



The 30th Annual

**HOME &
GARDEN**
Show

March 10 & 11, 2012

Las Cruces Convention Center

Las Cruces, NM



Building Industry Association of Southern NM

PO Box 15150 - Las Cruces, NM 88004 - biasnm.org (575)522.1232 - phone (575)526.1218 - fax

www.lascruceshomeandgarden.com

Show Information & Guidelines

**Please note:*

Guidelines are preliminary and subject to change.

DATES, HOURS & LOCATION

- Saturday: 9 a.m. to 5 p.m. - Sunday: 10 a.m. to 4 p.m.
- Las Cruces Convention Center
680 E. University Ave., Las Cruces, NM 88001

EVENT LOGO

- Event logo will be emailed to you upon registration. We encourage you to use the Show logo in your own advertising.

ENTRY FEE INCLUDES

- 8' tall curtain backdrop with 3' side dividers
- 2 chairs and one rectangular table (8' banquet)
- 10 complimentary admission tickets
- Event advertising

UTILITIES AVAILABLE (upon request)

- Electricity
- Water & advance notice only

BOOTH ACTIVITIES

- Canvassing is limited to the exhibitor's leased space.
- Booths **MUST** be staffed at all times.
- No Concessions are permitted

BOOTH DISPLAYS

- Tables and chairs will be provided only to those who request them on their application.
- Do not affix anything to building floors, walls, doors and windows, as you will be held responsible for damage to the facility or standard booth equipment.
- Call the show manager if you have questions about whether the facility can accommodate your display.

BOOTH FLOORS

- All booth floors will be carpeted.

SET-UP

- Check in at the show headquarters prior to setting up.
- Thursday, March 8 from 12 p.m. to 5 p.m.
- Friday, March 9 from 10 a.m. to 5 p.m.
- **Booths must be set up and ready by 5 p.m. on Friday. No Exceptions.**

TAKE DOWN

- Dismantling of booths allowed **only after 4 p.m. on Sunday.**
- All displays must be out of the building by 12pm, Monday, March 12th.

DAILY ARRIVAL

- Please arrive at least 30 minutes early each day so that your booth is staffed when the show opens its doors.
- Event staff will open the facility 1 hour prior to show start each day.

EXHIBITOR BREAKS & LUNCHESES

- Concession stands will be open at the show for the purchase of lunches and other snacks.
- A break room will be available for exhibitors.

INFORMATION AND HELP DURING THE SHOW

- Show staff will be available 1 hour before the start of each show day-8 a.m. Sat. & 9 a.m. Sun.
- A first aid kit will be available at the show information booth.

PARKING

- Exhibitors will be allowed access to loading and unloading areas on set-up days, after the show ends on Sunday, and 1 hour before the start of each show day.
- Exhibitor Parking is in the NMSU lot. Please leave the main lot for patrons.

SECURITY

- Security will be provided. However, *valuables should not be left unguarded in the booths at any time.*
- Please report to security or show officials any non-exhibitors canvassing public attendees or exhibitors.

EXHIBITOR IDENTIFICATION

- Official show I.D. **MUST** be worn at all times.
- It is required for entrance into break room.
- ID will be supplied upon check-in on set-up days.

FREE TRAINING SEMINARS

- BIA will host periodic training seminars leading up to the show. Notification of seminar dates will be announced accordingly.

CONTACT INFORMATION

Kathryn Blessington | Event Manager
Helping Hands Event Planning, LLC.

- Mailing Address: P.O. Box 15150, Las Cruces, NM 88004
- Phone: (575) 522-1232 Fax: (575) 526-1218
- Email: Kathryn@helpinghandsevents.com
- www.helpinghandsevents.com—
www.lascruceshomeandgarden.com



Dear Exhibitor:

We are pleased to enclose your registration packet for the BIA of Southern New Mexico's 30th Annual Home and Garden Show. The show will be held March 10 and 11, 2012 at the new **Las Cruces Convention Center** in Las Cruces, New Mexico. Over 4,500 attended the March 2011 show!

