



GreeleyTribune

# HOME + GARDEN

38TH ANNIVERSARY SHOW

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fri

**6**

12pm-4pm

sat

**7**

10am-4pm

sun

**8**

10am-4pm

island grove regional park, greeley co

[greeleytribune.com/homeandgarden](http://greeleytribune.com/homeandgarden)

## Home & Garden 2020

Use the power of promotions this March with an incredible opportunity to put your business in front of a large audience of active consumers. Using traditional & digital media, including social media & email marketing, as well as sharing the Home & Garden experience with your present & future customers with your show display, we can help build awareness & drive engagement to your brand with incentives that put you center stage!

Home buyers and sellers event on Saturday

- Two sessions

Artisan Row

- Handmade items for your home
- **Located in the Exhibition Hall**

Home & Garden Sweepstakes

- Bigger and Better than ever

### As an Exhibitor you will receive:

- Targeted expo marketing to attract your key buying demographics.
- Engagement Guide to help maximize sales and leads
- Promotions before, during & after the event
  - Publication Circulation: 52,000+/week
  - 400,000 unique Greeley Tribune website visitors per month
  - Facebook Followers: 37,000
  - Instagram Followers: 3,500
  - Twitter (Greeley Tribune & GT Sports): 11,800
  - Emails sent to over 23,000 people
- Promotions through print, digital, social media, radio & event sites
- Home & Garden 2020 Guide

We look forward to seeing you again!

The Greeley Tribune is working with you & for you! The Sales & Event Teams are unified in our service to you & the value placed in our relationships with you. Together, we will develop & deliver marketing solutions & experiences to fit your 2020 goals for success. For 38 years, The Greeley Tribune H&G show has defined excellence & reliable expertise to the consumers across across Greeley and the surrounding areas. We are proud to continue our growing with industry leaders that share a sincere interest in connecting to the communities that they serve. We are ready to focus, listen & get creative in solutions that work for you in today's marketplace. We love hearing about your company & your passion. The more we know about you, the better! Your passion & expertise is your cornerstone; combine that with our experience, expertise in marketing & event solutions & experience the new growth that 2020 can offer to your business. Your success is our success & we are ready to bloom with you.

## 2020 survey stats & insights

### H&G Show Attendees:

61% women  
39% men

### Ages:

35-44 17%  
45-54 20%  
55-64 22%

### Income:

Average 62%  
Higher 21%  
80% Homeowners  
20% married

### Children at home:

None 51%  
Teens 17%  
6-9yo 20%

**Exhibitors** shared their goals, experiences & outcomes in a 2015 survey. The Results include the following insight...

### Top 3 Goals in Participating:

- Promoting business
- Exposure of product/service
- Getting new leads

### Approval Ratings:

96% likely to recommend  
97% had fun  
100% event was valuable to my business  
84% my goals for the show were met or exceeded

### What Vendors Would Tell Their Friends:

- I would do it again
- Good Traffic
- Good Promotion
- Give it a try
- The Show has a good variety of vendor types
- Professional & hospitable

### Percentage of Vendors Agreeing the Following Components were Rated Above Average to Excellent:

77% Registration process  
84% Event Staff  
79% Communication & Vendor process  
87% Publicity  
87% Exposure of Product/service

**All approval outcomes reflect positive statistical growth & added value in year over year vendor experiences**

## Quotes from Home & Garden Exhibitors

*"I really appreciate the surroundings of this show. The light is excellent & it is so clean. There is plenty of parking. People have room to walk through the aisles."*

*"The staff is very nice, warm & friendly"*

*"We received many compliments on our products & a lot of referrals."*

*"Good show...I'll be there next year"*

*"This show was better than the other shows I have done."*

*"This is the only show we do. It has great promotion & delivers."*

*"This year's Home & Garden Show really made you want to get out in your garden & create those outdoor spaces. The large garden displays were beautiful."*

*"The show staff works very hard to make sure your show needs are met!"*

*"This show is just bright & is full of good energy."*

*"Very well organized."*

*"I like the great advertising & the proactive planning."*

*"Overall it was a great show. I was very satisfied & will come back & be a vendor next year."*

## at a glance

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### Show Facility:

