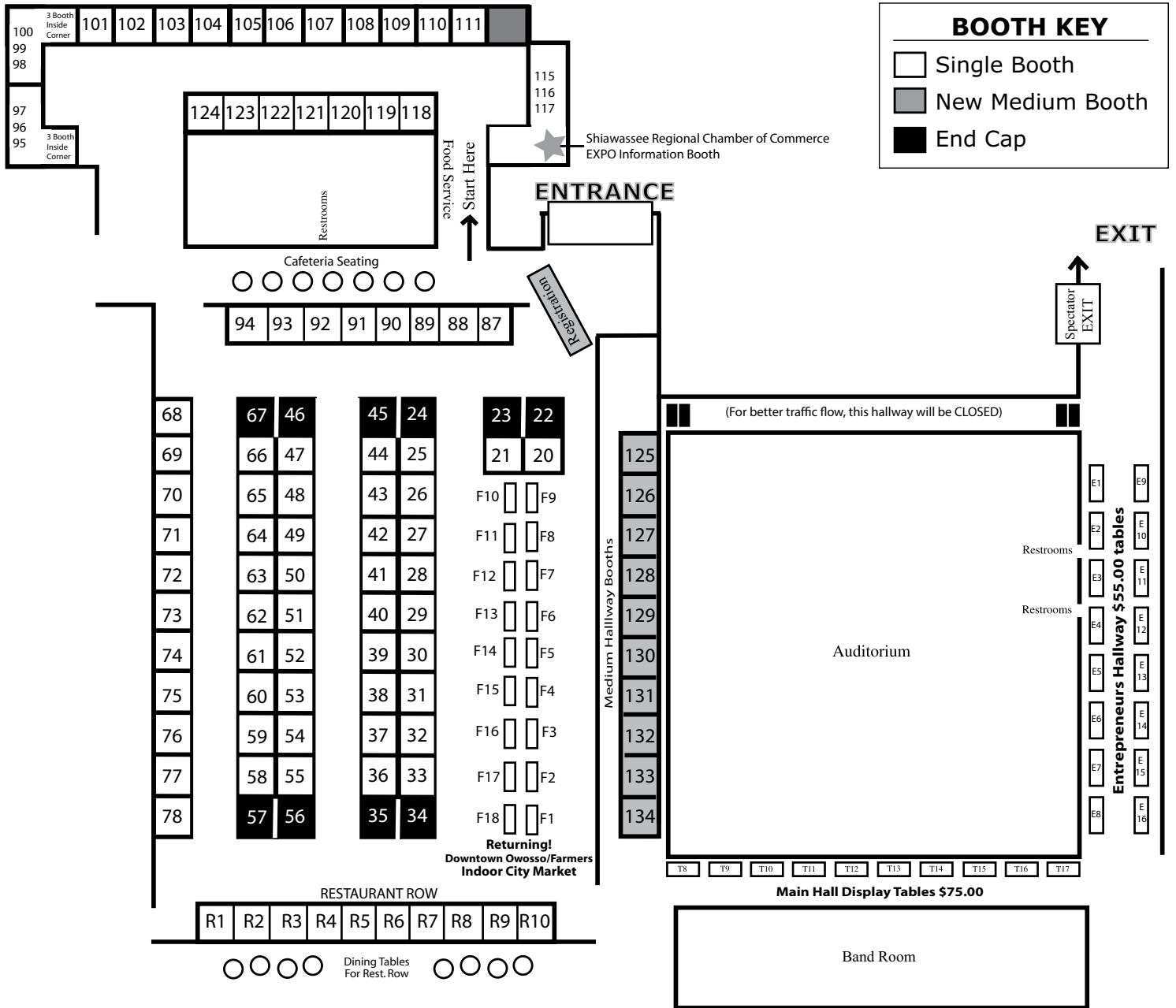
Only Members In Good Standing will be given the Member Rate.

- 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

2017 EXPO Presenting Sponsors:



**GROUP ADVERTISEMENT INCLUDED IN BOOTH PRICE IN 2017!**

All inclusive **MARKETING** promotion for exhibitors:

The EXPO committee has created an EXPO Newspaper Tabloid that will cover **FOUR** area newspapers and almost 60,000 homes. Plus, additional event ads will be purchased in print, radio and social media.

We are working in partnership with all local newspapers.

