



Capital District
**GARDEN &
FLOWER SHOW**

March 27-29, 2020 | Hudson Valley Community College

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 Name: _____

NYS Tax ID #: _____

Contact Person: _____

Phone: _____

Email: _____

Website: _____

Address: _____

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 _____

Booth Selection

_____ 10x10 @ \$805	_____ 10x20 @ \$1550	_____ 10x30 @ \$2295	_____ 20x20 @ \$3040
_____ 10x10 corner @ \$905	_____ 10x20 corner @ \$1650	_____ 10x30 @ \$2395	_____ 20x20 end cap @ \$3240
_____ 8x10 @ \$695	_____ 8x20 @ \$1330	_____ 8x30 @ \$1965	_____ 18x20 @ \$2820
_____ 8x10 corner @ \$795	_____ 8x20 corner @ \$1430	_____ 8x30 corner @ \$2065	_____ 18x20 end cap @ \$3020
_____ 10x15 @ \$1205	_____ 10x15 corner @ \$1305	_____ 8x15 @ \$1040	

Location Preference (choose three): 101-115 116-123 124-130 201-208 209-215 216-223 224-230 301-308 309-315 316-323
326-330 401-408 409-415 416-423 424-430 501-508 509-515 601-610 700 quad blocks 910-911

Electric & Water

_____ 110/ 5amp - \$40/outlet _____ 110/20amp - \$60/outlet _____ Water - \$50 (Refundable with own GFCI at move-in)

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

X _____

Other

Table Rentals: _____ 8' table (no skirt) @ \$25ea _____ 8' w/ skirt @ \$30ea _____ 6' table (no skirt) @ \$25ea _____ 6' w/ skirt @ \$30ea _____ chairs @ \$5ea

Marketing: _____ Featured (logo & link) @ \$20ea _____ Bold Listing w/ link @ \$2ea _____ Full Pg Program Ad @ \$275 _____ Half Pg Program Ad @ \$175

Exhibitor Admissions/Scans (see policy on back)

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

_____ Up to 10 Free Yes our company will get scanned daily -OR- _____ # of wristbands @ 3 scans each _____ # Additional Exhibitor Scans @ \$7each

Special Requests

Fork Lift _____ # of pallets Other: _____

TOTAL

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

Subtotal \$ _____

(Initial Here) _____

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

Total: \$ _____

X _____

Authorized Signature on behalf of Exhibiting Company

Date

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
Card Holder Address: same as application if different please provide

Card Holder Name: _____ Company Name: _____

Card No: _____ Expiration: _____ CVV Code: _____

Amount: \$ _____ Date: _____ Email: _____

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 1/23/20 and requires payment in full, certificate of insurance, NY Tax ID. All other balances are due 2/23/20. **All balances received after 2/23/20 will have a \$50/per booth late fee applied. 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.

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.

X

Authorized Signature on behalf of Exhibiting Company

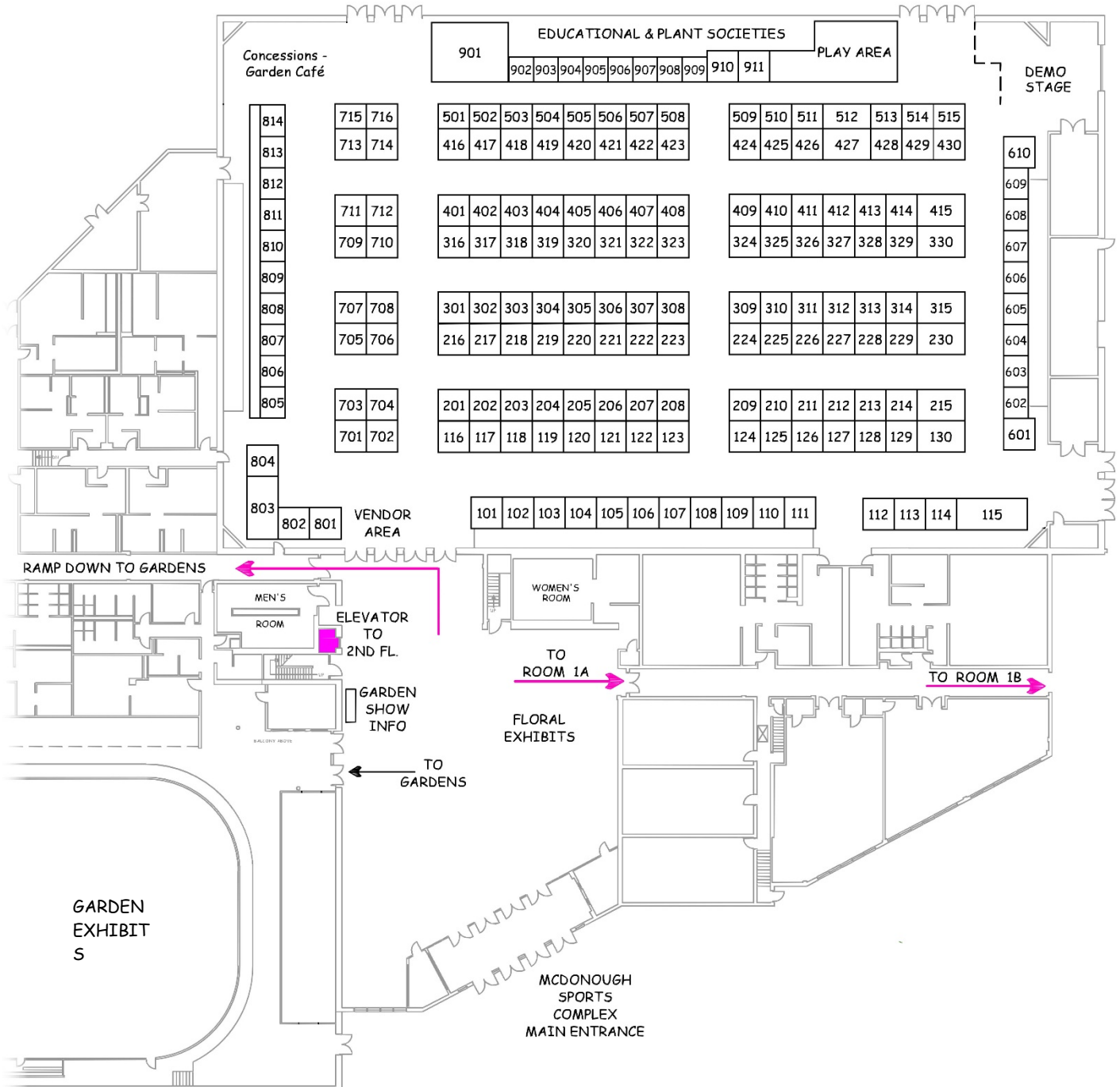
Date

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



Capital District GARDEN & FLOWER SHOW

Average Annual Attendance is 14-16,000



Partial proceeds benefit

- 8x10: 602-609 and 501-515
- 10x15: 130, 215, 230, 315, 33, 415 and 427
- Wineries: 805-814
- Plant Societies and Educational Exhibitors: 901-909



Wildwood
Respect. Integrity. Creativity. Holism.