

## TRADE SHOWS WORK

One smart advertising move can send your company's profits skyrocketing!

We can tell you why our shows are professional, well managed, well promoted and cost efficient, but until you experience it for yourself, you'll never know. That's why we feel our exhibitors tell why Capital Showcase Home & Garden shows work best...

Capital Showcase shows have been a critical part of my marketing plans and have helped my business grow over the past 5 years. The shows continue to provide the highest quality leads at the lowest cost per lead. As a bonus, the staff is an absolute delight. **Andrea Burton, Kitchen Solvers of the Valley**

I've been participating in the Capital Showcase shows for 6 years and wish I had started sooner. The volume of business and quality of clients I attract is not matched by any other form of marketing I do. 80% of my business comes from Capital Showcase home & garden shows. **Keith Lelliot, A Cut Above**

Those who attend shows produced by Capital Showcase are interested in completing home improvement projects in the near future. This allows us to successfully market our product to a large audience at a single venue in a short period of time. **Cathy Levine, Armstrong Installation Service**

### CAPITAL SHOWCASE PROUDLY PRODUCES...

**ALAMEDA COUNTY  
HOME & GARDEN SHOWS**  
*Alameda County Fairgrounds, Pleasanton, CA*

February 18 • 19 • 20, 2012  
February 16 • 17 • 18, 2013  
October 5 • 6 • 7, 2012  
October 4 • 5 • 6, 2013

**CONTRA COSTA  
HOME & GARDEN SHOWS**  
*Sleep Train Pavilion, Concord, CA*

April 13 • 14 • 15, 2012  
April 5 • 6 • 7, 2013  
October 26 • 27 • 28, 2012  
October 25 • 26 • 27, 2013

**VENTURA COUNTY  
HOME & GARDEN SHOWS**  
*Ventura County Fairgrounds, Ventura, CA*

March 16 • 17 • 18, 2012  
March 15 • 16 • 17, 2013  
September 14 • 15 • 16, 2012  
September 20 • 21 • 22, 2013



## 26th Annual *Alameda County Fall Show*

**OCTOBER 5 • 6 • 7, 2012**  
*Alameda County Fairgrounds, Pleasanton*

# ALAMEDA COUNTY FALL HOME & GARDEN SHOW

## SHOW INFORMATION

**LOCATION:**  
Alameda County Fairgrounds  
4501 Pleasanton Avenue, Pleasanton, CA 94566

**SHOW DATES:**  
October 5 • 6 • 7, 2012

**SHOW HOURS:**  
Friday.....Noon to 6:00 pm  
Saturday....10:00 am to 6:00 pm  
Sunday.....10:00 am to 5:00 pm

**RATES:**  
**Indoor**  
10' x 10' .....\$1100.00  
10' x 10' Corner booths.....\$1200.00  
**Outdoor**  
10' x 10' .....\$750.00  
O-1 thru O-7 .....\$1100.00  
Exhibit spaces O-1 thru O-7 are against the Exhibition Hall with an 8' overhang.

**SERVICES:** Indoor exhibit spaces will have 8' draped back wall, 3' high draped side dividers and supplied with one 500 watt duplex outlet. Back walls and side walls half-way out from back of booth are limited to 8' in height. Side walls in the front half of the booth are limited to 4' in height. You may contract with the Official Show Decorator for tables, chairs, carpeting, signs, additional electrical or other booth needs. I.D. signs are provided in each indoor booth. Phone service for your booth may be ordered from AT&T by phoning 800-750-2355.

**MOVE-IN/MOVE-OUT:** Exhibits may begin moving in at 3:00 p.m., Wednesday, Oct. 3rd and must be completed by 10:00 a.m., Friday, Oct 5th. Exhibits may begin moving out after show closes at 5 p.m. on Sunday, Oct. 7th, and must be completely removed by 12:00 noon, Monday, Oct. 8th.

**RESERVATION AND PAYMENT SCHEDULE:** Minimum 50% deposit per booth and signed contract holds space. Remainder of booth fee may be made in installments, with final balance due 30 days prior to show date. No reservation will be considered confirmed unless signed contract and deposit is received and payment schedule is as presented.

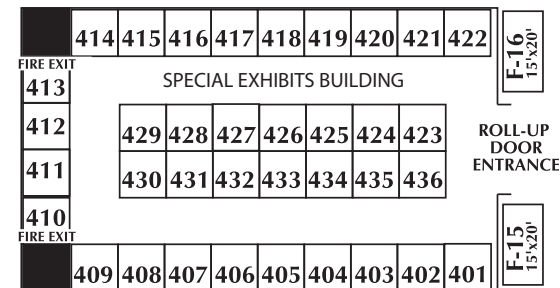
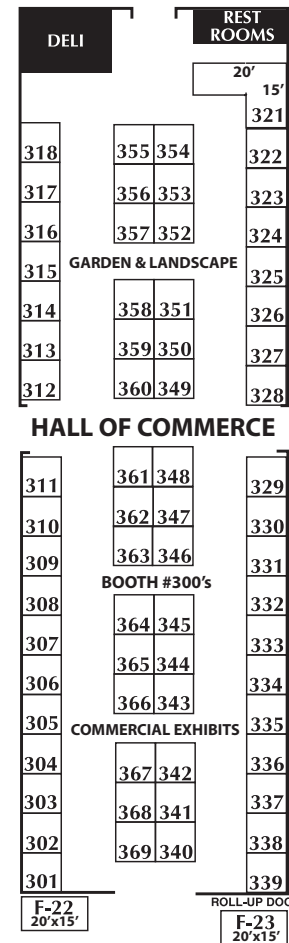
**FREE PUBLICITY:** The cornerstone of the promotion for the Alameda County Home & Garden Show is a "Special Section" to run in various newspapers in the Tri-Valley area. The sections will preview the Show, contain a list of all participants and have stories on interesting products and services. Each Exhibitor, will receive a company listing in this "Special Section," providing we have a signed contract and deposit. If you are interested in having a story about your company in our Special Section, contact the Show Office, (925) 682-7227 or email robert@capitalshowcase.com

