

33rd Capital District
**GARDEN &
FLOWER SHOW**
— MARCH 27-29, 2020 —
HUDSON VALLEY COMMUNITY COLLEGE

Sponsorships

Silver Sponsor - \$1550

- 10x10 exhibit space
- Logo on gardenandflowershow.com in a minimum of two locations
- Recognition in a minimum of one Facebook post.
- Logo on (2) sponsor banners
- Logo in sponsor rotation on information screen.
- Name mention on PA announcements (rotation).
- (6) Complimentary General Admission Passes.

Gold 20 Sponsor - \$2600

- Silver sponsor plus ...
- 10x20 exhibit space
- Inclusion in a minimum of one Eblast
- Logo in program
- Logo on rack cards and posters
- Sponsor appreciation employee discount (Friday from 4pm-8pm).
- (10) Complimentary General Admission Passes.

Sand Sculpture – \$5000 (one available)

- Gold sponsor plus ...
- Name mention (logo where applicable) on full seminar schedules, social media posts, eblasts.
- Logo on stage banner.
- X-frame banner.
- Full Page Ad in program.
- Custom Facebook Post.

Senior Discount – \$5000 (one available)

- Gold sponsor plus ...
- Logo - admission signs & senior admission tickets.
- Sponsor of the Day – Friday
- Full Page Ad in program.
- Custom Facebook Post.

HOLD

Demonstration Stage – \$4500 (one available)

- Gold sponsor plus ...
- Name mention (logo where applicable) on full seminar schedules, social media posts, eblasts.
- Logo on stage banner.
- X-frame banner.
- Full Page Ad in program.
- Custom Facebook Post.

T-Shirt Sponsor – \$4000 (one available)

- Gold sponsor plus ...
- Logo on sleeve of themed t-shirts.
- Full Page Ad in program.
- Custom Facebook Post.

Seminar Room Sponsor – \$3500 (three available)

- Gold sponsor plus ...
- Name mention (logo where applicable) on full seminar schedules, social media posts, eblasts. Shared sponsorship (one/room) or \$5000 for all 3 rooms.
- (2) x-frame banners, one outside the room and one inside the room (front near the speaker).
- Full Page Ad in program.
- Custom Facebook Post.

Ticket Back Sponsor – \$3500 (one available)

- Gold sponsor plus ...
- Ad or coupon opportunity on 15,000 tickets including box office tickets and electronic tickets.
- Full Page Ad in program.
- Custom Facebook Post.

Sponsor of the Day – \$3000 (three available, one per day)

- Gold 10 sponsor plus ...
- Full Page Ad in program.
- (2) X-Frame Banners
- Custom Facebook Post.

Garden Café – \$2500 (one available)

- Gold 10 sponsor plus ...
- Full Page Ad in program.
- (2) X-Frame Banners
- Custom Facebook Post.

Hospitality – \$950 (two available, Garden Creators or Marketplace)

- Exhibitor Hospitality
- Signage on Table
- Non-Exhibiting
- 10 complimentary passes
- Logo in sponsor rotation on information screen.

OPTIONS

- Custom sponsorships are available upon request.
- Naming rights, available upon request.
- Add booth space - \$745 per 10x10 increment.
- Corner spaces (if available) - add \$50
- Non-exhibiting sponsor discount - \$745
- Early Registration Discount – Up to \$120 (see checklist due by 1/10/20). \$100 sponsorship, \$20 pay by check.

33rd Capital District
**GARDEN &
 FLOWER SHOW**
 — MARCH 27-29, 2020 —
 HUDSON VALLEY COMMUNITY COLLEGE
SPONSOR AGREEMENT

*Company					
*Contact Person(s)			*NYS Tax ID # (please attach):		
*Address			*City	*State	*Zip
*Business Phone			*Mobile/Evening Wkend Phone		
*Email			Website (for program)		

***List Products below in five words or less.** First consideration to exhibitors selling plants, flowers, bulbs, seeds, herbs, garden tools & accessories, dried flowers & garden decor, food, farms, cooking tools, floral art, jewelry, pottery, plant societies, wineries, cideries, distilleries, floral apparel & accessories, patio furniture and botanicals. MUST be complete for agreement to be binding. Space is very limited for non-retail, non-themed products (exhibitors in this category should consider sponsorship). You may only sell approved products. If selling products not approved, you may be removed from the show and forfeit all fees paid.

