



31st Annual
2010
Home & Garden
Show

March 5-7, 2010

Northwest Washington Fairgrounds
Lynden, Washington

Presented by:



BUILDING INDUSTRY ASSOCIATION OF WHATCOM COUNTY

Sponsored by:



Lynden Tribune

Peoples Bank
A higher level of service.



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IMPORTANT EXHIBITOR
INFORMATION
CONTAINED IN THIS HANDBOOK

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SCHEDULE

31st Annual Whatcom County Home & Garden Show Dates and Times

| | |
|-------------------|--------------------|
| Friday, March 5 | 10:00 AM - 9:00 PM |
| Saturday, March 6 | 10:00 AM - 8:00 PM |
| Sunday, March 7 | 11:00 AM - 5:00 PM |

Exhibitor Set-Up Dates and Times

All booths must be **paid in full** or you will not be allowed to set up!

Monday, March 1

(Garden Booths ONLY) Monday - 1:00PM - 5:00 PM

Garden vendors can start setting up Monday, March 1 after **1:00 PM**. Garden vendors **MUST** be done hauling in items by Wednesday, March 3. Pavers will go down on Wednesday!

**Tuesday, March 2 -
Wednesday, March 3**

9:00 AM - 5:00 PM (LARGE BOOTHS ONLY)

By Appointment Only & Scheduled by the Home Show Staff.
Select Vendors will start moving in. If you scheduled a time and do not show up for it you will have to wait until all other vendors are moved in. This will allow a smooth flow of trucks hauling display materials inside the building. If you would like to schedule a set up time please call Diana at 360-671-4247. Times are given on a priority and first-come, first-served. **Last Large Truck will be scheduled to move in on Thursday at 2:00 PM.**

Thursday, March 4

6:00 AM - 10:00 PM (All Booths)

All vendors may set up booths this day. Large trucks allowed in until 2:00 PM by appointment ONLY! **ALL LARGE OVERHEAD DOORS WILL CLOSE AT 2:00 PM.** All items and display materials will need to be hand carried in after this time. This will allow us to start heating the building for the weekend.

Friday, March 5

6:00 AM - 9:00 AM

Exhibits must be ready for the public by Friday at 9:00 AM. All exhibit items must be **HAND CARRIED ONLY** into the Arena on Friday, as aisle carpets will be down. The Show starts promptly at 10:00 AM.

All exhibitors must be in their booths and ready for the show opening by 9:00 AM on Friday, March 6. Judges for the "Best of Show" awards will begin circulating through the Show at this time.

**Friday, March 5 -
Sunday, March 7**

ALL DAY (All Booths)

Costco invites you to take a break! Join us upstairs in the Hospitality Room throughout the weekend, snacks & bottled water will be provided by Costco. TV programming provided by Comcast. **FOR VENDORS ONLY! NO CHILDREN ALLOWED!**

Exhibitor Take-Down Dates and Times

Sunday, March 7

5:30 PM - 12:00 AM

All exhibits must remain intact until the Show closes at 5:00 PM. Vehicles and forklifts cannot enter the building until the aisle carpets and pipe & drape around the large roll-up doors are removed. Please take down and take with you any part of your booth that would be in the way of Pacific Party Canopies. They will move any exhibit items in their way that would keep them from tearing down pipe, drape and carpeting. Pacific Party Canopies, The Whatcom County Home & Garden Show® or its affiliates & staff is not liable for any damages caused. You leave your items at your own risk. Big doors will be guarded and you will **NOT** be allowed in or out of the large doors until carpet and pipe & drape are removed!

Monday, March 8

7:00 AM - 12:00 PM

Forklifts will be available until 12:00pm. Exhibitor is responsible for providing a qualified driver. All exhibits must be out of the building **NO LATER THAN 12:00 PM.**

DISPLAYS

Exhibitor Booth Furnishings

Pacific Party Canopies is providing decorating services for the 31st Annual Whatcom County Home & Garden Show®. There will be 8' high black rear curtains, 3' high black side curtains, and 500 watts of 110-volt electrical service in all booths. Adjoining spaces as well as at the end of an aisle will have a "tophat" 8ft' curtain. Green carpeting will be installed in the aisles. If your exhibit has unfinished panels, or detracts in any way from adjacent exhibitors, you will be required to rent 8' high side curtains for an additional cost. Contact Pacific Party Canopies for any additional requirements you may have.

MAIN ARENA EXHIBITORS - You must have flooring in your booth covering the concrete, if you don't carpet will be placed in your booth and you will be charged for it.

