

EXHIBITOR RESERVATION INFORMATION

GardenScape 2009

Greater Rochester's Annual Flower & Garden Show

www.RochesterFlowerShow.com

March 12 - 15, 2009

Monroe County Fair & Expo Center
(formerly the Dome Center) - Henrietta, NY

“Gardens of Eden” is the theme for the 2009 show.

Help us celebrate our 18th Show by using the theme in your display. Approximately 25,000 gardening enthusiasts stroll the gardens, purchase products and services, and attend educational seminars each year at GardenScape. Don't miss out on your chance to show off your business to this lucrative market!

Featuring:

Landscapers - Nurseries - Educational Seminars
Patos - Decks - Outdoor Living Ideas
Floral Displays - Garden Clubs - Plant Societies
Children's Activity Garden

EXHIBITORS MAY CHOOSE FROM THESE EXHIBIT CATEGORIES:

DISPLAY GARDENS, showcasing the finest landscape professionals in Upstate New York!

PRODUCT DISPLAYS, demonstrating equipment and hard goods as they are used in the home landscape!

GARDENER'S MARKET SALES, a unique retail shopping opportunity for the latest and finest products and services for gardening!

NOT FOR PROFIT ORGANIZATIONS, introducing the community to the wide range of plant and gardening groups who flourish in 'The Flower City'.

GARDENSCAPE 2009 Exhibitor Category Descriptions

All Category 1 and 2 Exhibitors must provide a detailed floor plan of the proposed exhibit. First time retail and product display exhibitors must provide a description with photographs of products to be displayed or sold. All Exhibitors must provide a certificate of insurance as proof of liability and worker's compensation for anyone working at the show; and the certificate must name Gardenscape Professionals Association as additional insured. All Exhibitors must attend informational meetings as deemed appropriate by PRODUCER. Electrical service is available upon request at a cost of \$25 per 500 watts. **Deadlines:** Reservation form and a 50% deposit are due by November 16, 2008; Final design, signed contract, insurance certificate and balance of payment due January 11, 2009.

- **Category 1 - Garden Exhibits:** Exhibitor must be a member in good standing of GPA at the time of the show. At least 50% of total exhibit floor space must be covered with live plant material (sod cannot be more than 20% of the requirement); at least 30% of this space must contain flowers in bloom. Producer must approve display concepts with required drawings at December meeting and all display plans at January meeting or before. The Producer shall provide a sign with the Exhibitor's name(s). This sign may also list the garden name and the names of contributors to the exhibit if desired and if submitted when requested. This will be the only sign used in the booth with the exception of plant identification markers. Sales materials & acknowledgements must be displayed in a discreet and tasteful manner at the sole judgment of the PRODUCER and according to the rules specified in the Contract. **Cost** per square foot: 80-639 sq. ft = \$0.75/sq ft; 640 sq. ft and larger = \$0.50/sq ft.
- **Category 2 - Product Displays with Garden:** The intent of the show is to emphasize a Flower & Garden Show theme. To meet this objective, each space must have a minimum of 20% of live plant material of which 30% must be flowers in bloom. The combined display space for signs shall not exceed 10 square feet per 100 sq. ft of booth space with a maximum of 30 sq. ft. Sales materials and portfolios must be displayed in a discreet and tasteful manner at the sole judgment of the PRODUCER. Stand-alone, tradeshow-style portable booths are not acceptable for this Category. 'Cash and Carry' goods may not be sold. Pipe and draping is provided, tables and chairs are available upon request. All Category 2 booths will be in Minett Hall. **Basic cost** per 8' x 10' space: 1-2 spaces @ \$475 per space; 3 or more spaces @ \$400 per space or as marked on drawing.
- **Category 3 - Retail Sales (or) Product Display:** Tangible goods may be sold directly from booth provided a Certificate of Authority to collect sales tax in New York State has been provided to the PRODUCER. **Specifications:** Booth size 8' x 10'. Pipe and draping is provided, tables and chairs are available upon request. Products or services must be related to, encourage, or facilitate the use of gardens, plants or horticulture. All flower & garden requirements are waived; however, live material is encouraged as a merchandising tool. Signage restrictions are waived. Category 3 Exhibits will be located in Minett Hall. Basic cost per 8' x 10' space: \$660; if 4 or more spaces, \$550 each; or as specified on Reservation Form.
- **Category 4 - Non-Profit Organization Exhibits:** These exhibits should be educational in nature and must be focused on increasing the public awareness of the organization. When appropriate, they should be enhanced with live plant material. **Specifications:** Booth size 8' x 10'. Pipe and draping is provided, tables and chairs are available upon request. Memberships may be sold from the booth but other products may not be sold from the exhibit without prior approval from the PRODUCER; should such approval be granted, a Certificate of Authority to collect sales tax in New York State must be presented. Any waiver to possess a Certificate of Authority will be granted only upon presentation of documentation provided by NYS Sales Tax Department.

Special Note for 2009 show, Category 4 ONLY

Due to increased costs of presenting GardenScape, free admittance to the show staff for Not-For-Profit exhibitors will not be offered any longer. Persons representing the organization must purchase tickets; the 'pre show' rate of \$10.00 will be available. Booth costs will be waived as previously.