We have incorporated an excellent sponsorship program for those seeking additional publicity and opportunity. Sponsorship packages range from \$500 to \$7,500.

Below is the event registration schedule:

- August 15th - September 15th, 2011: First right of refusal for 2012 Sponsors and Exhibitors
 - **September 15th: Open registration**
 - January 13th, 2012*: Registration deadline
 - February 10th, 2012*: Final payment deadline
- *Applications received after 2/10/12 will be assessed a \$100 late registration fee.*

Just think, for less than the cost of a newspaper ad, you will have the opportunity to meet face to face with over 4,500 individuals interested in home and garden.

A strong media campaign, including radio, print, television, and social media is being planned to bring more traffic to the 2012 show. **Don't forget to fan us on Facebook!**

Please don't hesitate to contact me if you have any questions. Have a great show!

Regards,

Kathryn Blessington
Event Manager
Helping Hands Event Planning, LLC.
P.O. Box 15150
Las Cruces, NM 88004
(575) 522-1232 - office
(575) 526-1218 - fax
Kathryn@helpinghandsevents.com
www.helpinghandsevents.com

Amanda Morris
Marketing Manager/ Event Assistant
Helping Hands Event Planning, LLC.
(575) 522-1232
amandam@helpinghandsevents.com
www.helpinghandsevents.com

Exhibitor Application

March 10 & 11, 2012

30TH ANNUAL HOME & GARDEN SHOW

Presented by the Building Industry Association of Southern NM



Company Name _____ Contact Person _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Email _____

Billing Contact _____ Title _____

What type/s of product/s and service/s will your booth display? _____

Preferred booth space¹: 1st Choice: # _____ 2nd Choice: # _____ 3rd Choice: # _____

¹Every effort will be made to honor your request for specific booths. However, BIA has final discretion on all booth assignments. Each application will be reviewed and applicants will be notified by mail or email of their booth assignment/s. 50% down Payment and completed application must be submitted to the BIA in order to reserve space.

Using the information below, please calculate your total cost:

	Qty.	Rate	Subtotal	Note
Member Booth	_____ x	\$550.00	= \$ _____	BIA member discounted rate.
Non- member Booth	_____ x	\$800.00	= \$ _____	Regular rate. [Annual BIA Membership \$575]
110v Power	_____ x	\$50.00	= \$ _____	\$100 for day of requests.
220v Power	_____ x	\$75.00	= \$ _____	
Water	_____ x	Call for Pricing	= \$ _____	Amount Specific

Payment: Cash Check Credit Card TOTAL = \$ _____ 50% deposit due with application. Balance due January 20, 2012.

(No exceptions)

One (1) 8' banquet is included. Do you need it? YES NO Two (2) chairs are included. (circle one) How many do you need? None 1 2

Special requests: *Please note: All requests will be taken into consideration, however, there is no guarantee that your request will be honored or accommodated.

Booths are leased with the understanding that the Exhibitors will hold the BIA, Committee, and Las Cruces Convention Center (LCCC) harmless from any or all liabilities, from any cause whatsoever, including loss, damage or injury that may occur to the Exhibitors, their employees or property prior, during or subsequent to the period covered by the Exhibitor contract. Upon signing the contract, the Exhibitor expressly releases the BIA, Committee, and event center and guarantees the same against any and all claims for such loss, damage or injury. In addition, the BIA, Committee, and LCCC shall not be held responsible for any item sold during the BIA 30th Annual Home & Garden Show (Show) or held responsible for any tax liability on merchandise sold during the Show. The BIA and Committee cannot guarantee exhibitors against loss or damage of any kind. Exhibitors are liable for any damage caused to the building exterior or structure, including but not limited to the floors, walls, doors and windows. Exhibitors may not apply paint, lacquer, adhesive, or any other coating, or affix anything to building floors, walls, doors, drapes and windows. Exhibitors are liable for damage to standard booth equipment or to other Exhibitor's property. Exhibitor agrees to have his/her booth assembled by 5 p.m., Friday, March 9, 2012 and not to dismantle his/her booth before 4 p.m., Sunday, March 11, 2012. Exhibitor also agrees to dismantle and remove display no later than 12pm on Monday, March 12, 2012.

