

# HOME & GARDEN

Ventura County Spring Show 

## FINAL EXHIBITOR INSTRUCTIONS

**IMPORTANT! NOT READING THROUGH THESE INSTRUCTIONS AND RETURNING IMPORTANT FORMS MAY COST YOU ADDITIONAL TIME AND MONEY!!**

### CHECK LIST

Send in Final Payment  
Know your Move In/Out Times  
Order Exhibitor Badges  
Sign up for Exhibitor Bingo  
Reserve R.V. space  
Reserve Fork-Lift

### CHECK ALL PAGES CAREFULLY!

**SOME PAGES  
REQUIRE A RESPONSE**

Badge Order • Deco Forms • Exhibitor  
Bingo Forms

**HAVE YOU RETURNED YOURS?**

### FINAL PAYMENT DUE

Final payments are due **February 20, 2010**. We accept Visa and Mastercard. **After final payment date only cash, cashiers check, money order or credit card will be accepted.**

### SHOW HOURS

Friday, March 19 • 12:00 p.m. to 6:00 p.m.  
Saturday, March 20 • 10:00 a.m. to 6:00 p.m.  
Sunday, March 21 • 10:00 a.m. to 6:00 p.m.

### EXHIBITOR PARKING

Exhibitor parking is **FREE** when exhibitors use their badges to park in the Carnival Lot behind the exhibit halls for parking.

### MOVE IN

You may begin setting up your displays on Wednesday, from 2:00 p.m. to 5:00 p.m., Thursday from 8:00 a.m. to 6:00 p.m. and on Friday starting at 8:00 a.m. **BOOTHS MUST BE COMPLETED AND READY FOR PUBLIC VIEWING NO LATER THAN 11:00 AM, FRIDAY. SHOW OPENS AT NOON. ALL VEHICLES MUST BE OUT OF THE SHOW AREA BY 11:00 AM.**

### CHECK IN AT SHOW

Immediately upon arrival for set-up, check in at the Show Office in the Anacapa Hall.

### MOVE-OUT

Exhibits may begin moving out after show closes at 6:00 p.m. on Sunday, March 21st and **MUST BE COMPLETELY REMOVED BY NOON, MONDAY, MARCH 22nd. NO ONE IS TO TEAR DOWN BEFORE 6:00 PM ON SUNDAY.**

### SECURITY

Show Management will provide watchmen service and will exercise reasonable precaution of the property of exhibitors, but shall assume no responsibility for loss or damage to the property of exhibitors. Small, easily removed or fragile articles or displays should be put away for safe keeping by the exhibitor after the closing hour each night. The watchmen service will begin at 5 p.m. Wednesday and be in place until noon on Monday.

# FINAL EXHIBITOR INSTRUCTIONS

## FORKLIFT

A forklift will be available to rent from the fairgrounds. Please contact Ron Murphy from the Fairgrounds at (805)648-3376, ext. 114.

## R.V. PARKING

R.V. parking spaces are available at the Fairgrounds. The rate is \$20.00 per night with or without electrical and water hook-ups. (There are only a limited number of hook-ups available). Advance reservations are recommended. Please call the Fairgrounds at, (805) 648-3376.

## WATER, SUPPLIES, ETC.

Water is available. **Please bring your own 100' hose.** Plan to bring or provide all equipment and supplies (inc., brooms, dollies, hoses, etc.) necessary to set-up, maintain, and dismantle your booth. Show Management will not be able to supply these items for you. Please make your own arrangements for storage of packing materials.

## PHONE

Phone service for your booth may be ordered through the Fairgrounds by calling 805-648-3376 ext. 114

## EXHIBITOR BINGO

Visitors attending the Home & Garden Show can play "Exhibitor Bingo" designed to encourage them to stop by every booth at the Show. 24 different exhibitors will participate each day, with prizes awarded to those who complete the Bingo Cards. **Please fill out the form provided.**

## COFFEE & DONUTS

Coffee & Donuts will be available on Thursday and Friday starting at 8 a.m. until "all gone", compliments of your Show Staff.

## BOOTH DECORATION/ ELECTRICAL

Each inside booth will have an 8' draped back wall and 3' high side dividers. An ID sign will also be provided for each company with **inside** booths. All indoor booths are supplied with a 500-watt duplex outlet. If you have additional electrical needs, please contact Ron Murphy at the Fairgrounds, (805) 648-3376, ext. 114.

**The Exhibit Halls are not carpeted.** Please keep this in mind as you plan your display. For additional decorating needs including tables, chairs, floor coverings, signs etc., please refer to the Official Show Decorator, American Convention & Expositions Services, (their package is included). You can reach them at (209)464-0560. Save time and money by ordering in advance.

**All Decorating orders must be placed before MARCH 5, 2010. There will not be a service desk or opportunity to place orders at the Show!!**

## FREE PUBLICITY

Capital Showcase will be producing special advertising sections in the Ventura County Star Newspaper Group which will be used as a pre-show promotion as well as a program at the Show. **Submit your prepared press release with products and services you provide along with your booth# to robert@capitalshowcase.com. Our newspaper deadline is February 26th.** The newspaper retains final right of approval, so there is **no guarantee** of publication. Exhibitors are encouraged to advertise in these sections.

