

Welcome

to the



at the

Santa Clara County Fairgrounds

344 Tully Road

San Jose, CA

Exhibitor Kit

SHOW HOURS

Friday, April 27th

12 noon to 6 pm

Saturday, April 28th

10 am to 6 pm

Sunday, April 29th

10 am to 5 pm

The show is over at 5 pm. "Please" do not remove your boots before 5 pm on Sunday. This is an insurance regulation and safety issue.

CONTACT INFORMATION

EXHIBIT SALES COMPANIES A-G

Mike Spanton

Office **650.593.2465 x223**

Cell **925.819.2241**

Fax **650.593.3653**

EXHIBIT SALES COMPANIES F-P

NEW ACCOUNTS SPECIALIST

Terry O'Rourke

Direct **650.589.4001**

Office **650.583.2465 x226**

Cell **650.868.5618**

Fax **650.598.3998**

EXHIBIT SALES COMPANIES Q-Z

Joe Milligan

Office **650.593.2465 x222**

Cell **650.465.6475**

Fax **650.593.3653**

PROCEDURES

- 1) **Set-up Hours**
 - a) **April 25th (Wednesday), 2 pm to 8 pm**
 - b) **April 26th (Thursday), 8 am to 8 pm**
- 2) **Tear-down Hours**
 - a) **April 29th (Sunday), 5pm after show closes**
 - b) **April 30th (Monday), 8 am to 2 pm**
- 3) **Floor Coverings**

We recommend floor cover of some kind in your booth.
- 6) **Landscapers**
 - a) **All landscapers must have visqueen down before installing dirt, decorative bark, etc.**
 - b) **Please provide us with your cell numbers.**
 - c) **Please remove debris after the show or you may be charged.**
- 7) **Booth Construction On-site in the Hall**
 - a) **All cutting of any materials must be done outside the buildings, including tile, wood and/or paint.**

We're here to help!

PLEASE CALL 650.593.2465 WITH QUESTIONS OR FOR ADDITIONAL INFORMATION

**WORLD CLASS SHOWS, INC.
727 INDUSTRIAL RD., SUITE 106
SAN CARLOS, CA 94070**

BOOTH CONSTRUCTION POLICY

On-Site Inside Hall

- 1) All cutting of any materials must be done outside the halls.**
- 2) No corrosive, hazardous, or odorous materials may be used in the construction of a booth inside the halls.**
 - a) This includes primers, lacquer thinners, surface coatings, etc.**

****NO BREAK DOWN OF YOUR BOOTH UNTIL 5PM, AFTER THE SHOW CLOSSES ON SUNDAY APRIL 29TH.**

Your cooperation is appreciated!!

IMPORTANT REMINDERS!

- 1) No handwritten signs, banners, sales tags, etc.**
- 2) The roll-up doors will close at 8:00 pm. No move-in after 8:00 pm.**
- 3) Booth must be paid in full prior to the show.**
- 4) We recommend that you have floor covering in your booth.**
- 5) Mail or fax a copy of your resale information by March 30th. Please fax or mail the form contained in this kit. This is per the California State Board of Equalization and non-compliance could lead to booth shut down and/or a \$1,000.00 fine. (The State Board of Equalization will come to the show to confirm compliance).**
- 6) We will provide 8 generic company badges per 10 x 10 booth at the Show Office beginning Thursday, April 26th.**
- 7) Seminar request forms and new product forms for our PR agency are due on March 30th.**
- 8) Please review all materials in the show kit and contact us with any questions or concerns you may have.**

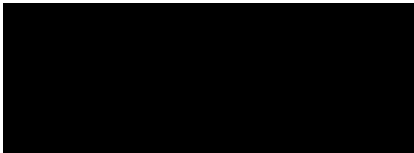
We're here to help!

CALL 650.593.2465 FOR QUESTIONS OR ADDITIONAL INFORMATION

PRESENT A SEMINAR FOR FREE

Benefits include:

- **Increased exposure for your company, leading to increased sales at ZERO cost**
- **Opportunity to demonstrate your product/service knowledge and expertise without your audience feeling they are being given a “sales pitch”**
- **Opportunity to educate an interested audience on the basic features of your product/service, so that they can make educated decisions on what they should be looking for in their purchase decisions**
- **Branding opportunity**
- **Recognition as an industry leader and VIP status as “a selected presenter” at The California Home, Garden & Patio Show**



Please complete the enclosed application form and return it to us by March 30, 2012. We will do our best to schedule you at your requested times. World Class Shows reserves the right to be selective regarding these presentations.