If not paid in full, I agree to pay a non-refundable deposit of half the total entry fee at the time the contract agreement is executed; and the balance due by 5 p.m., February 10, 2012. If full payment is not received by said date, the requested space will be made available to other applicants with or without notice. Booths leased after above said date must be paid in full at the time the contract agreement is executed.

All rules and regulations of the Show are acceptable to me, and I agree to comply with the same. I also acknowledge that I have read and understand all information in the exhibitor registration package, including this application and the cover letter.

Signature (application will not be accepted without signature): _____ Date: _____

Mail payment & application to:

BIA of Southern New Mexico
P.O. Box 15150, Las Cruces, NM 88004
Phone: (575) 522-1232 ~ Fax: (575) 526-1218
Email: Kathryn@helpinghandsevents.com
www.helpinghandsevents.com
www.lascruceshomeandgarden.com

Pay by credit card: Visa Mastercard

Name _____

Card # _____ CID # _____

Exp. date _____ Signature _____

BIA USE ONLY

Application processed by _____ date _____

Payment processed by: _____

Deposit \$ _____ date _____

Balance \$ _____ date _____

Paid in full \$ _____ date _____

Sponsorship and Marketing Opportunities



Show Sponsor | \$7,500

- Name mentioned “as sponsored by” in all advertisements including print, radio and TV.
- Logo printed on tickets & coupons, placed in BIA newsletter and online.
- Sponsor flyer placement in program and exhibitor package (If provided).
- Sponsor banner placed at entrance (If Provided).
- 40’ x 10’ booth space in prime location at event.
- 250 complimentary tickets to show and AD space on Renovate and Decorate Website!

Platinum Sponsor | \$5,000

- Logo printed on flyers and online.
- Sponsor flyer placement in program and exhibitor package (If provided).
- Sponsor banner placed at entrance (If provided).
- 30’ x 10’ booth space in prime location at event.
- 150 complimentary tickets to show and AD space on Renovate and Decorate Website!

Gold Sponsor | \$2,000

- Logo in all media advertisements including print, TV and online.
- Name mentioned in all radio plugs.
- Banner display at the show.
- 20’ x 10’ booth space in prime location.
- 100 complimentary tickets to show and AD space on Renovate and Decorate Website!

Silver Sponsor | \$1,500

- Logo in all print and online advertisements.
- Name mention in radio plugs.
- 10’ x 10’ booth space in prime location.
- 50 complimentary tickets and AD Space on Renovate and Decorate Website!

Bronze Sponsor | \$1,000

- Logo in print and online advertisements.
- 10’ x 10’ booth space in prime location.
- 30 complimentary tickets and AD space on Renovate and Decorate Website!

