

MONTEREY



Home · Garden
and Gourmet

EXPO

Fall - October 20 & 21, 2012
At the Monterey County Fairgrounds

Who Attends this Event?

85% Are Remodeling a Home

4% Are Building a Home

11% Are Purchasing a Home

Why Exhibit?

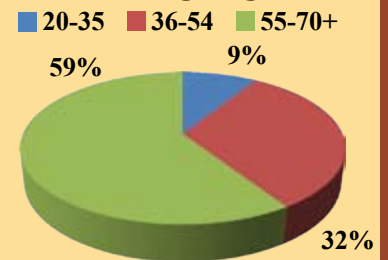
- ☉ Connect with 4,000-6,000 qualified clients in 2 days
- ☉ Develop name brand and recognition
- ☉ Acquire leads and set appointments

Why Exhibit at this Event?

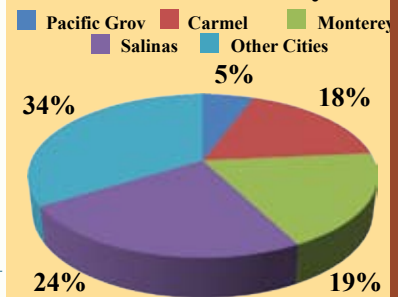
- ☉ Home Show producers invest \$40,000 in advertising
- ☉ Home Show staff is dedicated to your success
- ☉ Strong Floor Plan

Attendee Info

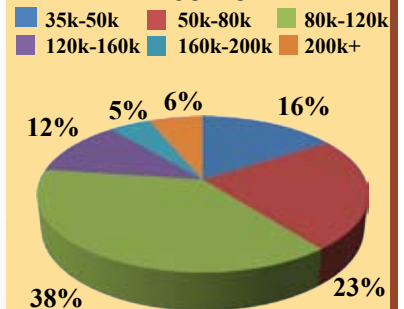
Average Age



Area of Residency



Income



Reserve your space today!

831-222-0772 * www.montereycountyhomeshow.com



Producers of Quality Trade Show Events



Fall - August 25 & 26, 2012 * Spring - February 23 & 24, 2013



Fall - September 22 & 23, 2012 * Spring - May 4 & 5, 2013



Fall - October 20 & 21, 2012 * Spring - April (Dates TBD), 2013



The benefits of your partnership with

M O N T E R E Y



Home • Garden and Gourmet EXPO

- **Connect with thousands of qualified clients in 2 days**

Would you like to have over 5,000 new clients in your business within two days?
Let the Monterey County Home Show bring 5,000 qualified potential new clients to your business.
- **Set an additional selling stage**

With a captive audience attending the event to purchase the products and service related to your business, the Monterey County Home Show creates a unique selling venue and the opportunity to increase your sales.
- **Reach thousands of residents county wide**

The Monterey County Home Show has invested in an extensive marketing campaign including print, television, radio, direct mail and guerrilla marketing to promote the show. This will bring in thousands of your potential clients to the show and allow you one-on-one time with them.
- **Build the strength of the community and your business**

The Monterey County Home Show is bringing the community a quality show that is directed toward the foundation and enhancement of the Monterey Peninsula.

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What makes  a strong production company?

- Experience in Producing Successful Bi-annual Home Shows

Simply Clear Marketing, Inc. has produced trade show events in San Luis Obispo County since 2006, and in Monterey County since 2008. Our measure of success is based on our clients input regarding their leads and the quality of the attendees.

- Marketing is the Most Important Part of the Event Planning Process

Simply Clear Marketing, Inc. believes that without a large marketing campaign, no event can be successful. We typically spend \$45,000 on marketing the event to the homeowners including television, newsprint, radio, guerilla marketing and direct mail.

- Strong Floor Plan

We believe that our job is to get as many people to your booth as possible. We have constructed a floor plan where 90% of the vendors receive 100% of the traffic. This eliminates direction choices for the attendees so that they can focus on buying decisions.

- Availability of Event Facilitators

A number of team members from Simply Clear Marketing, Inc are always present at the event providing you an opportunity to give your input and have issues resolved as soon as possible.

Client Testimonials from



Adele Talmadge of Talmadge Construction

Simply Clear Marketing is a class act and I hope the fall show is a great success! We have worked on a couple of the good leads and I believe one is going to turn into a job, so we are quite happy with the show. Jeff just got a call from one of the seminar attendees for some kitchen repairs and I think he's got a couple of other leads that he's working on. The people who came out seemed to be serious so that was just what we needed.

Rollie Haas Master Landscapes, Inc.