PLEASE NOTE: Pacific Party Canopies will breakdown booths and take out carpet on Sunday March 7, 2010 after the show ends. If you decide to remove your booth on Monday March 8, 2010 Pacific Party Canopies might have to move some of the items in your booth to remove the curtains and carpet. They will move any exhibit items in their way that block access to pipe, drape and carpeting. Pacific Party Canopies or the Whatcom County Home Show or its affiliates & staff are not liable for any damages that might be caused. You leave your items at your own risk. If you leave any of your items on their carpet and they can not remove it you will be charged for the carpet. Please **DO NOT** attach or place any of your items on the pipe and drape. If they cannot remove it easily when they tear down you will be charged for any items that they are forced to leave behind.

Use of Display Space

1. In the event an exhibitor fails to install their display within the set-up times allowed, the Home & Garden Show Committee shall have the right to take possession of said space and resell same, or any part thereof. All fees and deposits collected will be forfeited. **YOU MUST BE SET UP NO LATER THAN 9:00AM ON FRIDAY, MARCH 5, 2010.**

2. When prefabricating booths for the show, please remember to allow room for booth divider curtain rods on each side of the booth. Please allow approximately 2 inches per side.
REMEMBER ALL BOOTHS IN THE MAIN ARENA MUST HAVE FLOORING TO COVER THE CONCRETE. PLEASE PROVIDE YOUR OWN OR IT WILL BE PROVIDED FOR YOU AND YOU WILL BE CHARGED FOR IT.
3. All demonstrations, distribution of circulars, promotional materials, and personal sales activities must be confined to the limits of the exhibitor's booth. No exhibitor shall assign, sublet, or share the space assigned without the consent of the Home & Garden Show Committee. Exhibitors must display goods manufactured or dealt by them in their regular course of business, unless otherwise approved by the Home & Garden Show Committee.
4. Exhibits that include the operation of musical equipment, radios, video, sound motion pictures, or any noise-making devices must be operated so that the resulting sound will not annoy or disturb adjacent exhibitors or their patrons, and must be approved by the Home & Garden Show Committee prior to use.
5. Microphones or P.A. systems will **NOT** be allowed as outlined in your contract.
6. **Booths MUST be staffed during all Home & Garden Show hours open to the public. Failure to do this will result in forfeit of booth space and you could be asked to leave. You will not be invited back next year.**
7. Home & Garden Show Committee approval is required if any part of a display will be over eight (8) feet in height.
8. Flashing, blinking, rotating or moving lights are not allowed, without specific exception of the Home & Garden Show Committee.
9. Give-away food samples must be approved by the Home & Garden Show Committee & the Health Department.

Internet Services

Unfortunately, the fair grounds changed the wireless service therefore internet will be provided by StarTouch and available at a fee to any exhibitor needing this service. You can pay in advance with a check or the day of with a credit card. If you need the service please see added flyer in your packet.

SECURITY

Security during the Home & Garden Show

The Home & Garden Show Committee will provide Exhibit Arena Security from 5:00 PM Wednesday, March 3, 2010, through 9:00 AM Monday March 8, 2010. Security personnel are present to provide overall show security; however, you should provide adequate staffing to ensure the security of your valuable items during set-up, the show, and take-down. You may want to consider removing any small or valuable items at night. Security cannot guarantee exhibitors against loss of any nature.

AWARDS

"Best of Show" Award

The Building Industry Association of Whatcom County will be awarding a "Best of Show" award to one outstanding exhibitor in each of several categories. The judging will take place during the show and the award will be displayed on the winning booths or displays for the duration of the Home & Garden Show. A ribbon will be awarded to the Best of Show 1st, 2nd & 3rd place as well as Best of Show for the Garden 1st, 2nd & 3rd, best small booth, most creative and vendors choice. These ribbons will be awarded on Friday, March 5, 2010.

Vendors Choice Award

All vendors exhibiting in the show will have a chance to pick their favorite booth set up. Vendors are encouraged to walk around before the show opens and select their favorite booth. Forms will be handed out the night before and will need to be turned in no later than 12:00 PM (NOON) to the Home Show Station table located by the front doors. A ribbon will be awarded to the vendor who wins.