X _____

STEP #1 Sponsorship Selection

<input type="checkbox"/> Silver - \$1550	<input type="checkbox"/> T-Shirt - \$4000	Sponsorship Investment:	\$ _____
<input type="checkbox"/> Gold - \$2600	<input type="checkbox"/> Ticket Back - \$3500	Add-on's	
<input type="checkbox"/> Sand Sculpture - \$5000	<input type="checkbox"/> Sponsor of the Day - \$3000	Booth Space @ \$745/10x10 increment	\$ _____
<input type="checkbox"/> Senior Discount - \$5000	<input type="checkbox"/> Hospitality - \$950	Corner @ \$50	\$ _____
<input type="checkbox"/> Demonstration Stage - \$4500	<input type="checkbox"/> Other		
<input type="checkbox"/> Seminar Room- \$3500			

STEP #2 Set-up Needs (Electric, tables and chairs)

Electric: Yes No : _____

To fulfill your electric request, please list everything that will be plugged in _____

One (1) table and two (2) chairs included w/ sponsorship. Additional tables are \$25 ea,
 Qty _____ 8' table Qty _____ 6' table Qty _____ chairs
 Skirted Yes No
 \$ _____

STEP #3 Exhibitor Admissions (see policy on the back) – Working Staff (sponsorship comps are in addition to the exhibitor admissions)

Qty: _____ Exhibitor Scans (enter #) – up to 10 FREE with purchase of a 10x10 booth | \$7 each additional \$ _____

Our staff will get scanned daily -OR- _____ # Wristbands @ 3 scans each

One (1) per person per day is required for you and your staff to enter the show. **Option #1**-check in daily, get a hand stamped for re-entry. **Option #2**-request 3-day wristbands (each band will reduce the exhibitor scan count by 3). Note: Show staff will apply all bands to exhibitor's wrist. Bands must be worn on wrist continuously for the duration of the show. If a wristband is removed it is VOID and additional scans will be required to enter. Wristbands will only be available via pre-order.

STEP #4 Special Request

STEP #5 Summary

TERMS & CONDITIONS: A completed sponsorship agreement, certificate of insurance, NYS Tax ID (if selling), payment in full, logo and program ad are all due by January 10th to qualify for early registration pricing.

Make Checks Payable to: SpringThyme Marketing 5 Southside Drive, Unit 11-339 Clifton Park, NY 12065 \$ _____ #: \$ _____ #:	Sponsorship Total: \$ _____ Booth Space: \$ _____ Rentals/Admissions: \$ _____ Subtotal: \$ _____ Less Early Registration Disc. \$ _____ Less Non-Exhibiting Disc. \$ _____	Checklist (due by January 10th) <input type="checkbox"/> Signed Agreement <input type="checkbox"/> Payment in full <input type="checkbox"/> Logo <input type="checkbox"/> Certificate of Insurance Exp _____ <input type="checkbox"/> Program Ad
---	---	---

X _____ Date _____
 Authorized Signature on behalf of Exhibiting Company

CREDIT CARD AUTHORIZATION: I hereby authorize SpringThyme Marketing to charge my credit card for payment on rental space for the **Capital District Garden & Flower Show** being held March 27-29, 2020 at HVCC, Troy, NY.

Card Type: Visa Mastercard Discover (we do not accept American Express)

Card Holder Name: _____ Company Name: _____

Card Holder Address: same as application _____

Card No: _____ Expiration: _____ CVV Code: _____

Total: \$ _____ (enter amount)

CAPITAL DISTRICT GARDEN & FLOWER SHOW POLICIES & PROCEDURES

Dates: March 27-29, 2020

Hours: Friday 10-8 | Saturday 9-7 | Sunday 10-5 (tentative & subject to change)

HVCC Address: 80 Vandenberg Ave (Rte 4), Troy, NY 12180

Standard Pricing Deposit (accepted up to 2/9/20): Applications are not processed until a full \$300/booth deposit is received. A deposit is required for all holds.