The Monterey County Home Show staff takes great care of us! From a well-equipped comfortable booth space, to ideas for promotions, to healthy snacks in the VIP Room, all of our needs are met. Always a great show with lots of great leads to build up our business.

Miles & Kelly McCullough of Garland's Window Concepts & Interiors

The Monterey County Home Show is a superbly organized event. The staff are highly competent professionals, exceptionally friendly and always looking for ways to improve the event for the vendors. Lani and staff are always there to assist and see how the show is working for you or to pitch in during a crisis and help. Last year when half our display unit didn't arrive in time for the show we were ready to throw the towel in and not participate. Lani came up with an idea to use half the display we had and we had a successful show with plenty of leads to follow up on as always. We highly recommend this venue for any vendor who wants to be known in Monterey County.

American Vision Windows

Your "Staff in Black" was exceptional! We do 6 home shows a year and to date none has come close to having the staff that was this attentive, helpful, & dedicated to making the show go smooth. P.S. - Thank You for the VIP Lounge! It was a great to have it!

Ken Walton of Hydrex Pest Control

This was our first home show for our office, and with the help of your staff we were able to not only meet, but exceed our goals for the home show. The staff was always great, thank you for all the help!

MARKETING CAMPAIGNS

Enhanced Marketing Exposure

- **Premium Parking**
- **Additional Banner Space at Event** (banner provided by exhibitor)
- **Logo and Link on Website for 12 months**
- **Featured Product** your Product or Service Displayed at entrance to the event

Your Investment: \$395

Limited Quantity: 3



Basic Marketing Exposure

- **Additional Banner Space at Event** (banner provided by exhibitor)
- **Logo and Link on Website for 12 months**

Your Investment: \$195

Website Marketing Exposure

- **Banner Ad rotating on Website for 6 months**
- **Logo and Link on Website for 12 months**
- **Vendor Profile Page: Virtual Booth on our website for 6 months**

Your Investment: \$245



Seminar Marketing Exposure

- **Your Company to present a 30 minute seminar**
- **Logo and Link on Website for 12 months**

Your Investment: \$100

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Exhibitor Application

Fall - October 20 and 21, 2012 at the Monterey County Fair Grounds www.montereycountyhomeshow.com

connecting you to clients...

Company Name, Contact Name, Email, Mailing Address, City, State, Zip, Contractors License#, Business Number, Cell Number, Fax Number, Product or Service to be Displayed

Step One: Booth Spaces - includes draped 6' table & 2 chairs

Gourmet & Wine Area 6' Counter Table \$195 x = Booth Space Additions Electricity - (report if more than 10 amps) \$30 Additional 6' Table & Drape(one included) \$30 Total \$ Booth # Request: #1 #2 #3

Step Three: Payment Method

Check..... payable to Simply Clear Marketing, Inc. (\$25 returned check fee will apply) Money Order Visa Mastercard Am Ex Card # Expiration Date Cardholder Name Billing address if different than above:

Step Two: Marketing Packages

See your Account Executive for Details Total \$

Step Four: Total

Booth Space Fees Marketing Package Insurance Fee \$40.00* Sub Total Deposit Amount Paid with Contract 50% deposit per 10 x 10 space due at signing. Balance Due Balance must be paid in full 30 days before show.

Simply CLEAR MARKETING INC. Please mail application to Simply Clear Marketing, Inc. 1203 Main St. Morro Bay, CA 93442 or Phone: 831-222-0772 Fax: 805-772-4625 www.montereycountyhomeshow.com

Comments: In the result that payment has not been paid Monday before the show, credit cards on file will be charged to zero out the balance. All exposed surfaces of displays must be finished by the exhibitor. Booths must be set up one hour prior to avoid jeopardizing your location. Promotional material may only be given out at your booth unless prior arrangements have been made. Upon acceptance in writing of this contract by Simply Clear Marketing, Inc., this shall be a binding and enforceable contract. By accepting this contract, exhibitor agrees to all terms, conditions, and rules described on page two of this contract. Simply Clear Marketing, Inc. must have a signed agreement and full payment 30 days prior to show opening. Cancellation accepted by written notice only and are subject to the terms on page 2 of this contract.

