

Capital District  
**GARDEN & FLOWER SHOW**

CDGFS-ST

HUDSON VALLEY COMMUNITY COLLEGE, TROY, NY | MARCH 23-25, 2018  
**EXHIBITOR APPLICATION**

Pennie Gonzalez | SpringThyme Marketing | 518.631.5110 | f 518.631.5928 | pennie@gardenandflowershow.com | 5 Southside Drive, Unit 11-339, Clifton Park, NY 12065

Company:							
Contact Person(s):			NYS Tax ID # (please attach):				
Address:			City:			State:	Zip:
Work Phone:			Mobile:				
Email			Website (for program):				

List Products below in five words or less. Used in the program and **MUST** be complete for agreement to be binding.

X

**STEP #1 BOOTH SELECTIONS**

Qty _____	10' x 10'	\$785 first   \$745 each additional	\$ _____
Qty _____	8'd x 10'w (check availability)	\$675 first   \$635 each additional	\$ _____
Qty _____	10'd x 15'w	\$1185 (limited-call for availability)	\$ _____
Qty _____	10'd x 20'w	\$1530 first   \$1490 each additional	\$ _____
Qty _____	Corner (check availability)	\$100 (in addition to booth fee)	\$ _____
Qty _____	Virtual Exhibitor (no booth)	\$450 (website logo, link, descrip)	\$ _____

**STEP #2 ELECTRIC**

Qty _____	Electric 110/5amp	\$40 per outlet   \$75 at show	\$ _____
Qty _____	Electric 110/20amp	\$60 per outlet / \$100 at show	\$ _____

To fulfill your request, list everything you will be plugging in! **NO HALOGEN LIGHTS.**

X

**STEP #3 RENTALS**

Qty _____	8' skirted table with one chair	\$25 each   \$50 after March 10	\$ _____
Qty _____	6' skirted table with one chair	\$25 each   \$50 after March 10	\$ _____

**STEP #4 MARKETING**

_____	Web-Featured Listing Logo & Link	\$20   \$50 after March 5	\$ _____
_____	Bold Listing with Link	\$2   \$10 after March 5	\$ _____
_____	Full Page Program Ad / Half Pg	\$300 full   \$225 half (due 2/22)	\$ _____

**STEP #5 EXHIBITOR ADMISSIONS (see policy on back)**

Qty _____	Exhibitor Scans (enter #)	Up to 10 FREE   \$7 ea additional	\$ _____
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One (1) per person per day is required for you and your staff to enter the show. If you do not select an option below you will receive a single barcode with up to 10 scans. Virtual exhibitors receive 2 scans.

- Single barcode for all working staff.  Personalized Tickets (Requires personnel form)

Office Use Only:

**TOTAL DUE** \$ \_\_\_\_\_  
CHECKLIST  
√Sign front & back application  
√Certificate of Insurance (must accompany the application).  
√NYS Tax Id  
√Payment due in full

**STEP #6 SPECIAL REQUESTS**

Fork Lift:	<input type="checkbox"/> Yes - # of Pallets _____
Water:	<input type="checkbox"/> Yes GFCI Plug is required
Other:	

**STEP #7 LOCATION PREFERENCE**

Spaces are not guaranteed & are at the discretion of show mgmt

Same as last year:  Yes

1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> Choice:

**DISCOUNT COUPONS**

A pdf coupon will be emailed to all participating exhibitors to distribute. Would you also like rack cards to display and distribute to your customers? How many? 25/50/100/more?

**IMPORTANT**

All balances received after 2/23/18 will have a \$25 per booth late fee applied. This fee does not apply to new applications when booth fees are paid in full.

**PLEASE READ**

Make checks payable to:  
**SpringThyme Marketing**  
5 Southside Drive  
Unit 11-339  
Clifton Park, NY 12065

I've read and signed the Capital District Garden & Flower Show policies and procedures on the back of this application. (Initial Here)

X

# CAPITAL DISTRICT GARDEN & FLOWER SHOW POLICIES & PROCEDURES

**Dates:** March 23-25, 2018

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

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

**Standard Pricing Deposit:** \$300/booth is due with the application. Applications are not processed until a full deposit is received. A deposit is required for all holds.

**Deadlines:** Balances are due 2/23/18. **All balances received after 2/23/18 will have a \$25/per booth 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 2/15/18 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.

## LOCATION CHART

<b>10 x 10:</b> 101-414, 700-716	<b>Wineries:</b> 803-812
<b>8 x 10:</b> 501-512, 713, 714	<b>Plant Societies:</b> 602-609
<b>10 x 15:</b> 124, 209, 230, 315, 330, 415, 428	<b>15 x 15:</b> 902, 903
	<b>10 x 20:</b> 112, 113, 114

**Space Availability:** All 2017 exhibitors have until 10/1/17 to lock their location. Location preferences are taken into consideration but are not guaranteed. 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 the waiting list. A completed application and deposit are required. If space doesn't become available your check will be returned. 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 Total Events - pricing sheets and order forms are available online.

**Confirmations & Exhibitor manuals:** Confirmations will be mailed out upon receipt and review of your application and deposit. Exhibitor manuals will be available (after account is paid in full) approximately 30 days prior to show 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 mgmt 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 and off the aisle carpet. No handcars 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:** You will be assigned a set-up time for Thursday, March 22, 2018. All exhibitors MUST check-in and be moved in by 4:30PM, Thursday, 3/22/18. Any exhibitor who does not check in on 3/22/18 may be denied access into future shows. The doors will be locked until the decorator has completed the pipe and drape set-up. Overhead door will be available on Thursday only and will be locked at 4:00pm. Please plan accordingly.

This application and agreement is to be duly executed by an authorized representative. **AGREEMENT:** 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.

**Certificate of Insurance:** Due 1/23/18 to qualify for early registration pricing. 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 provide single event coverage.

<https://www.actinsurance.com/policy/buy/ai/ODQ2>

**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 will be included in your registration packet. Additional scans (admissions) may be purchased for \$7 each prior to the show. Price will go up to \$14 beginning 5pm, Thursday, March 23, 2018. If the exhibitor ticket is fully used all additional admissions will be billed to your company at a rate \$14 per admission.

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

**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 2018 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 23, 2018.** Balances received after the due date are subject to a \$25 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. Credit card authorization forms are required to process a credit card and are available online.

**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.

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Authorized Signature on behalf of Exhibiting Company

Date

Pennie Gonzalez | SpringThyme Marketing | office: 518.631.5110 | fax: 518.631.5928 | email: [pennie@gardenandflowershow.com](mailto:pennie@gardenandflowershow.com) | website: [gardenandflowershow.com](http://gardenandflowershow.com)