

Capital District
GARDEN & FLOWER SHOW
 MARCH 27-29, 2020 | HUDSON VALLEY COMMUNITY COLLEGE

Contact : _____ Space Selection: _____ Approx Sq. Ft.: _____

Company: _____

Address: _____

Website: _____ Email: _____

Business Phone: _____ Mobile Phone: _____

SUBSIDY (to be completed by STM - based on floor plan): _____

2020 Exhibit Title: _____

FLOOR PLAN/INTENT. To secure a space, kindly complete contract/application and submit a floor plan. The 2020 theme, **(THEME)**, should be incorporated into your design. Intent/description are due to SpringThyme Marketing no later than February 8, 2019 and will be displayed in front of your exhibit, in the official show program and social media. Make your exhibit come alive through words (100 words or less).

PLANT MATERIAL Exhibitors should strive to create gardens that appear as natural as possible. The goal should be to create a setting that spotlights creativity and your niche. We encourage height variance in the topography, even in smaller gardens. The criteria for the landscape exhibits is: 50% of the space must be covered with live plant material and at least 30% of the space must contain flowers in bloom.

_____ Yes, please include our company in a group flower order. _____ No thank you, we grow our own.

LANDSCAPE MATERIAL A limited amount of materials such as top soil, mulch, stone dust, cobbles may be available via sponsor donations. If donations are secured, you may request 1 yard of material for every 100sqft of exhibit space. Additional requests may be accommodated at cost. *For example: Space is 1000sqft. Order 15 yards of mulch. 10 yards are donated/no cost. 5 yards would be \$20/yard. \$100 would be deducted from your subsidy.*

_____ Top Soil (add'l @ \$20/yard) _____ Mulch (add'l @ \$20/yard) _____ Other (5 yard min/product for delivery to HVCC)

_____ Please haul our top soil and/or mulch @ \$75 deduction – must be removed from rink and piled in designated area.

_____ Please haul our stone and/or brick chips @ \$150 deduction – must be removed from rink and piled in designated area.

WATER/ELECTRIC Water connection in the Olympia Room – bring your own hoses. If you have a water feature in your display you will need to plug into a GFCI outlet. Bring extension cords.

INSURANCE Each exhibitor will need to provide a Certificate of Insurance with the following coverage: General liability - \$1,000,000 per occurrence and \$2,000,000 aggregate naming SpringThyme Marketing, LLC as additional insured.

MOVE-OUT For planning purposes, specify your intentions. Space #12 is required to move-out Sunday night.

_____ Sunday Night _____ Start Sunday Night and Finish Monday _____ Monday

X _____
 Authorized Signature SpringThyme Marketing Pennie Gonzalez/Event Manager _____
 Date

X _____
 Authorized Signature on behalf of Exhibiting Company _____
 Company Name/Title _____
 Date

EXHIBITOR GENERAL INFORMATION/RULES

- Door Measurements are:
 - Outside Overhead Door: 11'7" (w) x 10'-3" (h)
 - Inside Overhead Door: 11'11" (w) x 10'-1" (h)
 - Double Door-Rink Entrance: 9'10' (w)
- Exhibitors may bring their own equipment. One forklift and a skid steer are available for exhibitors to share.
- HVCC will **often** allow staging behind the McDonough Field House in the G: Lot beginning on Friday afternoon. **Info to follow with specific instructions.** Please keep materials to the back of the lot. Pallets and equipment must be consolidated by Wednesday, March 20th at 6pm to accommodate additional set-up/move-in needs.
- No subleasing space, no advertisements, signs, marketing and/or promotion for a third party without written approval from SpringThyme Marketing.