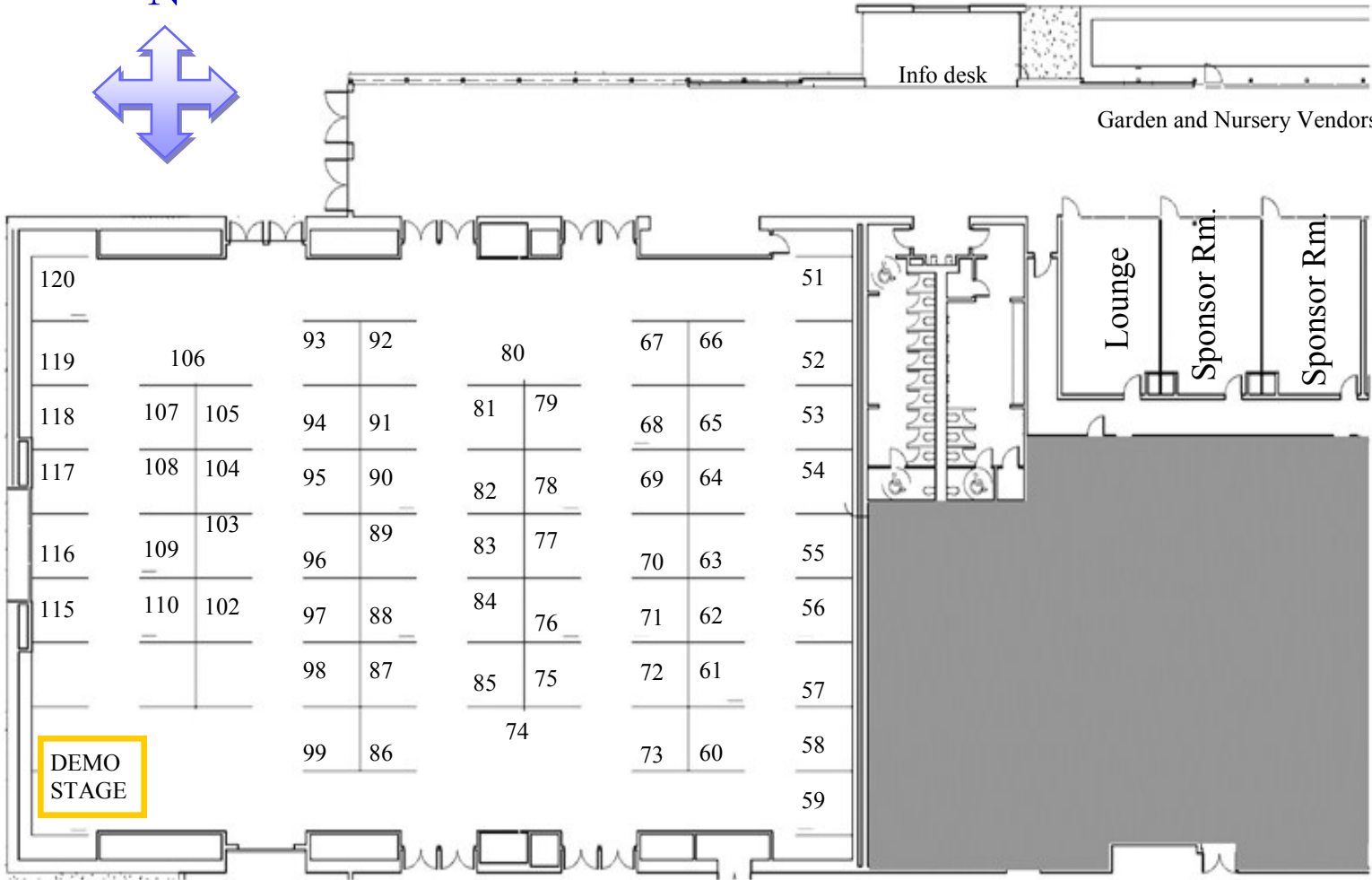
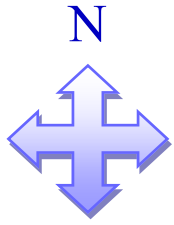
*All sponsors have the opportunity to purchase a booth at the NEW Renovate & Decorate Show for \$100 less than the normal fee! All are encouraged to place an item in the exhibitor bags and to participate in raffles, door prizes and giveaways. Sponsors may host promotions, games and other activities within their spaces (refreshments & Alcohol are prohibited) Please provide all necessary items/information to coordinator 6 weeks prior to the event for adequate placement & advertising.