## Island Grove Regional Park

14th Avenue & A Street, Greeley CO 80631  
Buildings; Events Center, Exhibition Hall

## 2019 Investment Outline

**Market Value** - The 2019 show hosted thousands of active consumer attendees and over 185 unique exhibitors offering all aspects of H&G...from the roof to the soil, from the inside to the outside, from services to décor...H&G is about bringing the consumer everything that makes a strong house & healthy garden. It is about bringing homeowners everything that makes a house a home & caring for all that is important to quality of life. Exhibitor packages are available in two buildings. We are focused on providing your business the best event opportunity possible surrounded by marketing solutions customized to your market interest & goals.

**The Gardens & Displays** - Local landscapers & greenhouses continue to amaze & delight with the one of a kind life-size gardens and dynamic displays at H&G. Visitors are inspired by this burst of life to plan for a new season; a season of growth & renewed energy for home improvements & garden adventures. Each blossom, tree, stone & surprise is a vision to behold. The gardens are a call to action for the consumers & they set the tone for an enjoyable experience the community can share with you.

**Pet Zone** - Pets are an important part of the family, so we offer a special area dedicated just to them. The Pet Zone offers on site animal adoptions and is pick of the litter for products and services to help make sure pets get their creature comforts too. Note: This is the only area approved for vendors with animals.

### Join The Conversation!

We continue to grow & explore in this arena, just as the consumer activity develops. H&G will include a directory of participating businesses. This is a growing medium for consumer engagement, promotions & consumerism. We look forward to growing with you on Facebook. **Please post to our wall & hashtag us! @greeleytribune & #GreeleyHG Visit our event website: [www.greeleytribune.com/homeandgarden](http://www.greeleytribune.com/homeandgarden)**



Follow our event at [facebook.com/greeleytribune](https://facebook.com/greeleytribune)

- **Follow** us
- **Post** to the event page
- **Share** the event page
- **Promote** the event on your FB page
- **Send us** your FB so we can follow you

# exhibitor opportunities

## 2020 Investment Outline

### Sponsor Package \$10,200

#### Package Includes:

- Customized exhibitor space
- Premium placement
- Customized marketing plan that includes your choice of three of the following targeted solutions:
  - Targeted email blast with landing page
  - Targeted online display campaign
  - Targeted social media ad campaign
  - Targeted SEM campaign
- Sponsor of the Greeley Tribune's Home & Garden Sweepstakes
- Map Brochure Sponsor
- Company logo in the newspaper promotion of the event beginning February 2020
- Company listing in the H&G Guide
- Full Page advertisement on the back side of the H&G Guide
- Inclusion in all GT Media promotions
- Tables, chairs, electricity & Wi-Fi amenities included

**\$19,200 value**

### Platinum Package: \$4,200

#### Package Includes:

- Up to six 10'x12' exhibitor spaces
- Company logo in all promotion of event beginning February 2020
- Company listing in the H&G Guide
- Full Page ad in the H&G Guide
- Premium placement
- Up to 2 tables & 4 chairs

**\$7,800 value**

### Gold Plus Package: \$3,200

#### Package Includes:

- Up to five 10'x12' exhibitor spaces (guaranteed Event Center)
- Company logo in all promotion of event beginning February 2020
- Company listing in the H&G Guide
- Full Page ad in the H&G Guide
- Premium placement
- 1 table & 2 chairs

**\$5,400 value**

### Gold Package: \$2,400

#### Package Includes:

- Up to four 10'x12' exhibitor spaces
- Company logo in all promotion of event beginning February 2020
- Company listing in the H&G Guide
- 1/2 Page ad in the H&G Guide
- Premium placement
- 1 table & 2 chairs

**\$3,600 value**

### Silver Plus Package: \$1,600

#### Package Includes:

- Up to two 10'x12' exhibitor spaces (Guaranteed in Event Center)
- Company listing in the H&G Guide
- Quarter Page ad in the H&G Guide
- 1 table & 2 chairs

**\$2,800 value**

### Silver Package: \$960

#### Package Includes:

- One 10'x12' exhibitor space
- Limited corner upgrades available
- Company listing in the H&G Guide
- 1 table & 2 chairs