EXHIBITOR NOTES

Home & Garden Show Exhibitor Tips

- ◆ Wear comfortable shoes.
- ◆ Wear layered clothing: temperatures in the building vary depending on your booth location and outside weather conditions. It is usually quite cool/cold during set-up days. **SPACE HEATERS ARE NOT ALLOWED!**
- ◆ Selling in the Home & Garden Show is strongly suggested. Large ticket items as well as spontaneous purchase items have both done well at the Show and can help off-set your expenses.
- ◆ Consider handing out pens, pencils and other similar items with your message and your company name. Customers who pick up these items will have many opportunities to re-read your message.
- ◆ Literature should be simple and to the point.
- ◆ Action visual aids – such as silent slide shows, videos, working models, cutaways and samples – can be very effective. Customers are attracted to displays that they can touch or watch.
- ◆ Signs - Large, bright and simple can be very important. Large and expensive isn't necessary, but make sure your sign will get attention from people with a brief glance.
- ◆ Your exhibit area reflects on YOU! Keep it clean, neat and, above all, it should be staffed during all hours open to the public. Even one missed customer will cost you lost sales.
- ◆ **There will be a free seminar on how to do an effective tradeshow. This will be held Thursday, February 11th from 3-5 pm at our new office building – 1650 Baker Creek Place – See flyer insert included in this packet.**

ADMISSION

Exhibitor Wristbands

Exhibitor wristbands are required for entrance for those working your booth at the Home & Garden Show. Each exhibitor is issued the appropriate amount of wrist bands per booth; if more are needed, arrangements will be made on an individual basis through the Building Industry Association of Whatcom County. You must call prior to Friday February 26th – 360-671-4247. **A charge will be assessed for extra wrist bands at \$3.50 per band.** Exhibitors entering at the show will be charged admission if they are not wearing wristbands! Exhibitor wristbands are required for any exhibitor to enter the Home & Garden Show free of charge. ***Wristbands will NOT be available at the Show site or after February 26th.***

PARKING

Exhibitor Parking: **NEW FOR 2010! – IMPORTANT PLEASE READ!**

LIMITED Exhibitor parking will be available on the south end of the Henry Jansen Agricultural Center for the duration of the Home & Garden Show and will be reserved for Garden Vendors first. Please enter off Front Street for exhibitor entrance. All other exhibitors will have to park in the far northeast parking where the RV parking is. Also note that **NO PARKING** will be allowed behind the Home Show Building. Any exhibitor doing so will have their vehicle towed at their expense.

RV's

Vendors may park RV's overnight in the Northeast Parking Lot area. There is a fee assessed for have an RV overnight and staying on site. The fee is \$22.00 per night (\$17.00 + \$5.00 Process fee). Notices must be given to the Home Show Staff prior to the show and payment must be made in full. Payments can be made by check or credit card to the BIAWC. Please contact Diana at 360-671-4247 for reservations. You will receive a pass to park in this area. Any RV parked in this area overnight with out a pass will be towed at owner's expense.

ADVERTISING

Home & Garden Show Promotion

Exhibitors may use the registered HOME SHOW logo and the "31st Annual Whatcom County Home & Garden Show®" name in any advertising promoting their presence at the 31st Annual Whatcom County Home & Garden Show®. For information, contact Home & Garden Show administration at (360) 671-4247. All use of the name and logo must be approved by the BIAWC Staff and the Home Show Committee, before February 19, 2010. An extensive advertising campaign has been implemented already by the Building Industry Association of Whatcom County utilizing radio, print and television ads to promote the 31st Annual Whatcom County Home & Garden Show.

Official Home & Garden Show Program

The Official Home & Garden Show Program will be produced by the Lynden Tribune in cooperation with the Home & Garden Show Committee. For advertising information, please contact the Lynden Tribune at (360) 354-4444.

KAFE/KPUG Radio - Home & Garden Show Promotion

KAFE Radio will be a continuous presence during the Home & Garden Show, broadcasting live all three days. Exhibitors and customers may have the opportunity to be interviewed throughout the Home & Garden Show. For advertising information, please contact KAFE Radio at (360) 734-9790. We have a radio remote scheduled with KAFE on Saturday, March 27, 2010 from 11-2 at the Barkley Haggen.

FOOD

Exhibitor Food Give-Aways

Give-away food samples must be approved by the Home & Garden Show Committee as well as the Whatcom County Health Department. Please call prior to the show for sample approval (360) 676-6724.