## RESERVATIONS

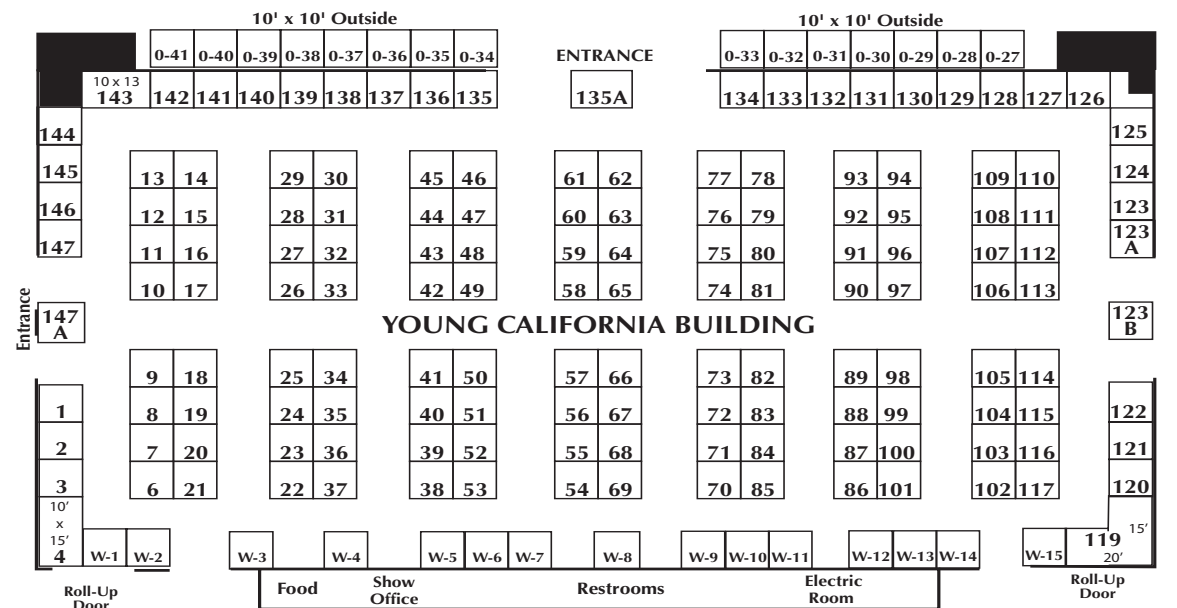
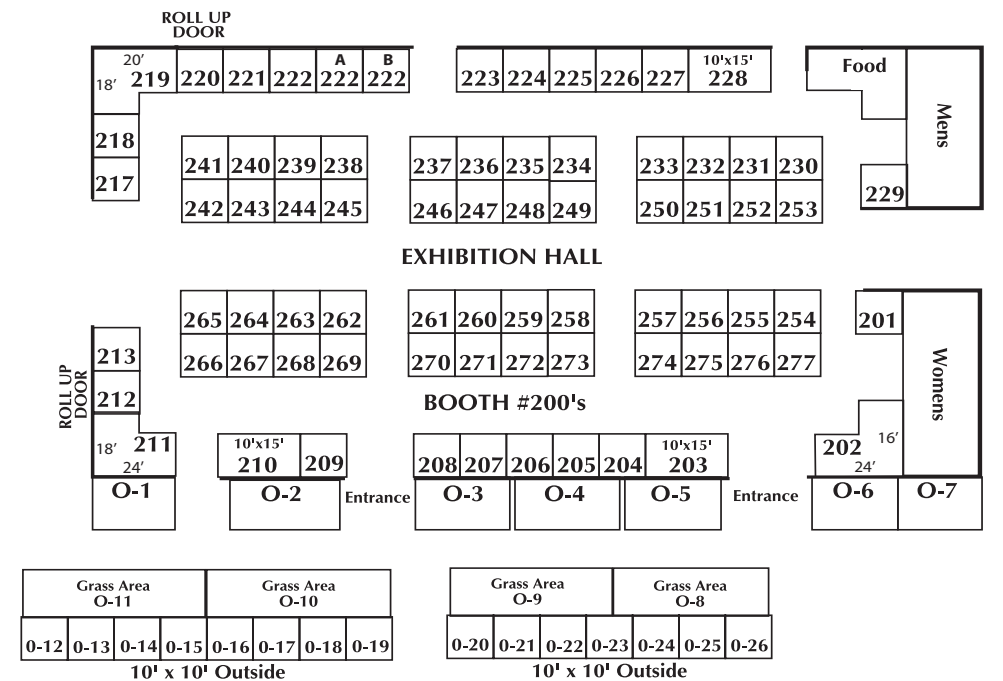
**Capital Showcase**  
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**Show Manager: Kari Damron**  
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[kari@capitalshowcase.com](mailto:kari@capitalshowcase.com)



# 26th Annual October 5 • 6 • 7 2012 Alameda County Fairgrounds Pleasanton



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