

NORTH COUNTY

# HOME, GARDEN and GOURMET



# Fall - September 8 & September 9, 2012

At the Paso Robles Event Center

## Who Attends this Event?

**76% Are Building or Remodeling**

**14% Are Home & Garden Professionals**

**10% Are Purchasing a Home**

## Why Exhibit?

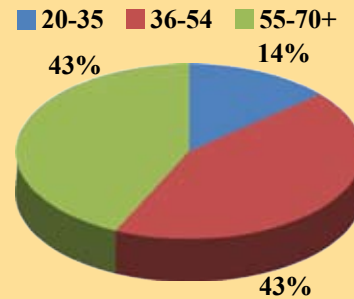
- ☀ Connect with 4,000-6,000 qualified clients in 2 days
- ☀ Develop name brand and recognition
- ☀ Acquire leads and set appointments

## Why Exhibit at this Event?

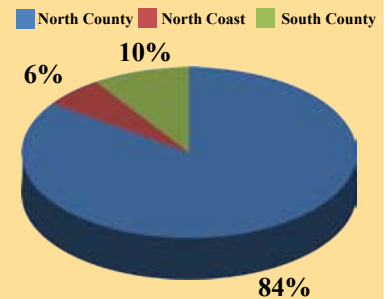
- ☀ Home Show producers invest \$40,000 in advertising
- ☀ Home Show staff is dedicated to your success
- ☀ Strong Floor Plan

### Attendee Info

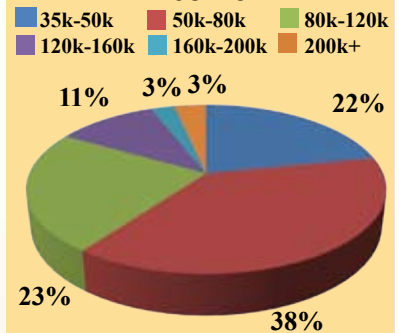
#### Average Age



#### Area of Residency



#### Income



Reserve your space today!

805.772.4600

www.slohomeimprovement.com

Simply  
**CLEAR**  
MARKETING INC.

**Producers of Quality Trade Show Events**

NORTH COUNTY  
**HOME, GARDEN  
and GOURMET**  
 **expo**

Fall - September 8 & 9, 2012 \* Spring - February 23 & 24, 2013

SAN LUIS OBISPO  
**home**  **show**  
dream > plan > build

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

**MONTEREY**     
**Home • Garden  
and Gourmet** **EXPO**

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

**Health**  **& 5k RUN**  
**EXPO** **Fitness**  
Spring - March 23 & 24, 2013

# The benefits of your partnership with

N O R T H C O U N T Y

**HOME, GARDEN  
and GOURMET**



- **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 North County Home, Garden and Gourmet Expo 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 North County Home, Garden and Gourmet Expo is creating a unique selling venue and the opportunity to increase your sales.

- **Reach thousands of residents county wide.**

The North County Home, Garden and Gourmet Expo has over \$45,000 invested in an extensive marketing campaign 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 North County Home, Garden and Gourmet Expo is bringing the community a quality show that is directed toward the foundation and enhancement of the North County.

- **Dedicated to helping you grow your business.**

We offer a free sales and marketing class that teaches our exhibitors how to gather more leads at our trade show events, and how to turn those leads into sales. The North County Home, Garden and Gourmet Expo also teaches you how to construct a booth display for optimal results, and make the event more successful for your company.

N O R T H C O U N T Y

# HOME, GARDEN and GOURMET



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 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

N O R T H C O U N T Y

**HOME, GARDEN  
and GOURMET**



## **Jim Witt of Idler's Appliances**

*It has been a pleasure working with the team at Simply Clear Marketing, Inc. They do an outstanding job with the production of the Home Shows. The events are well organized and executed well. They do a terrific job making sure that the event is well publicized. The Home Shows are always well attended by home owners. The Home Shows are a wonderful avenue for meeting potential customers.*

## **REC Solar**

*REC Solar has worked with several companies who produce events and Simply Clear is the best. Effective advertising and organization, as well as the best people to work with.*