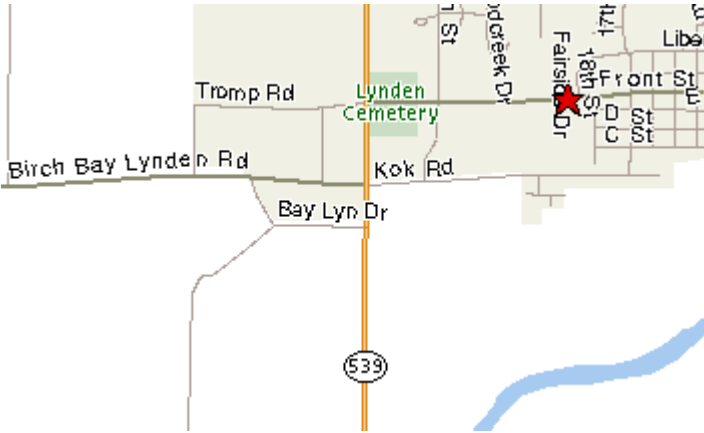
Concessions During the Show

A variety of food items will be available from our concessionaires. Food concessions will be set up in the main are of the show next to the seminar room. There is also Woods Coffee set up in booth 52 near the front doors and a Kettle Corn Vendor outside. We are also providing food recycle containers. Please encourage everyone to Recycle.

NORTHWEST WASHINGTON FAIRGROUNDS

Directions to the Northwest Washington Fairgrounds

The Northwest Washington Fairgrounds are located in Lynden, Washington at 1775 Front Street. For additional directions contact the Northwest Washington Fairgrounds Office at (360) 354-4111.



From I-5 South:

Take I-5 North to Exit 256A Guide Meridian. From exit 256A turn right onto the Guide Meridian (Highway 539). Go North approximately 10.2 miles. Turn right on Front Street in Lynden, Washington. Go East approximately 0.5 miles. The Northwest Washington Fair is located on Front Street with parking surrounding.

From I-5 North:

Take I-5 South to exit 270 Birch Bay-Lynden Rd. From exit 270 turn left onto the Birch Bay-Lynden Rd. and travel East approximately 8.2 miles. At the intersection of Birch Bay-Lynden Rd. and Guide Meridian, turn left onto the Guide Meridian. Travel

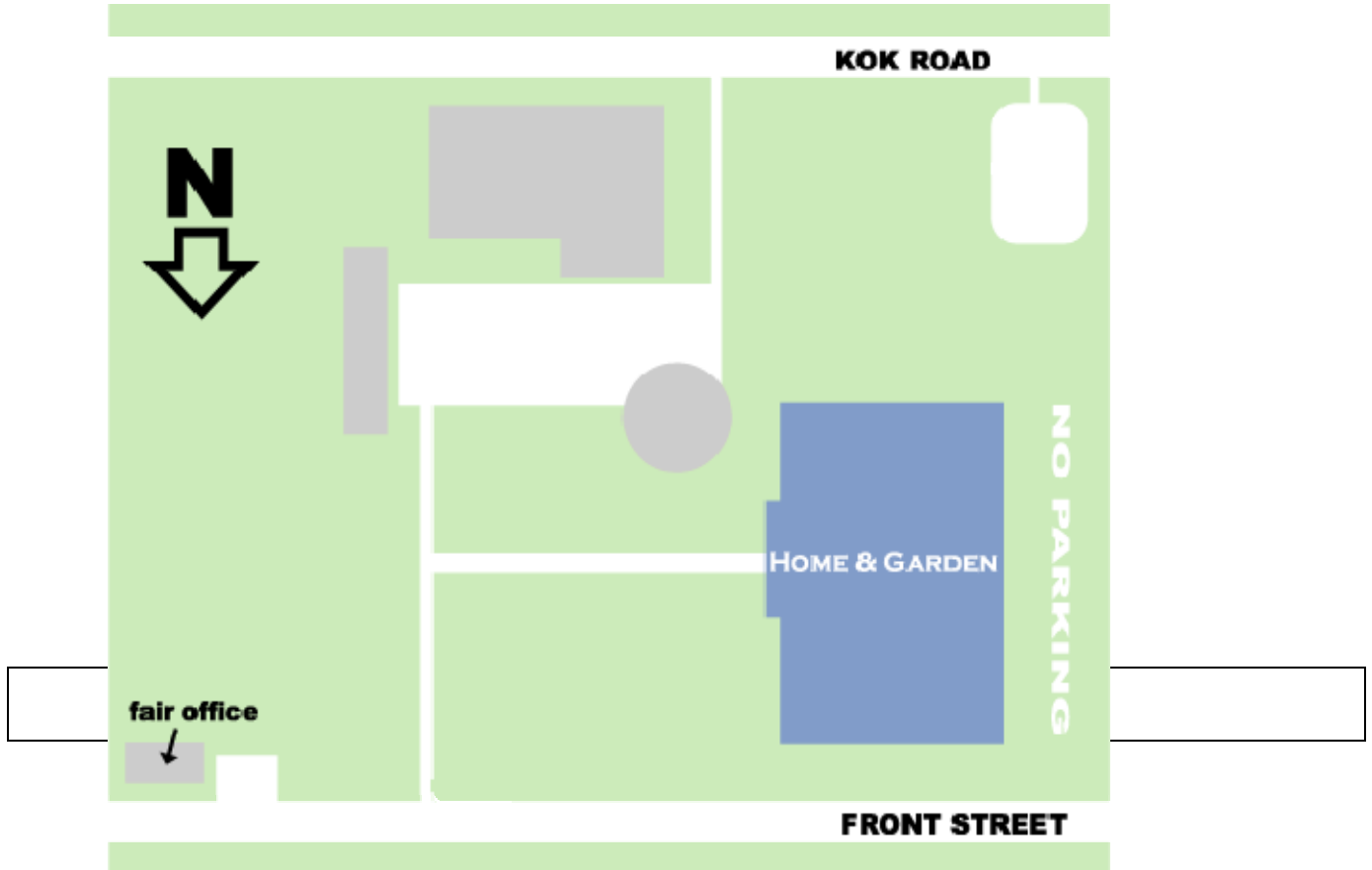
North approximately 0.2 mile, turn right onto Front Street in Lynden, Washington and travel East 0.5 miles. The Northwest Washington Fair is located on Front Street with parking surrounding.