Deadlines: Early Registration deadline is 1/10/20 and requires payment in full, certificate of insurance, NY Tax ID. **Any missing or incomplete Certificates of Insurance received after 2/23/20 will have a \$50 late fee applied.**

Exhibit Space Rental: Includes 8' tall black or green draped backdrop, 3' high side rails (except on corner booths), FREE WiFi, program listing (company name, booth number, city, state, web address, and a 5-word max description). Application must be received by 2/1/20 to be included in the program. If web address and/or description is not on this application, it will not be in the program. If the description is greater than 5 words, SpringThyme Marketing reserves the right to edit. Each vendor is encouraged to include some type of greenery, either live or silk in their booths.
Wineries: 803-812 **Plant Societies:** 902-909 **8 x 10:** 501-512, 602-609, 910-911
10x15: 130,215,230,315,330,415,427 **10 x 10:** 101-414, 700-716

Space Availability: All 2019 exhibitors have until 10/1/19 to lock their location. Location requests/preferences are taken into consideration **but are not guaranteed**. Location assignments could change, without notice, up until move-in day. Space is available on a first come first served basis. Corner booths are limited and sell out first. If exhibit space sells out, you can request to be put on a waiting list. SpringThyme Marketing will consider applications until space is sold out. A map is available online. Show reserves the right to make changes to the map.

Rentals: Discounted skirted tables, chairs and electric can be ordered through SpringThyme Marketing, LLC. Carpeting and all other furnishings can be obtained (for a fee) through decorator.

Confirmations & Exhibitor Manuals: Confirmations will be mailed out upon receipt and review of your application and deposit. Exhibitor manuals will be available by March 1 and will include an electronic exhibitor ticket, booth number, set-up time, load-in, load-out and important information as it pertains to the show.

NYS Tax ID #: Required for all exhibitors selling at the Show. If you are not selling and are only distributing marketing information, mark the application INFORMATION ONLY. Show management verifies each tax id number with NYS Tax & Finance. Exhibitors will not be allowed to set-up if their NYS tax id number is not valid and/or up-to-date. Your Certificate of Authority must be displayed in the booth during the show. Information on acquiring a NYS Tax ID can be found online. It takes at least 20 days to get a Certificate of Authority. SpringThyme Marketing will not refund any monies to vendors who do not have a valid tax id number in time for the show. A link to NYS Tax and Finance is available online.

Show Rules: Booth must remain open and attended by a representative during all show hours. **Anyone arriving late, leaving early or breaking down during show hours may be denied entrance to future shows.** Aisles are under the control of show management. All exhibits and personnel must remain in the confines of your booth space (defined by the side rails). Items past side rails are violating fire code. Show management will give only one warning, if caught a second time, you will be asked to pack up and leave the show as this is in violation of the exhibitor agreement and booth fees will be forfeited. No handcarts can be used in the aisles during show hours. Noise levels will be monitored and may be restricted by show management. No microphones, no amplified audio, no noisemakers or balloons.

Set-Up: All exhibitors **MUST check-in and be moved in by 5PM, Thurs, 3/26/20.** Overhead door will be available on Thurs only and will be locked at 4:00pm. Regardless the reason, any exhibitor who does not officially check-in on 3/26/20 will be denied access into future shows. Any booth space that is unoccupied at 5pm, 3/26/20 will be considered a no show and may be sold to another exhibitor. A late show / no show exhibitor forfeits all fees paid.

As an authorized representative, we agree to abide by all terms, conditions, rules and regulations governing the Capital District Garden & Flower Show as contained in this application. Acceptance of this application by the Capital District Garden & Flower Show constitutes a binding contract.

X

Authorized Signature on behalf of Exhibiting Company

Date

Pennie Gonzalez | SpringThyme Marketing | office: 518.631.5110 | fax: 518.631.5928 | email: pennie@gardenandflowershow.com | website: gardenandflowershow.com

Load-Out: All booths **MUST stay fully intact until 5:10pm.** This rule is strictly enforced. If your company breaks down early, you will be denied entrance in future shows. If denied access, re-entry fee of \$375 will apply. All items must be removed Sunday evening between 5:15pm-8pm. Parking is not permitted directly behind the field house.