**\$1440 value**

### Basic Package: \$570

#### Package Includes:

- Company listing in the H&G Guide
- One 10'x12' exhibitor space
- Placement Booth in Exhibition Hall
- 1 table & 2 chairs

**\$840 value**

### Non-Profit Package: \$300

#### Package Includes:

- One 10'x12' exhibitor space
- Placement determined by H&G Event Manager
- Company listing in the H&G Guide
- \*Copy of Non-Profit status documentation required with show agreement
- 1 table & 2 chairs

**\$480 value**

### Food Truck Package: \$500

[Must comply with Island Grove Concessionaire fees]

#### Package includes:

- Electrical outlet
- Company listing in the Home & Garden Electronic Directory
- Copy of Health Dept Temporary/Food Permit and menu Required 30 days prior

### Artisan Booth: \$150

#### Package Includes:

- Must be 80% or more hand crafted items
- 10'x12' exhibitor space in the Exhibition Hall
- 8'x2.5' table & 2 chairs

### Additional Charges

#### Package Includes:

- 8' table & 2 folding chairs: \$30
- Electricity: \$30
- Corner Upgrade: \$100

## exhibitor opportunities

### Package Comparison Chart

Package (Booth Type)	Pricing	Overall Package Value	H&G Guide Ad Size	# of Booth Spaces Provided	1 Table & 2 Chairs	WiFi Access	Electricity	Company Listing	Premium Placement	Corner Upgrade
Sponsor	\$10,200	\$19,200	Back Page	Custom	√	√	√	√	√	√
Platinum	\$4,200	\$7,800	Full Page	6	√	√	√	√	√	√
Gold Plus	\$3,200	\$5,400	Full Page	5	√	√	√	√	√	√
<del>Gold</del>	<del>\$2,400</del>	<del>\$3,600</del>	<del>1/2 Page</del>	<del>4</del>	<del>√</del>	<del>√</del>	<del>√</del>	<del>√</del>	<del>√</del>	<del>√</del>
Silver Plus	\$1,600	\$2,800	1/4 Page	2	√	√	√	√	—	
Silver	\$960	\$1,440	—	1	√	—	—	√	—	√
<del>Basic</del>	<del>\$570</del>	<del>\$840</del>		<del>1</del>	<del>√</del>			<del>√</del>		<del>√</del>
Non-Profit	\$300	\$480	—	1	√	—	—	√	—	—

\*Corner spaces have limited availability and cannot be guaranteed.

# expectations & regulations

## Booth Construction & Finishing

Each booth will be provided with attractive flame-proof draperies with metal or aluminum fixtures. Pipe & drape colors are black/white. Booth height restrictions: back/inline 8', back/perimeter 12' & 36 inches high on the sides for the benefit of neighboring booths. Displays must not obstruct the view of adjoining exhibitor(s) space, nor permit such exhibit to be placed or operated in any manner objectionable or offensive, in the reasonable opinion of Home & Garden staff. Any part of the exhibit that is beyond these dimensions must have prior written approval for installation by the Event manager or may be removed by event staff. The exposed backs and/or sides of all booths must be draped or finished so as to not mar the adjoining display. **Island Grove prohibits the use of duct tape;** Gaffer tape is the only acceptable for all surfaces & available for purchase onsite. Display materials must be confined to avoid tracking into aisles or other booths (i.e. mulch).

## Assignment of Space

Contracts are dated as they are received. Assignment will be made by the event manager/staff on a priority basis determined by availability of space at the time of receipt of deposit & signed contract. The Greeley Tribune will make every effort to accommodate booth space requests with consideration, not guarantees. The show producer reserves the right to adjust assignments & rearrange floor plans in order to separate competitors. Should changes be deemed necessary, consideration to all parties will be made. Delay in payment may jeopardize placement.

## Booth Space/Use

The exhibitor agrees to occupy the contracted exhibit space during all show hours & to sell, promote or advertise only the products & services described in the signed agreement. Additional product inclusions may be added with written notification to event manager prior to load in/show opening. No booth shall be offered for use or sublet by a vendor.