Vehicle Entrances and Exits for Set-up and Take-down

Vehicle entrances and exits for set-up and take-down will be located on the east and west sides of the Henry Jansen Agricultural Center (Home & Garden Show building.) **There will be a truck load drop off schedule. If you need to drive a large truck into the building please contact Diana 360-671-4247 to set up a time. (also see page 5)**

Diagram of the Northwest Washington Fairgrounds

Located at 1775 Front Street, in Lynden, Washington.



Questions or Comments During the Show?

The 31st Annual Whatcom County Home & Garden Show® Committee thanks you for your interest and participation. If you have questions during the show visit the BIAWC table by the front doors. Best wishes for a successful Show!

Pacific Party Canopies: Decorator Service

Need tables, chairs, carpet, or other supplies for your booth? Contact Pacific Party Canopies at (360) 707-2115 there is also information in this packet about their services. Or visit www.whatcomhomeshow.com look under "For Exhibitors."

For Electrical Needs please see sheet enclosed, visit www.whatcomhomeshow.com or call Edlen at (206) 781-2411

Area Hotel Accommodations

Coming to the Home & Garden Show from out of town? Contact the Bellingham/Whatcom County Convention & Visitors Bureau at (360) 671-3990, by email at tourism@bellingham.org, or visit their website at <http://www.bellingham.org> for information about local accommodations.

You can also contact local Lynden hotels: visit www.lynden.org/visiting/accommodations.php or call (360) 354-5995. *Homestead- Great Links Resort in Lynden | 115 E. Homestead Blvd. - offers special on-line rates starting as low as \$80. Visit their website: www.homesteadfarmsgolf.com or (800) 354-1196.*

THANK YOU

31st Annual Whatcom County Home & Garden Show® Committee

David Latham, 2010 Home Show Chair
Tally Rabatin, Dream Maker Bath & Kitchen – Vice Chair
Dave Hawkins, Past Chair, United Rentals
Scott Corzine, Puget Sound Energy
Terry Lehmann, Lehmann's Maytag Home Appliance Center
Mitze Kester, The Lynden Tribune
Sidney Stonecypher, Peoples Bank
Mike Sherby, Bellingham Promotional Products
Jamie Webster, Cascade Radio Group
Doug Bascom, H&L Aluminum
Jacob Petz, Oasys Office Automation Systems

2010 Sponsors

Bellingham Plumbing & Heating
KAFE Radio
Lynden Tribune
DreamMaker Bath & Kitchen
Woods Coffee
Peoples Bank
Comcast
Bellingham Alive!

2009 Show Contacts

Diana Bailey – Home & Garden Show Director, (360) 671-4247
Jeff Watts – Pacific Party Canopies (360) 707-2115
Meleyne Mudaliar – Edlen Electrical Services, (206) 781-2411