Signature of Company Representative

Title Date

Simply Clear Marketing, Inc. Account Executive

Title Date

Terms and Agreement

1. Exhibit Hours: Management shall determine and publicize the exhibit hours the show floor shall be open to the public during each day of the show. Simply Clear Marketing, Inc. reserves the right to change exhibit hours and/or the number of days and dates of the Exhibition as it may deem desirable.
2. Merchandise Removal: No exhibits or part of an exhibit may be removed until after the closing hour of the last day of the show. At this time, all Exhibitors should remove all small and valuable items from their display.
3. Rules for Exhibits:
 - a. Displays: No signs, partitions, apparatus, shelving, etc. may extend more than ten feet high in the back more than five feet from the back to the front of an exhibit. Beyond the five feet from the back of the exhibit, your display must not exceed 4 feet high. The cloth booths will be installed by the Show Decorator and all additional orders should be directed to the Show Decorator.
 - b. Liability: The Exhibitor is entirely responsible for the space leased and shall not including but not limited to, injure, mar, or deface the premises. The Exhibitor shall not drive, nor permit to be driven any pins, nails, hooks, tacks and screws in any part of the show facility. Furthermore, Exhibitor shall not affix to the walls or windows of show facility and advertisements, signs, etc. or use scotch tape, masking tape or any other type of adhesive material on painted surfaces. Automobiles, truck and other similar conveyances are not permitted in the facility. The Exhibitor agrees to reimburse Simply Clear Marketing, Inc. for any loss or damage occurring to the premises or equipment.
 - c. Aisles: The aisles, passageways and overhead spaces remain under the control of Simply Clear Marketing, Inc. and no signs, decorations, banners, advertising materials may be in these spaces without written permission from Simply Clear Marketing, Inc.
 - d. Space: The space contracted for is to be used by the Exhibitor whose name appears on the contract and no portion can be sublet or assigned without proper written permission from Simply Clear Marketing, Inc. No company may exhibit or display literature other than that company named on a signed contract. Additional booth fees may be collected by Simply Clear Marketing, Inc. based on number of booths occupied and number of companies occupying said booths at discretion of Simply Clear Marketing, Inc. The Exhibitor shall forfeit his or her right to the space, all prepaid rentals and upon demand pay any rent balance owing to Simply Clear Marketing, Inc. if he or she fails to occupy or use his or her space or to have his or her exhibit complete and in place by the opening of the show.
 - e. Alcoholic Beverages: Exhibitors and their employees, agents and guests shall not consume any alcoholic beverages except in designated areas. Violation shall be grounds for removing Exhibitor and exhibit from the show without refund and all costs associated with the removal of the exhibit.
 - f. Lotteries: Exhibitors shall not engage in any lottery, chance drawing lottery or other game of chance that the attended must pay to enter
 - g. Restrictions: Simply Clear Marketing, Inc. reserves the right to restrict or remove exhibits, without refund, that have falsely entered or are deemed by Simply Clear Marketing, Inc. unsuitable or objectionable. This restriction applies to but is not limited to, noise, P.A. Systems persons, animals, birds, things, conduct, printed matter, or anything of character that might be objectionable to the show or Simply Clear Marketing, Inc.
 - h. Location of Exhibits: All measurements and exhibit space layouts shown on the floor plan are as accurate as possible but Simply Clear Marketing, Inc. reserves the right to make modifications and change space assignments as may be necessary to adjust the floor plan to meet show requirements. Sides of exhibits may not extend more than five feet from the back of the booth to the front as shown in the Exhibit Display. No changes to the floor plan can be made without permission of Simply Clear Marketing, Inc.
4. ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, TAX REGULATIONS, AND FIRE MARSHALL RULES AND REGULATIONS. FOR INFORMATION PLEASE CONTACT THE FIRE MARSHALL'S OFFICE OR TAX REVENUE OFFICE.
5. Storage: Fire Marshall Regulations prohibit the storage of boxes, crates, packing materials, etc. and not over one days supply of literature for your display. Exhibitor must arrange for storage of empty crates etc. at own expense.
6. Running of Engines: Oil, gas, or gasoline engines may be operated only with the consent of Simply Clear Marketing, Inc. and must conform to City Ordinances, Regulations and Fire Marshall instructions.
7. Installations: Any special carpentry, wiring, electrical or other work, gas, steam, water and drainage connection shall be installed at the Exhibitor's expense and in accordance with Simply Clear Marketing, Inc.'s direction.
8. Electricity: All electricity connections shall be equipped with an Electrical Ground Conductor. It is your responsibility as an exhibitor to bring sufficient electrical cords and surge protectors.
9. Miscellaneous Terms and Conditions:
 - a. Cancellation of Contract: This contract is non-refundable. A portion of deposits received may be transferred to another event at Simply Clear Marketing, Inc's discretion. If in the event the show is cancelled or postponed the Exhibitor shall be offered another show date of his or her choosing. Exhibitor must notify Simply Clear Marketing, Inc. in writing if he or she is unable to attend at least 30 days prior to the event.