Authorized Representative

Company



Building Industry Association
of Southern New Mexico



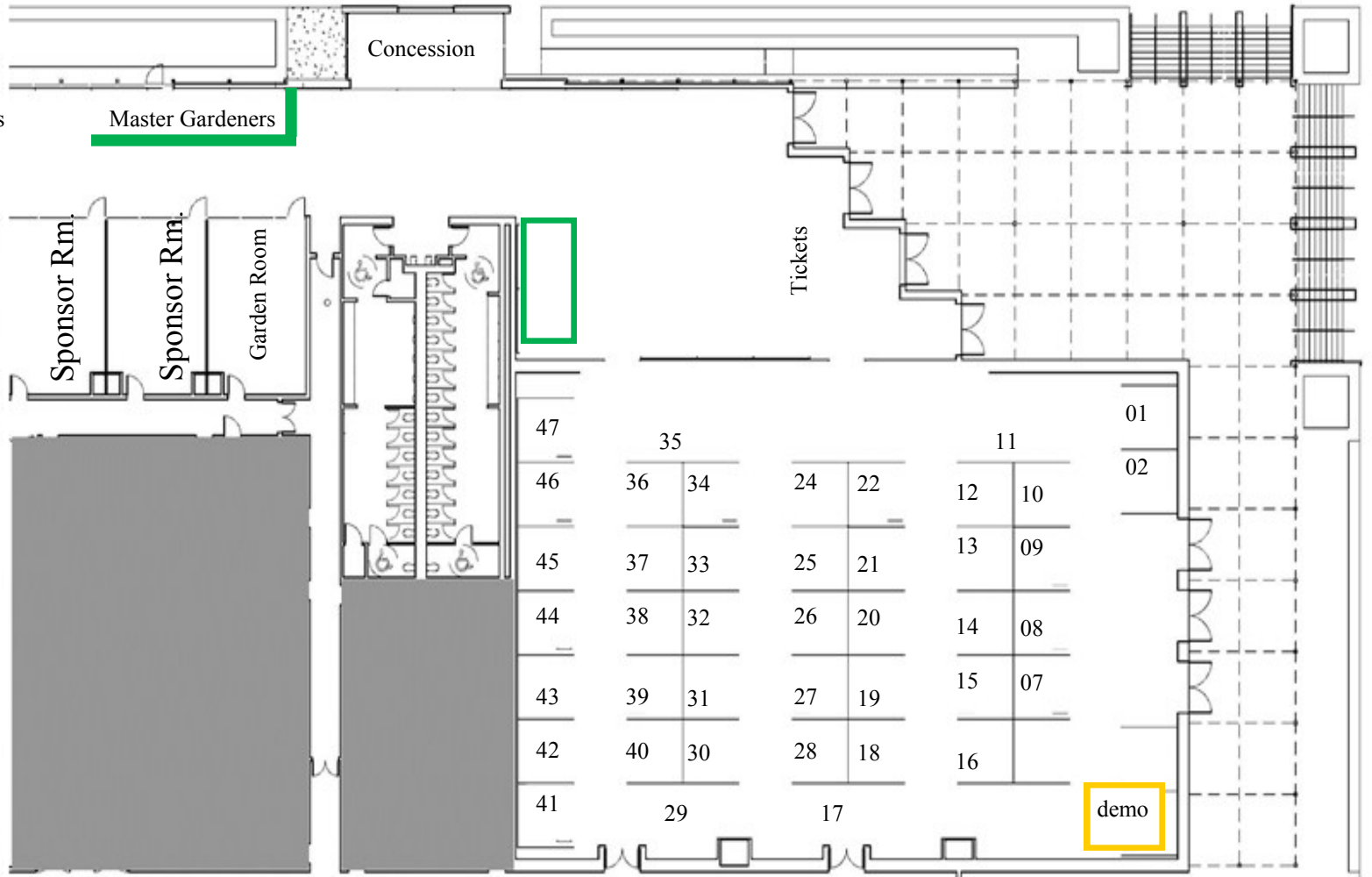
X = Booth Taken

Vendor Booths - Company Name & Number

- 200
- 201
- 203
- 204
- 205
- 206

- | | | |
|----------|------|------|
| 1 - | 21 - | 41 - |
| 2 - | 22 - | 42 - |
| 3 - DEMO | 23 - | 43 - |
| 4 - DEMO | 24 - | 44 - |
| 5 - DEMO | 25 - | 45 - |
| 6 - DEMO | 26 - | 46 - |
| 7 - | 27 - | 47 - |
| 8 - | 28 - | 48 - |
| 9 - | 29 - | 49 - |
| 10 - | 30 - | 50 - |
| 11 - | 31 - | 51 - |
| 12 - | 32 - | 52 - |
| 13 - | 33 - | 53 - |
| 14 - | 34 - | 54 - |
| 15 - | 35 - | 55 - |
| 16 - | 36 - | 56 - |
| 17 - | 37 - | 57 - |
| 18 - | 38 - | 58 - |
| 19 - | 39 - | 59 - |
| 20 - | 40 - | 60 - |

University Ave



X = Booth Taken

Vendor Booths - Company Name & Number

Entrance

61 -	81 -	101 - DEMO	Outside Vendors:
62 -	82 -	102 -	
63 -	83 -	103 -	200 -
64 -	84 -	104 -	
65 -	85 -	105 -	201 -
66 -	86 -	106 -	
67 -	87 -	107 -	202 -
68 -	88 -	108 -	
69 -	89 -	109 -	203 -
70 -	90 -	110 -	
71 -	91 -	111 - DEMO	204 -
72 -	92 -	112 - DEMO	
73 -	93 -	113 - DEMO	205 -
74 -	94 -	114 - DEMO	
75 -	95 -	115 -	206 -
76 -	96 -	116 -	
77 -	97 -	117 -	
78 -	98 -	118 -	
79 -	99 -	119 -	
80 -	100 - DEMO	120 -	

Exhibitor Information & Venue Guidelines

The BIA and Committee cannot guarantee exhibitors against loss or damage of any kind. Exhibitors are liable for any damage caused to the building exterior or structure, including but not limited to the floors, walls, doors and windows. Exhibitors may not apply paint, lacquer, adhesive, or any other coating, or affix anything to building floors, walls, doors, drapes and windows. Exhibitors are liable for damage to standard booth equipment or to other Exhibitor's property. All vendors with water, dirt, or equipment that may cause damage to venue must provide tarps or provisions to avoid said damage including leaking/spillage etc.