EXHIBITOR RULES SET-UP

- Exhibitors are to work together and respect each other.
- Exhibitors will be assigned a start time and are expected to stick to the schedule.
- During initial set-up, exhibitors may drive vehicles onto the exhibit floor. All vehicles are prohibited beginning at 3pm Monday.
- No artificial plant material may be used in gardens, including but not limited to plastic plants, plastic or silk flowers.
- The perimeter of your garden should have edging material to contain your soil and/or mulch.
- Be aware of trip hazards. Exhibit must have smooth transitions.
- Unique plants should be labeled with small, attractive plant markers by the opening of the show on Friday.
- Company signs must be approved. Real estate/yard type signs are not allowed. Company banners/flags are not allowed.
- For liability purposes only the Show landscapers & employees, HVCC designated personnel and SpringThyme Marketing should be on the hockey arena floor during move-in and move-out. **No one under the age of 16 should be on the floor during move-in and move-out at any time.** If children are visiting, please have them stay on the bleachers. **No animals on the exhibitor floor.** There shouldn't be any visitors of any kind on the floor during set-up.
- Exhibit must be completed by **5pm, Thursday, March 26, 2020 – unless otherwise indicated.** No exceptions. An automatic \$2 per square feet will be deducted from your subsidy if your display is not completed on time.
- All staging is in the G: Lot that is located behind McDonough. The side lot has just been resurfaced and is off limits to our equipment, structures, supplies, trailers, pallets, brick, materials, etc.

Initial/Date

EXHIBITOR DURING SHOW

- Show Hours: Friday 10-8 | Saturday 9-7 | Sunday 10-5. Exhibit must remain open and should be attended by a representative of the exhibitor during all show hours.
- Plants, trees, flowers, bulbs, etc need to remain intact in all exhibits until 4pm Sunday.
- Noise levels will be monitored and may be restricted by SpringThyme Marketing. Amplified audio must be approved. No microphones, or balloons.
- We encourage a professional, value first, soft sell approach to marketing. Distribution of business cards and brochures are allowed, but please keep your exhibit space clear of clutter, posters, storyboards, photo collages, display racks, etc. We will accept a slide show presentation of **"after" photos only** on a tablet but not a laptop and it cannot distract from the exhibit. Please no hard sell (subsidy deductions will be taken if we get complaints from visitors).

EXHIBITOR RULES MOVE-OUT

- **All materials (including donated materials) are to be hauled away and exhibit space swept out by Monday, March 30 at 4pm.** If excessive amounts of materials are piled into the dumpster, subsidy deductions will be taken.
- If any materials are left in exhibit space, subsidy deductions will be taken.
- Trees needing to be chipped should be hauled to designated area by 2pm Monday. All bases and screws must be removed.

CHECKLIST

- 2019 Exhibitor Lock Your Location Deadline is August 15, 2019. New exhibitor applications received prior to 8/15/19 will be put on a waiting list.
- Design/Floor plan w/ contract
- New Exhibitors submit: Company Logo and a cropped photo to be used on website and online
- Exhibit Sponsor(s): January 15, 2020
- Certificate of Insurance (March 1, 2020) or with signed contract
- Theme title and exhibit intent/description (February 12, 2020)
- Name badge list (February 12, 2020) – working staff
- Flower/Bulb Order (February 12, 2020) – Will be deducted from subsidy.
- Material Order (February 12, 2019) – contingent upon sponsor donation.
- Plant Sale List (March 12, 2019)

This contract is made between the Exhibitor and SpringThyme Marketing LLC, producer of the Capital District Garden & Flower Show. Exhibitor may not cancel this contract after 45 days prior to show date. SpringThyme Marketing reserves the right to cancel the Show anytime up to 30 days prior to the show. Date. Exhibitor agrees to abide by said rules and regulations. In the event that the Exhibitor does not exhibit as provided herein or fails to comply in any respect with the terms of this agreement, SpringThyme Marketing, LLC shall have the right, without notice to the Exhibitor, to license the use of said space to any other company, enterprise, person or persons, and the Exhibitor agrees to pay any deficiency, loss or damage by SpringThyme Marketing, LLC as a consequence of such failure to occupy space as provided in this agreement. Exhibitor will not sublicense any part of the space herein provided without the express written consent of SpringThyme Marketing, LLC. This agreement cannot be varied, modified or canceled by the Exhibitor without the express written consent of SpringThyme Marketing, LLC.

X _____
Authorized Signature SpringThyme Marketing Pennie Gonzalez/Event Manager Date

X _____
Authorized Signature on behalf of Exhibiting Company Company Name/Title Date