 - b. Rights of Event not held: Simply Clear Marketing, Inc. shall not be held liable for any damages or expense incurred by exhibitors in the event the Event is delayed, interrupted or not held as scheduled; and if, for any reason beyond the control of Simply Clear Marketing, Inc., the Event is not held, Simply Clear Marketing, Inc. may retain so much of the amount paid by the exhibitors as is necessary to defray expenses already incurred by Simply Clear Marketing, Inc. Simply Clear Marketing, Inc. will not be held liable for lost profits or lost business.
 - c. Security for Rental: Failure of Exhibitor to pay rental as specified herein shall entitle Management to take possession of merchandise; materials and the exhibit displayed by Exhibitor and to retain the same as security for such unpaid rental. Management shall have the right to dispose of it without further notice to exhibitor in such manner as it deems appropriate, whether by sale or otherwise. Any sale and in payment of unpaid rental; any excess shall be distributed to exhibitor.
 - d. Indemnification: Exhibitor shall indemnify and hold harmless Simply Clear Marketing, Inc. and the Event Location from and against any and all claims, damages, losses and expenses including attorney's fees arising out of or resulting from the activities of the exhibitor, or the officers, contractors, licensees, agents, servants, employees, guests, invitees, or visitors of the Exhibitors.
 - e. Insurance: Exhibitor shall purchase and maintain such insurance, naming Simply Clear Marketing, Inc., directors, officers, shareholders, agents, representatives, employees and the Event Location as additional insured, as will protect them from claims which may arise out of or a result from the activities of the Exhibitor. Neither Simply Clear Marketing, Inc. nor the Event Location shall be responsible for loss or damage occurring to the exhibit or sustained by the Exhibitor from any cause. The Exhibitor, if desired, must obtain such additional insurance.
 - f. Attorney's Fees: If any action arises between parties out of this agreement or to enforce any of its provisions, the losing party shall pay the prevailing party as a trial court may adjudge reasonable and if an appeal is taken from any judgement of the trial court, the losing party shall pay the amount the appellate court shall adjudge reasonable as the prevailing party's attorney's fees on appeal.
 - g. Licenses: Exhibitor shall be responsible to obtain any and all licenses required for the exhibit.
 - h. Rules and Regulations: Simply Clear Marketing, Inc. reserves the right to impose rules and regulations governing the operation or conduct of the Exhibitory and or Event.
 - i. Food and Beverages: No exhibitor shall sell or distribute food or beverages of any type without the express written consent of Simply Clear Marketing, Inc.
 - j. Early Breakdown: Show hours must be observed. No early breakdowns are permitted or exhibitor will not be allowed in any further Simply Clear Marketing, Inc. shows.
10. Complete Agreement: This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract shall be deemed to exist or bind any of the parties hereto. This agreement shall be constructed in accordance with laws of the State of California, venue in San Luis Obispo County.
11. Severability Clause - If any provision of this Agreement will be held invalid or unenforceable for any reason the remaining provisions will continued to be valid and enforceable. If a court finds that any provision of this Agreement is invalid or unenforceable, but that by limiting such provisions it would become valid and enforceable, then such provision will be deemed to be written, construed, and enforced as so limited.
12. Modification Clause -- This Agreement may be modified or amended in writing, if the writing is signed by both parties.
13. Fair Interpretation Clause -- Each of the Parties hereto expressly acknowledges and agrees that this Agreement shall be deemed to have been mutually prepared so that the rule of construction to the effect that ambiguities are to be resolved against the drafting Party shall not be employed in the interpretation of this Agreement.
14. Counterparts and Facsimile Signatures. The Parties agree that this Agreement, agreements ancillary to this Agreement, and related documents to be entered into in connection with this Agreement will be considered signed when the signature of a party is delivered by facsimile transmission. Such facsimile signature shall be treated in all respects as having the same effect as the original signature. Additionally, this Agreement may be executed in counter-parts, each of which so executed will be deemed to be an original and such counter-parts together will constitute one and the same agreement.
15. Any waiver of the provisions of this Agreement or of a party's rights or remedies under this Agreement must be in writing and signed by the waiving party to be effective. Failure, neglect, or delay by a party to enforce the provisions of this Agreement or its rights or remedies at any time, will not be construed and will not be deemed to be a waiver of such party's rights under this Agreement and will not in any way affect the validity of the whole or any part of this Agreement or prejudice such party's right to take subsequent action. No exercise or enforcement by either party of any right or remedy under this Agreement will preclude the enforcement by such party of any other right or remedy under this Agreement or that such party is entitled by law to enforce.