## Unoccupied Spaces

If the exhibitor fails to occupy space contracted for by Friday, March 6, 2020 at 11:00 a.m. or fails to comply in any other respect with the terms of this agreement, the event manager shall have the right to use such space in any manner without releasing the exhibitor from paying the sum agreed upon with this contract. Use of open space may then be requested by others & will be subject to fees.

## Limitations

| No engines using gasoline may be operation on the floor during the Show. Gasoline must be no more than ¼ full. Tape or a lock-cap must be affixed to the gas tank & all batteries disconnected. Approval of vehicle placement must be confirmed prior to disabling batteries.

| Propane is not allowed inside the facility. No highly flammable materials will be permitted on the premises. Per Fire Marshall no fire/flames inside.



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| Music or audio-visual sound must not be audible more than 8 feet from the booth.

| Displays, demos, mascots and/or distribution of advertising material & those manning an exhibit are restricted to the confines of the exhibitor's assigned booth. NO WORKING THE AISLES.

| Items listed on your signed exhibit space application/contract are what you may exhibit in the show. Please provide a complete outline.

| Violators of these policies will receive one warning.

## Payment of Exhibit Space

All booth space fees must be paid in full BEFORE an exhibit may be set up on the show floor. All booth payments are due on or before February 22, 2020 as stated on the application/contract. Agreement applications submitted after January 25, 2020 must be accompanied by full payment. Contact your Event manager prior to the show if you think your exhibit is in jeopardy due to non-payment. The exhibiting company is ultimately responsible for the payment of all charges. In the event that an exhibitor fails to make payments in accordance with the payment schedule set out herein, or fails to appear at the show, The Greeley Tribune reserves the right to cancel this agreement, retain any payment made as liquidated damages (not as a penalty) for breach of this agreement, & re-rent the said space.

## Continued....

Please keep  
these two  
sheets for  
reference





## Refunds

Deposits are non-refundable & non-transferable. No refunds will be made if space engaged is not used or used only part of the time. No refunds will be made within 30 days prior to the show. All cancellations must be submitted in writing to event manager. Approved cancellations (prior to 30 day notice) will receive refund less \$200 deposit or 10% of contract total.

## Installation & Load-Out

Detailed vendor information packet will be delivered via email prior to the event. Exhibitors will be given a specific date & time for load in. Exhibitors must check in at Event Office prior to any load in & are asked to check out prior to leaving at the end of the Show. Booths must be set up and ready for opening for staff review by 11:00 a.m., March 6, 2020. The vendor info packet will include an overview of set up including load-in/load-out scheduling, drive in availability & arrangements. Please notify the event manager for special set up requests. All exhibits must remain intact until the close of the show. Exhibitors will have until 8:30 p.m. Sunday & again, Monday, March 9, 2020 8:00 a.m. to noon to complete removal of exhibits. Large displays will be provided with an extended schedule. During load-out, be packed up & ready to move out before bringing your vehicle to the doors or inside (drive in is not guaranteed).

A fee of \$50/hour will be assessed to & collected from any exhibitor/sponsor with disregard for the outlined load-out schedules (including early load out).

## Exhibitor Safety

Standing on chairs, tables or other rental furniture is prohibited. The Greeley Tribune will not be responsible for injuries caused by improper use of furniture. If assistance is required, please notify Event Office.

## Parking

Exhibitors must park in the parking lot west of the two event buildings after set up, until designated time & preparation for load out. Absolutely no parking allowed in fire lanes or handicapped spaces (permit pending). You will be towed. Company vehicles are prohibited from parking around the building and driveways without reservation. These spaces are for the public or by prior reservation only (limited availability).

Company vehicles should otherwise use west lot or far east lot as a courtesy to the public. Violators will be asked to move and/or pay fees for front display.

## Security

Security guards will be on site each show day. They are there to safeguard your interests. Exhibitors are asked to give full cooperation. It is highly recommended that cash boxes are not left unguarded during the show & removed each night.