No food may be served from Exhibitor Booths unless previously okayed by the Convention Center. Concessions will be provided by the LCCC and are not allowed to be given or sold to attendees by exhibitor/sponsors. Exceptions include water with company logo and small candy items given as promotions. Popcorn is not allowed.

Any Exhibitor Requiring additional Electricity (over the list of 110v or 120v) or Water Supply must contact HHEP or the LCCC to arrange setup one month in advance. Any requests after 2/12/2012 will incur late fees at the discretion of the BIA and the LCCC.

Parking for Exhibitors will be in the NMSU overflow lot located one block east of the Convention Center. No vendor will be permitted to park in the LCCC lot, no exceptions. Overnight parking is only available upon advanced request. No day-of parking arrangements will be made. Please call to arrange.

If not paid in full, I agree to pay a **non-refundable deposit** of half the total entry fee at the time the contract agreement is executed; and the **balance due by 5 p.m., February 10, 2012**. If full payment is not received by said date, the requested space will be made available to other applicants with or without notice. Booths leased after above said date must be paid in full at the time the contract agreement is executed. Exhibitor agrees to have his/her booth assembled by 5 p.m., Friday, March 9, 2012 and not to dismantle his/her booth before 4 p.m., Sunday, March 11, 2012. Exhibitor also agrees to dismantle and remove display no later than 12pm on Monday, March 12, 2012.

All rules and regulations of the Show are acceptable to me, and I agree to comply with the same. I also acknowledge that I have read and understand all information in the exhibitor registration package, including this form and cover.

Signature: _____ Date: _____

Name: _____ Company: _____



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