Prospective Category 2, 3, & 4 Exhibitors:

In this application package, you will find the planned floor plan for Minett Hall; refer to it as you choose your space preferences. Choices may be made only for booths that are paid for by exhibitor; *not* for complimentary space allotted to not-for-profit organizations.

In Minett Hall, exhibitors from the previous year will be given preferential treatment in booth choice.

To receive preferential treatment, **reservation forms and full deposit** payment must be received by the deadline given in the reservation form. All completed reservation forms will be date stamped as received and booths will be assigned in chronological order (after deadline date and acceptance as an exhibitor).

The committee does not object to an exhibitor being assigned the same booth location in consecutive shows and therefore will give repeat participants first choice of the booth used in the previous year. Please refer to the drawing since the numbering scheme and the floor layout changes year-to-year.

MINETT BOOTH NOTES:

Booths marked 'n/a' should not be chosen; they have been reserved for GPA or exhibitors with special requirements.

Booths **not available** (n/a) are 87, 107 and 108.

A **\$50 premium** is charged for booths marked with asterisk *

Booths 19 and 20 are 8' x 8'

Booth 20 is 'landlocked'; you may choose 19, 20, and 21 for \$1,600 total

Booth 103 is 140 sq. ft. and is \$1100

Booths 61 and 77 are 10' x 16' and are \$1300 each

Booths 65, 70, 73 and 81 are 20'x16', equivalent of 4 standard booths (320 sq. ft) and are \$2200

Booth 78 is 20'x8' and is \$1300

In the Dome, most booths were chosen/assigned during the last show. Others desiring a space for a Category 1 garden should call the Show Manager to secure a booth assignment.

A Dome layout has been provided to previous and potential Category 1 exhibitors. See that layout for booth location and size. Note that the drawing is to scale (1" = 30') with radii typical 5'.

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**EXHIBIT SPACE RESERVATION FORM – Sheet 1 of 2
GARDENSCAPE 2009**

Both sheets of this form and a 50% deposit must be received by November 16, 2008. Previous exhibitors will be given preferential treatment in booth choice if material received by this date. New exhibitor assignments will be based on a first-come, first-served basis. Contracts will be mailed only after receipt of this form and deposit. First time Cat 2 and 3 exhibitors must provide a description with photographs of products to be displayed or sold. Signed contract, final floor plan, balance due, certificate of insurance and Certificate of Authority (if applicable) will be required by January 11th, 2009. Contract will be mailed upon acceptance to the show.

ALL DEPOSITS ARE NON-REFUNDABLE AT THE SOLE DISCRETION OF THE SHOW DIRECTOR.

Business Name: _____

Contact Person: _____ Title: _____

Alternate Contact: _____ Title: _____

Mailing Address: _____

City, State, ZIP: _____

Telephone: _____ FAX: _____

Email: _____ Website: _____

Please read the enclosed Exhibitor Category Descriptions carefully to determine your exhibit category and price.

Category (circle one) 1 2 3 4

Booth location preferences (booth numbers from floor layout plan):

1. _____

2. _____

3. _____

Other information or comments: _____

Also complete and submit Sheet 2 of this form

**EXHIBIT SPACE RESERVATION FORM – Sheet 2 of 2
GARDENSCAPE 2009**

Fee Calculation

	<u>Exhibit Space Subtotal</u>	<u>Location Premium</u>	<u>Electrical Service * @ \$25 per 500 watts</u>	<u>Less \$50 GPA Member Discount</u>	<u>Phone line** \$100 available in Minett only</u>			
Category 1 – Display Garden								
# Sq. ft. _____ x \$/sq.ft. _____ = \$ _____	+	_____	+	_____	-	_____	+	_____
Category 2 – Product Display w/Garden								
# of 8x10 spaces ____ x \$ ____ per space = \$ _____	+	_____	+	_____	-	_____	+	_____
Category 3 - Retail								
# of spaces ____ x \$660 per 8x10' space = \$ _____	+	_____	+	_____	-	_____	+	_____
Category 4 – Not-for-Profit Organization								
# of spaces _____				\$ _____				
					TOTAL DUE \$ _____			

**Electrical Service: Due to the increasing use of lighting and equipment being used by exhibitors, the cost of energy, and to the electrical service available at our facility, we must closely monitor the demands made by our exhibitors and to charge for use. Exhibitors requesting up to 500 watts should add \$25 to their booth rental fee, those requesting more should add \$25 for each additional 500-watts increment; i.e. 1000 watts = \$50, 1500 watts = \$75. Since service beyond 500 watts may not be available at all locations, the Show Director may modify Booth assignment based on electrical requests. Call Show Manager if you have questions.*

***Phone service (Minett only) must be requested with this Reservation request!*

Enclosed is my payment of \$ _____ check number _____

Signed _____ Date _____

**Reservation Form and 50% Deposit are due by November 16, 2008
MAIL YOUR REQUEST TODAY, THEY WILL BE DATE-STAMPED**

MAIL TO:
GardenScape
PO Box 1113
Webster, NY 14580-1113

Information at: www.RochesterFlowerShow.com

Also complete and submit Sheet 1 of this form

Show Manager: (585) 265-9018

showmanager@rochesterflowershow.com

Gardenscape 2009
 Minnet Hall