Certificate of Insurance: Due 1/23/20 to qualify for early registration pricing and 2/23/20 for standard pricing. Failure to meet 2/23/20 deadline will result in a \$50 late fee. Certificate Holder: SpringThyme Marketing, LLC. SpringThyme Marketing, LLC, Hudson Valley Community College, SUNY & Rensselaer County as additional insured for a minimum of \$1,000,000 per occurrence. 5 Southside Drive, Unit 11-339, Clifton Park, NY 12065. Fax: 518.631.5928 or email. If needed, Act Insurance provides single event coverage.

Exhibitor Admission – Electronic Ticket Scans: All exhibitors and working staff must present a ticket to enter the show. Each exhibitor will receive up to (10) scans (admissions) which will be emailed the week of the show and a copy will be available at registration. Additional scans (admissions) may be purchased for \$7 each prior to the show. Price will go up to \$14 beginning 5pm, Thursday, March 26, 2020. If the exhibitor ticket is fully used all additional admissions will be billed to your company at a rate \$14 per admission.

Hold Harmless: Vendor shall protect, indemnify and hold harmless The Capital District Garden & Flower Show, SpringThyme Marketing, LLC, Hudson Valley Community College, State University of New York, Rensselaer County and all of their respective officers, agents and employees from and against any and all claims, damages, losses and expenses including attorney's fees arising out of or resulting from the exhibit and activities of the Vendor and the officers, contractors, licensees, agents, employees, guests, invitees or visitors of the Vendor.