## Liability

The Greeley Tribune cannot guarantee exhibitors against loss or damage of any kind. Space is leased with the understanding that the exhibitors will hold The Greeley Tribune harmless from any or all liabilities from any cause. The Greeley Tribune shall not be responsible for any loss, damage, or injury that may occur to the exhibitors, their business, employees, or property from any cause whatsoever prior to, during or subsequent to the periods

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covered by the exhibit contract & the exhibitor, upon signing the agreement/contract, expressly releases The Greeley Tribune, & all claims for such loss, damage or injury. The Greeley Tribune will not be liable for intermittent loss of connection as provided by Island Grove & their ISP Provider

## Eventualities

In case of facility damage caused by fire, other elements or causes, or in case other circumstances shall make it impossible for The Greeley Tribune to permit the contracted space to be occupied by the exhibitor, then this lease shall terminate and the exhibitor shall waive any claim for damages or compensation except the pro rate return of the amount paid for space rental. \*All information subject to change without notice

## Taxes & Concession Fees

All exhibitors are reminded that to sell "cash & carry" products during the show, you must comply with all rules & regulations are required by the City of Greeley & the State of Colorado.

**No food or drinks may be sold or given away without approval of the show's event manager. Deadline February 22, 2020.** Exhibitors must include copy of health department license if selling food items. Island Grove, by policy, collects a "concession fee" of 15% on sales of food & beverage at all events. This fee is to be collected on all food & beverage sold in Island Grove, which in the opinion of the Island Grove Facility Manager, is sold for consumption on site.

All items/services for sale, personal attire & conduct must conform to the purpose of the show. All matters not covered in these expectations & regulations are subject to the decision of the event manager. The decision must be accepted as final should any disagreement arise or in the decision to remove from the show any exhibitor or representatives performing any act or practice that, in the opinion of the Event Manager is objectionable.



# agreement for space

## Exhibitor Information

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

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone#: \_\_\_\_\_

E-mail: \_\_\_\_\_

Please select package [see attached sheet for details]:

Include number of packages you elect to purchase:

	Reg.	
<input type="checkbox"/> Sponsor Package	\$10,200	\$ _____
<input type="checkbox"/> Platinum Package	\$4,200	\$ _____
<input type="checkbox"/> Gold Plus Package	\$3,200	\$ _____
<input type="checkbox"/> Silver Plus Package	\$1,600	\$ _____
<input type="checkbox"/> Silver Package	\$960	\$ _____
<input type="checkbox"/> Non-Profit Package*	\$300	\$ _____
*Non-profit documentation required for agreement		
<input type="checkbox"/> Artisan Booth	\$150	\$ _____
<input type="checkbox"/> Food Truck*	\$500	\$ _____
*Health Dept. Temporary Food Permit required 2 weeks prior to event		
<input type="checkbox"/> Corner Upgrade	\$100	\$ _____
Electricity	\$30	\$ _____
Skirted Tables w/2 chairs	\$30	x _____ \$ _____

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Please list **ALL** products/services to be displayed (items listed are those permitted in your exhibit): \_\_\_\_\_

Brands Carried: \_\_\_\_\_

First come first serve reservations begin Jan. 1, 2020.

**Use this agreement as your invoice. Statement will be mailed in January. Payment is due in full February 22, 2020.**

CONDITIONS: Only one exhibitor and business per agreement. Sharing a booth may be approved upon request.

We hereby acknowledge that we have read the exhibitor expectations and regulations and it is agreed that these rules and regulations are a part of the agreement and no agreement other than those contained herein shall be binding upon the parties unless in writing and signed by the Home & Garden Show event manager.

Payment \$ \_\_\_\_\_

☐ Check payable to: The Greeley Tribune Ck# \_\_\_\_\_

☐ Credit Card (complete two lines below)

CC# \_\_\_\_\_

Exp \_\_\_\_\_

FOR OFFICE USE

Account MGR

Lindsay Haines, Event Manager  
lhaines@greeleytribune.com  
Direct: 970.392.5637  
501 8th Ave., Greeley, CO 80631

Authorized Signature of Exhibitor \_\_\_\_\_ Date \_\_\_\_\_

Like where you were planted? First right of refusal for 2020 exhibitors expires on November, 30 2019.

First come first serve reservations begin December 1, 2019.

Booth Preference: \_\_\_\_\_

(All requests considered, not guaranteed)

Special requests: \_\_\_\_\_

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