

# Capital District GARDEN & FLOWER SHOW

CDGFS\_W2019

HUDSON VALLEY COMMUNITY COLLEGE, TROY, NY | MARCH 22-24, 2019

## EARLY REGISTRATION –EXHIBITOR APPLICATION

Pennie Gonzalez | SpringThyme Marketing | 518.631.5110 | f 518.631.5928 | [pennie@gardenandflowershow.com](mailto: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:	
Work Phone:		Mobile:			
Email		Website (for program):			

List Products below in five words or less. **MUST be complete for agreement to be binding. 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 BOOTH SELECTIONS

Qty _____	10' x 10'	\$805 first   \$745 each additional	\$ _____
Qty _____	8'd x 10'w	\$695 first   \$635 each additional	\$ _____
Qty _____	10'd x 15'w	\$1205 (limited–call for availability)	\$ _____
Qty _____	Corner	\$100 (in addition to booth fee)	\$ _____
Qty _____	Virtual Exhibitor (no booth)	\$450 (logo, link, description)	\$ _____

### 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 _____	chairs - \$5 each	\$ _____
Qty _____	8' table (no skirt) - \$25 each	Qty _____ 8' skirted - \$25 each \$ _____
Qty _____	6' table (no skirt) - \$25 each	Qty _____ 6' skirted - \$25 each \$ _____

### 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	\$275 full   \$175 half (due 2/12)	\$ _____

### 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. 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.

Yes, our company will get scanned daily. \_\_\_\_\_ # Wristbands @ 3 scans each.

Make checks payable to:

**SpringThyme Marketing**  
5 Southside Drive, Unit 11-339  
Clifton Park, NY 12065

Check #: \_\_\_\_\_

Check #: \_\_\_\_\_

<b>SUBTOTAL</b>	\$ _____
<b>LESS EARLY REGISTRATION</b>	\$ _____
<b>TOTAL</b>	\$ _____

**Early Registration Checklist: Deadline is 1/23/19.**

- Certificate of Insurance (Expiration \_\_\_\_\_)
- Sign front & back application
- Payment due in full.  NYS Tax Id

### 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:

### STEP #8 EARLY REGISTRATION DISCOUNT – Due 1/23/19

Discounts are as follows. **Jan. 23, 2019 Deadline.**

Save \$50 per booth	\$ _____
Save \$50 corner	\$ _____
Save \$40 on Electric	\$ _____
Save \$20 pay check/cash	\$ _____

**TERMS & CONDITIONS:** A completed application, certificate of insurance, NYS Tax ID and payment in full are all due by 1/23/19 to qualify. A \$300/booth deposit will be accepted to hold a booth; however, standard pricing will apply. When the balance is paid in full and checklist is complete (before 1/23/19) an adjustment will be made to reflect early registration pricing.

### 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?

### EXHIBITOR MANUALS WITH SET UP INSTRUCTIONS

Will be emailed unless otherwise indicated.

Yes, please mail a hard copy of the set-up instructions.

### SPONSORSHIPS

Looking for ways for your company to stand out? Customized sponsorships opportunities are available starting at \$1500. Call or email Pennie Gonzalez, Event Manager for more information.

**Credit Card Authorization on back – signature required on back**

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

**X**

**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 22-24, 2019 at HVCC, Troy, NY.

Card Type:  Visa  Mastercard  Discover

Card Holder Address:  same as application  if different please provide

Card Holder Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Card No: \_\_\_\_\_ Expiration: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Payment in Full: \$ \_\_\_\_\_ (enter amount)

Deposit (\$300/booth): \$ \_\_\_\_\_ Balance (1/23/19) \$ \_\_\_\_\_

## CAPITAL DISTRICT GARDEN & FLOWER SHOW POLICIES & PROCEDURES

**Dates:** March 22-24, 2019

**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** (accepted up to 2/9/19): Applications are not processed until a full \$300/booth deposit is received. A deposit is required for all holds.

**Deadlines:** Early Registration deadline is 1/23/19 and requires payment in full, certificate of insurance, NY Tax ID. All other balances are due 2/23/19. **All balances received after 2/23/19 will have a \$25/per booth late fee applied. Any missing or incomplete Certificates of Insurance received after 2/23/19 will have a \$25 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 2/12/19 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:** 124,209,230,315,330,415,428 **10 x 10:** 101-414, 700-716

**Space Availability:** All 2018 exhibitors have until 10/1/18 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 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:** All exhibitors **MUST check-in and be moved in by 5PM, Thurs, 3/21/19.** 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 3/21/19 may be charged \$150 and be denied access into future shows. Any booth space that is unoccupied at 5pm, 3/21/19 will be considered a no show and may be sold to another exhibitor.

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.

**Load-Out:** All booths **MUST stay fully intact until 5:05pm. 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 1/23/19 to qualify for early registration pricing and 2/22/19 for standard pricing. Failure to meet 2/22/19 deadline will result in a \$25 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 21, 2019. 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 2019 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 22, 2019.** 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.

**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.

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