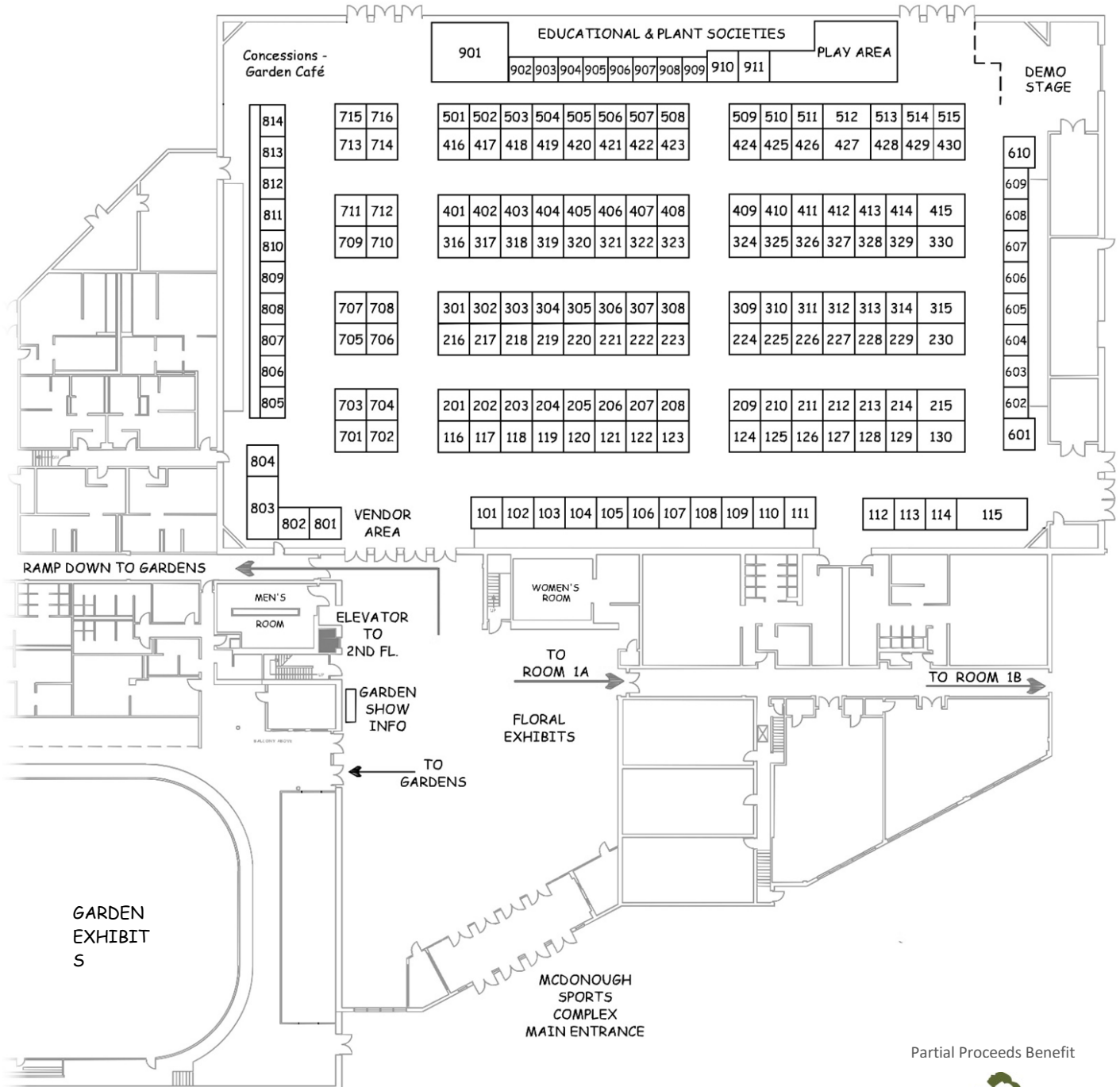
Payment Terms & Contract Cancellation: THE UNDERSIGNED contracts for space in the 2020 Capital District Garden & Flower Show for the exhibition of the product and/or services designated in this contract and for no other purpose, subject to the conditions, rules, regulations, requirements and agreement set forth on this application. Unaccepted applicants will have their checks returned. No refunds will be given once your application is accepted. Final payment of the space rental must be **PAID IN FULL 30 days prior to the show, February 25, 2020.** Balances received after the due date are subject to a \$50/booth late fee. If vendor cancels 45 days or more prior to the opening day of the Show, SpringThyme Marketing, LLC shall retain the required deposit and shall return the balance to the vendor. If vendor cancels within 45 days prior to the opening of the show, SpringThyme Marketing shall retain the entire amount paid to date. Any cancellation must be made in writing. SpringThyme Marketing, LLC reserves the right to cancel the contract of the vendor if it is not paid within terms. Booth assignments will not be provided until your account is paid in full. SpringThyme Marketing, LLC reserves the right to cancel the exposition anytime up to 30 days prior to the show date. There is a \$35 return check fee. Credit cards are accepted.

Policies: In the event that vendor does not exhibit as provided or fails to comply in any respect with the terms of this agreement, SpringThyme Marketing, LLC shall have the right, without notice to the vendor, to license the use of said space to any other company, enterprise, person or persons. The vendor agrees to pay any deficiency, loss or damage by SpringThyme Marketing, LLC as a consequence of such failure to occupy space as provided, it shall have the right to occupy said space for its own purposes without prejudice to its right against the vendor pursuant to this agreement, including but not limited to the payment of the license fee. Vendor will not sublicense any part of the space provided without the written consent of SpringThyme Marketing, LLC. In the event the vendor premises are destroyed or rendered unavailable for any reason whatsoever (whether before or during the scheduled exhibition), the rights of the vendor under this agreement shall be limited to a prorated refund of the amount paid for the space licensed. SpringThyme Marketing, LLC shall have the right to make such rules and regulations in connection with the vendor as it may deem proper and may amend them at any time and SpringThyme Marketing, LLC shall have the full power in the matter of interpretation and enforcement. The rules and regulations referred to are printed on this agreement. Vendor agrees to abide said rules and regulations. It is agreed that this instrument is a license, and not a lease; and that no leasehold or tenancy is intended to be or shall be created. This agreement cannot be varied, modified or canceled by the vendor without the express written consent of SpringThyme Marketing, LLC.

33rd Capital District GARDEN & FLOWER SHOW

MARCH 27-29, 2020
HUDSON VALLEY COMMUNITY COLLEGE

Average Annual Attendance is 14-16,000



Partial Proceeds Benefit