Please keep in mind that we are not interested in product pushes, but informative topics that educate consumers and prospects. If you do this well, you will realize increased business from presentation of these seminars. Please make your presentations short and engaging to avoid audience walk-outs. Invite interested audience members back to your booth for additional information and personal attention.

SEMINAR APPLICATION FORM

RETURN BY March 30th, 2012

Company Name _____

Address _____

Contact Name _____ Phone _____

Cell _____ Fax _____

Seminar Title and Brief Description:

Seminar Presentation Hours

Friday, April 27 1:00 pm – 5:00 pm

Saturday, April 28 11:00 am – 5:00 pm

Sunday, April 29 11:00 am – 4:00 pm

Seminars last 45 minutes, followed by a 10- minute Saturday, question and answer period. You may invite attendees Sunday, to your booth. Please finish on time.

Desired Days and Times

Friday, April 27 _____

Saturday, April 28 _____

Sunday, April 29 _____

*Please indicate how many seminars you would like to present each day.

* Please remember, the idea is to present a 'how-to' Seminar, not an hour sales pitch.

The following A/V equipment is provided at no extra charge.

**Please check the equipment you will need to complete your seminar: (Required)

Microphone _____

LCD Projector _____

Flip Chart Pad _____

MAIL OR FAX COMPLETED APPLICATION BY March 30, 2012

TO: 727 INDUSTRIAL RD., SUITE 106, SAN CARLOS, CA. 94070 FAX# 650-593-3653

CALL 650-593-2465 WITH QUESTIONS OR FOR ADDITIONAL INFORMATION

MARKETING AND SPONSORSHIP OPPORTUNITIES All Shows!

- **Aisle signs with your name & picture**
- **Website Link Special Promotion (place the [www.worldclassshows](http://www.worldclassshows.com) link on your web page to let your patrons know you will be at the show!)**
- **Newspaper Advertisements**
- **Television Advertisements**
- **Radio Advertisements**
- **Coupon Distribution Sponsorship**
- **VIP Ticket Giveaway / Contests**
- **Front Door Handouts**
- **Bag Giveaway with your Company's Information**
- **Show Program Guide Sponsor**
- **Seminar Room Sponsor**
- **Hall Naming Rights**
- **Stage Naming Rights**

Do you have a new product or service that is PR-worthy?

☆☆☆ We may get you free press or television exposure!!!

Contact Name _____

Company Name _____

Address _____

City, State, Zip _____

Phone Number _____

Cell Number _____

Email Address _____

Description of product/service:

MAIL TO:

Herbert, Holden, Slater & Beim

Attn: Emo Reyna

986 Linda Mar Blvd.

Pacifica, CA 94044

Phone: 650-359-5999

Fax: 650-359-8345



Note: Please make copies for your staff. Thank you.

COMPANY: _____

TIME IN: _____

BOOTH #: _____

THIS HALF FACE UP ON DASH

Fold here and place on dash with top pass section facing up



UNLOAD PROCEDURE:

- 1) **Unload your vehicle**
- 2) **Park your vehicle behind Expo or Pavilion Hall**
- 3) **Set up your booth**
- 4) **Go to the show office on Thursday and get your name badges.**

Please be courteous and kind to your neighbors!

We're here to help!

CALL 650.593.2465 WITH QUESTIONS OR FOR ADDITIONAL INFORMATION

California State Board of Equalization Requirements

This information is required by the State Board for participation in The California Home, Garden & Patio Show

COMPLETE THIS SECTION IF YOU DO HOLD A SELLER'S PERMIT

Your Name _____

Company Name _____

Permit Number _____

Phone Number _____

COMPLETE THIS SECTION IF YOU DO NOT HOLD A SELLER'S PERMIT

Your Name _____

Company Name _____

Complete Mailing Address: _____

Company Owner's Driver's License _____

Telephone Number _____

Reason for Exemption, including product type
(Circle if Applicable):

- A) Lead Generation Only
- B) No Money Collected at Show
- C) Research Only

Describe your product or service:

You must complete this form prior to participation in this show. Please submit by March 30, 2012. Thank You!

**MAIL OR FAX COMPLETED FORM BY March 30, 2012 TO:
727 INDUSTRIAL RD., SUITE 106, SAN CARLOS, CA 94070 FAX 650.593.3653**

CALL 650.593.2465 WITH QUESTIONS OR FOR ADDITIONAL INFORMATION