## **Dave Goebel of Mission Kitchens & Construction**

*Simply Clear Marketing does a great job for their vendors. They keep exploring more and better ways to improve and market the show to the public. Dealing with them is the primary reason I do the North County Home, Garden, and Gourmet Expo.*

## **Susan Mullen of Pacific Energy Company**

*Just a short note to say how beneficial home shows have been for Pacific Energy Company. There is always a big crowd at these shows and we always leave with plenty of good leads for people who do ultimately purchase product from us. Your company is easy to work with and does an excellent job managing the show from the time we sign up till we pack up! We have also been impressed with the level of advertising for these shows. We would definitely give your company 5 stars for their home show operations and look forward to participating in future shows.*

## **Chris Gaona and Chyanne Brooks of Sallyface Cakepops**

*Once again I thank you very much for allowing us to have a booth at the North County Home Garden and Gourmet Expo. Having a booth at that event gave us some great exposure and a chance to see how our product would do in the market place. I can't thank you enough and we can't wait to do the next Gourmet Show! Thanks Again!*

# 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*

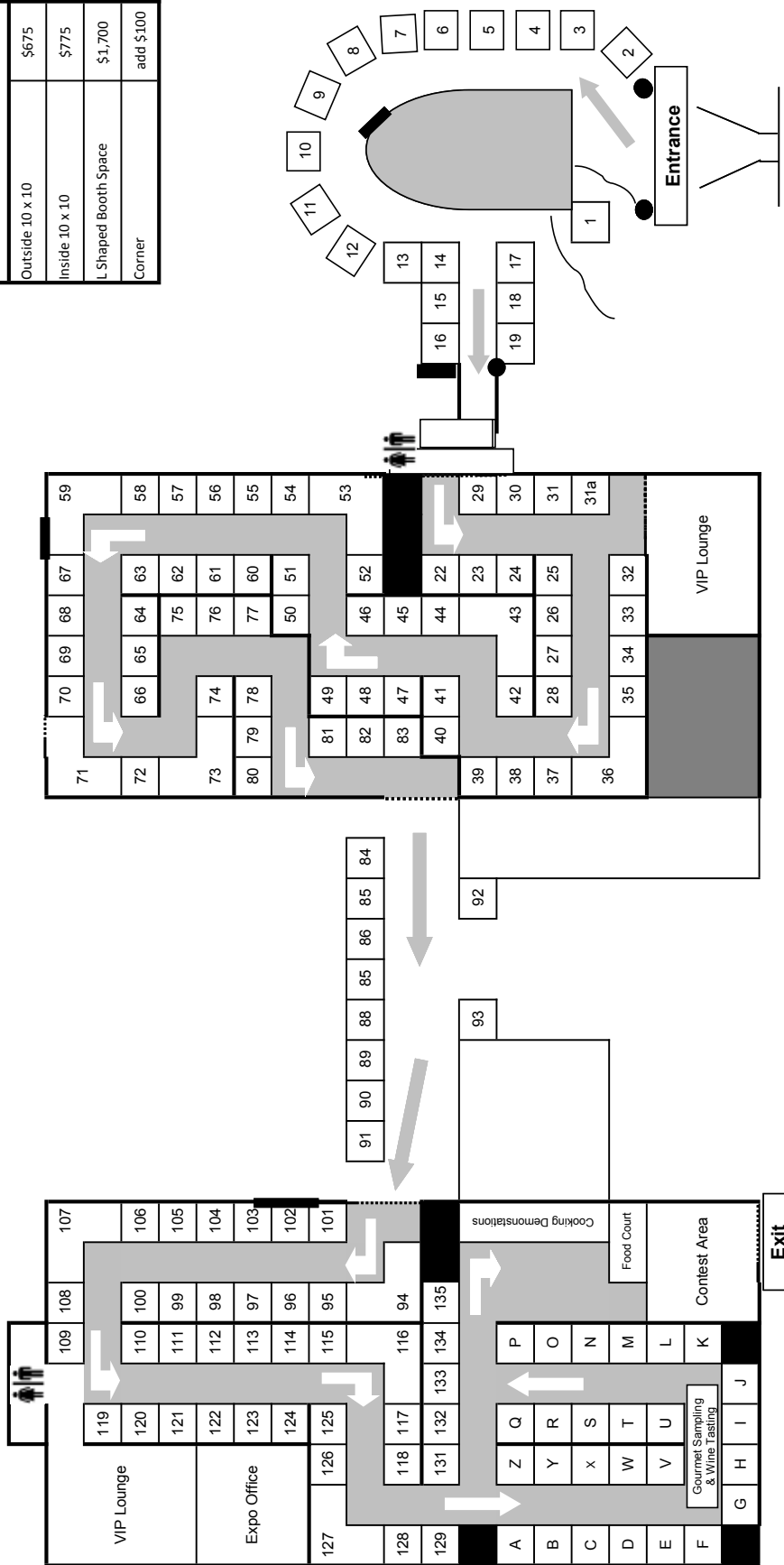


- **Banner Ad rotating on Website for 6 months**
- **Logo and Link on Website for 12 months**
- **Vendor Profile Page: Virtual Booth on our website for 6 months**

Your Investment: \$245

**NORTH COUNTY**  
**HOME, GARDEN**  
**and GOURMET**  
**expo**

Booth Prices:	
Outside 10 x 10	\$675
Inside 10 x 10	\$775
L Shaped Booth Space	\$1,700
Corner	add \$100



\* Floor Plan Subject to Change



# Exhibitor Application

Fall - September 8 & 9, 2012  
 at the Paso Robles Event Center  
 www.slohomeimprovement.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 8' table & 2 chairs

10' x 10' Outside Booth	\$675 x _____ = _____
10' x 10' Inside Booth	\$775 x _____ = _____
"L" Shaped 300 Sq. Ft Space	\$1,700 x _____ = _____

**Booth Space Additions**

Corner Booth	\$100 _____
Electricity - (report if more than 10 amps)	\$30 _____
Additional 8' Table & Drape	\$30 _____
<b>Total</b>	<b>\$ _____</b>

Booth # Request: \_\_\_\_\_ #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

**Step Two: Marketing Packages**

See your Account Executive for Details

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**Total** \$ \_\_\_\_\_

**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 Four: Total**

Booth Space Fees	\$ _____
Marketing Package	\$ _____
Standard Website Listing	\$ <b>Free</b> _____