Please see the enclosed letter from the event chairman and the advertisement layout sheet for exhibitors.

*The Advertising Deadline for FREE Coupon Ad is February 10, 2017.*

# EXPO 2017 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: \_\_\_\_\_ Early Registration Discount of 10% to Members Only Before 02/10/17 \$ \_\_\_\_\_  
 Booth # Preference 1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

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

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

Farmers Market Vendor Table @\$75.00 Table # preference \_\_\_\_\_ \$ \_\_\_\_\_

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

Entrepreneurs Hallway Table @ \$55.00 Table # 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 24, 2017

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 24, 2017.

**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 5, 2017.

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

Mail payment, agreement, certificate of liability to:  
 Shiawassee Regional Chamber of Commerce, 215 N. Water St., Owosso, MI 48867  
 Phone: 989.723.5149 • Fax: 989.723.8353 • Website: www.shiawasseechamber.org

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

# FREE Advertisement with Booth Purchase

**BACK for 2017...**  
**Official Show Tab Advertising is included with your booth price!**



For maximum advertising exposure, every exhibitor should offer an "EXPO SPECIAL" that will be part of a 60,000 piece marketing campaign that is inserted in four area newspapers cover Shiawassee, Saginaw and part of Clinton and Gratiot counties.

In addition, these will be advertised on the Shiawassee Regional Chamber of Commerce website. The offers will remain valid until March 31, 2017 and will stay on the website.

Examples from 2016:

Booth  
**109**

**Metro Mortgage Group**  
 221 E. Exchange St, Owosso  
 (989) 723-3859

FREE Credit Report run at the Expo with this coupon.

Booth  
**110 - 111**

**Homeview Improvements**  
 1475 N. M-52, Owosso  
 (989) 725-6190

20% OFF Windows, Siding and Roofing

Your business is certain to benefit from this extra marketing during the entire month of March! If you have questions, please call Sue Kadlek at the Chamber at 989-723-5149.

Create your ad here  
 (Text only, no logos)

=====>  
 Fax back to the Chamber at 989-723-8353.

Thanks!

Booth  
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Business: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact Info: \_\_\_\_\_

**EXPO SPECIAL OFFER HERE, Approx. 20 words or less looks best!**

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## Highlights of the 2017 EXPO:

- Busy atmosphere of a “Marketplace”!
- Easy booth payment option!
- Dream Ticket GRAND PRIZE Drawing is back; A favorite among spectators!
- RESTAURANT ROW 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:

“Putting the EXPO tabloid in 60,000 newspapers with ALL exhibitors ads in it is a great idea!” ~ Mowinski Financial

“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

Help promote the EXPO by creating your own Facebook event and inviting those connected to your page. See example below created by Say Computer.

Collectively, all of our exhibitors can reach hundreds, if not thousands of potential attendees with our social media. Let’s send the show viral! Call the Chamber or Say Computer for assistance if needed.

### Shiawassee Chamber Home Expo

Page Events Join Maybe

Public · By Say Computer



Going (15)

Friends and Community  
Owosso

Michael Cross

Rhonda Miller Smith

Bob Wilcox

Recent guests (5 new)

Maybe (5)



Invited (29)

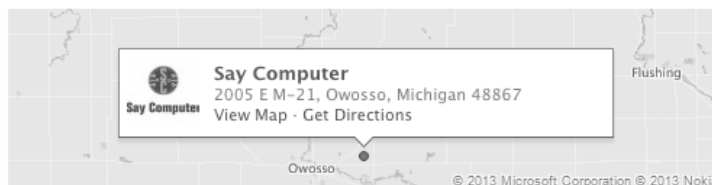
March 2 at 10:00am until March 3 at 4:30pm

Home Garden Business EXPO  
Date: 3/2/2013 TO 3/3/2013  
Time: 10:00 AM TO 4:30 PM

Owosso High School  
765 E. North St.  
Owosso, MI 48867

Phone:  
(989) 723-5149

Come visit Say Computer at the Home Show and check out all of great deals!



SAMPLE FROM  
2013 EVENT

**SHIAWASSEE  
REGIONAL**  
CHAMBER OF COMMERCE

215 N. Water St  
Owosso, MI  
48867



Return Service Requested

**PRST STD  
U.S. Postage  
PAID  
Permit No. 11  
Owosso, MI**

**MAKE SALES  
at the 2017  
EXPO!**