# FORMS TO RETURN

RETURN FORMS TO: Capital Showcase, 5301 Madison Ave. Suite 203 Sacramento, Ca. 95841  
OR FAX TO: (916) 331-6070

## BADGE REQUEST FORM



Your company will be issued up to 4 badges with Company name only(No Employee Names). This form must be mailed or faxed back NO LATER THAN MARCH 5, 2010. If no order is placed, only 2 company badges will be issued. If you have any questions regarding your badges, call Crystal at (800) 222-9351.

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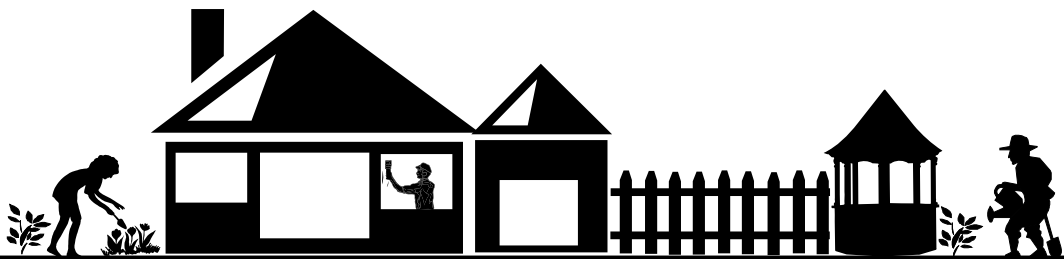
**Company Name to Appear on Badges!**

**NO ADDITIONAL BADGES WILL BE AVAILABLE AT THE SHOW!**

# DOING A SPECIAL PROMOTION OR MAILING?

Draw attention to your business and or booth by sending **VIP tickets** to your clients or potential clients!!! Exhibitors that are doing a **SPECIAL** Promotion and or Mailing can call for additional **VIP tickets** to the upcoming Show. These tickets are **FREE** to you, but a \$5 value to your clients.

Call Crystal (805) 641-1126 / (800) 222-9351



# HOME & GARDEN

*Ventura County Spring Show* 

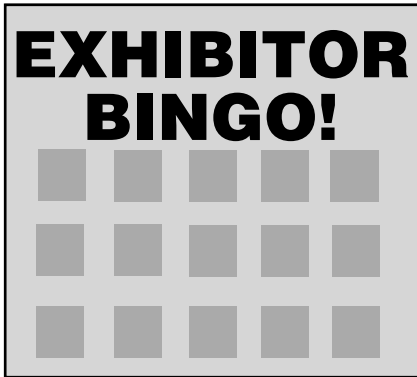
# Advertise Advertise Advertise

Let your customers & potential customers know that you will be participating in the Home & Garden Show.

Use these Show logos in all your newspaper advertising, flyers, direct mail, invoices, and any other print advertising that you will be utilizing.

Add the Show dates (**March 19 • 20 • 21, 2010**) and your booth number to encourage the public to visit your booth at the Show.





# EXHIBITOR BINGO

## Do you want to play?

### WHAT IS EXHIBITOR BINGO?

It is a game at our Home & Garden Shows that helps to bring added attention to your booth.

### WHY ARE WE DOING THIS?

There is a lot to see at our Shows. In our effort to ensure a fun way for the public to see the whole Show, we have combined a traditional scavenger hunt with the popular game of Bingo.

**HOW TO PLAY:** As each patron enters the Show, they will be given an Exhibitor Bingo Card with 24 letters on it. The object is for them to find the exhibitors in the Show with the corresponding letter hanging in their booth, where they will ask

the Exhibitor to stamp their card. The Exhibitor then uses the corresponding letter stamp (provided) to validate the letter on their card (stamp & pad may be set out for attendees to stamp their own card). Each Exhibitor is given a letter, sign hooks, letter stamp, ink pad and game instructions.

**WINNING THE GAME:** When all the letters have been stamped, attendees fill out the back with their name and phone number and deposit their completed card in drawing boxes located throughout the Show. Several winners are selected each day of the Show.

**PRIZES:** Exhibitor's participate

by donating prizes in the form of Gift Certificates or actual gifts which winners can pick up from the Show Office. The gift certificate must be for a complete prize, (or gift). If you don't have a gift certificate, Capital Showcase will provide you with a blank certificate at the Show. There is no minimum prize value required, but we encourage you to donate prizes of value that attendees would be excited about winning!

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## EXHIBITOR BINGO SIGN - UP !



We are looking for exhibitors that see the opportunity of having the increased exposure to their booth. Exhibitors must donate prizes in the form of gift certificates or actual prizes. The game is limited to 24 players. **FIRST COME, FIRST SERVED. SIGN UP TODAY!**

**YES!** Our company would like to participate in Exhibitor Bingo!

Company Name : \_\_\_\_\_

Contact Person : \_\_\_\_\_ Booth # \_\_\_\_\_

Prize Description : \_\_\_\_\_

### **PLEASE MAIL OR FAX THIS FORM TO:**

CAPITAL SHOWCASE, 5301 Madison Ave. Suite 203 Sacramento, Ca. 95841 **FAX (916) 331-6070**