Insurance Fee	\$ 27.00 _____
<b>Sub Total</b>	<b>\$ _____</b>
<b>Deposit Amount Paid with Contract</b>	<b>\$ _____</b>
<b>50% deposit per 10 x 10 space due at signing.</b>	
<b>Balance Due</b>	<b>\$ _____</b>
<b>Balance must be paid in full 30 days before show</b>	

Please mail application to  
 Simply Clear Marketing, Inc.  
 1203 Main St  
 Morro Bay, CA 93442 or  
 Fax: 805-772-4625  
 Phone: 805-772-4600  
 www.slohomeimprovement.com

**Comments:** In the result that payment has not been paid the 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 \_\_\_\_\_

Simply Clear Marketing, Inc. Account Executive

Title \_\_\_\_\_ Date \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

## Terms and Agreement

1. Deposit: Exhibitor shall submit this application form with a NON-REFUNDABLE 40% deposit to be considered for contract acceptance. A Contract shall not exist between parties until accepted by show management. Acceptance shall be indicated by a signed and confirmed contract. A confirmed copy of the contract shall be returned to the exhibitor upon acceptance. No verbal reservations are accepted and no "holding" of space will occur without receipt of a minimum 50% deposit.  
Payment of Balance: Exhibitor will remit entire balance of space rental fee 30 days prior to event.
  - a. Rain checks: NO "Rain checks" will be offered, as the show will be held regardless of weather.
2. 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.
3. 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.
4. Rules for Exhibits:
  - a. Displays: Only those products and services listed on the contract may be sold or displayed. Only the signage of the exhibitor whose name appears on the contract can be placed at the booth space. 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 attendee 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.
5. 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.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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. 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.
11. 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 and Monterey County.
12. 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.
13. Modification Clause -- This Agreement may be modified or amended in writing, if the writing is signed by both parties.
14. 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.
15. 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 counterparts, each of which so executed will be deemed to be an original and such counterparts together will constitute one and the same agreement.
16. 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.