



**March 2-4, 2012**

**Northwest Washington Fairgrounds  
Lynden, Washington**

Presented by:



**BUILDING INDUSTRY ASSOCIATION OF WHATCOM COUNTY**

Sponsored by:





**IMPORTANT EXHIBITOR  
INFORMATION  
CONTAINED IN THIS HANDBOOK**



# Table of Contents

<b>Schedules:</b>	
Show Dates & Time.....	5
Exhibitor Set-up Dates and Times.....	5
Exhibitor Take-down Dates and Times.....	6
<b>Displays:</b>	
Exhibitor Booth Furnishings.....	6
Use of Display Space.....	7
Internet.....	7
<b>Security:</b>	
Security During the Home & Garden Show .....	7
<b>Awards:</b>	
“Best of Show” Award.....	8
<b>Exhibitor Notes:</b>	
Home & Garden Show Exhibitor Tips.....	8
<b>Admission:</b>	
Exhibitor Wristbands.....	9
Exhibitor Parking and Entrance.....	9
<b>Parking:</b>	
Exhibitor Parking.....	9
RV Reservations.....	9
<b>Advertising:</b>	
Home & Garden Show Promotion.....	9
Official Home & Garden Show Program.....	9
KAFE Radio – Home & Garden Show Promotion.....	10
<b>Food:</b>	
Exhibitor Food Give-Aways .....	10
Concessions During the Show .....	10
<b>Northwest Washington Fairgrounds:</b>	
Directions to the NW Washington Fairgrounds.....	10
Vehicle Entrances and Exits for Set-up & Tear Down .....	10
Diagram of the NW Washington Fairgrounds.....	11
<b>Contacts And Information:</b>	
Questions or Comments.....	11
Pacific Party Canopies: Decorator Service.....	11
Area Hotel Accommodations.....	11
<b>Thank You:</b>	
33 <sup>rd</sup> Annual Home & Garden Show Committee.....	12
Sponsors .....	12
Show Contacts .....	12

# SCHEDULE

## 33rd Annual Whatcom County Home & Garden Show Dates and Times

Friday, March 2	10:00 AM - 8:00 PM
Saturday, March 3	10:00 AM - 8:00 PM
Sunday, March 4	10:00 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, February 27**

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

**Garden vendors** can start setting up Monday, February 27 after 1:00 PM. Garden vendors MUST be done hauling in items by Wednesday, February 29. Pavers will go down on Wednesday!

**Tuesday, February 28 -  
Wednesday, February 29**

**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 Sharon 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 1**

**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 2**

**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 2. Judges for the "Best of Show" awards will begin circulating through the Show at this time.

**Friday, March 2 -  
Sunday, March 4**

**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. **FOR VENDORS ONLY! NO CHILDREN ALLOWED!**

Friday, March 2

**8:00 PM - 9:00 PM – VENDOR RECEPTION**

Join the Home Show Committee as we invite you to stay until 9:00PM to enjoy some Pizza & Pop. This will give you an opportunity to network with other vendors, walk around the show and visit other booths and talk with the Home Show Committee. Please let us know if you plan to stay. SEE INSERT FLYER!

**Exhibitor Take-Down Dates and Times**

Sunday, March 4

**5:30 PM - 10:00 PM**

**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 5

**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 33<sup>rd</sup> 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 (electrical provided by Edlen – see inserted paperwork). 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 4, 2012 after the show ends. If you decide to remove your booth on Monday March 5, 2012 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 2, 2012.**
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. 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, February 29, 2012, through 9:00 AM Monday March 5, 2012. 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

**2012 Booth Judging Criteria** There are changes to how the booths will be judged for the 2012 show. Only four ribbons will be awarded. There will no longer be a 1st, 2nd and 3rd place category. Below are the categories and criteria booths will be judged:

## Categories:

- Best of Show Large Booth
- Best of Show Small Booth
- Best of Garden
- Vendors Choice

## Criteria:

- Creativity
- Use of Space
- How was the booth different from last year
- Overall presentation Including:
  - Flow of booth
  - Visual Aesthetics
  - Informative of company & Product

## 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 sponsored by BIAWC and the Whatcom County Chamber of Commerce. We will send an email to all vendors with the date and time of this seminar in early February.

## 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 24th – 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 24th. Wristbands are for the use of exhibitor staff only, must be worn and are not to be given to friends/guests for entrance.**

## PARKING

### Exhibitor Parking: **NEW FOR 2012! – 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. The fee is \$25.00 per night to have an RV overnight and staying on site. Reservations and payment can be made by visiting [www.whatcomhomeshow.com](http://www.whatcomhomeshow.com). Upon receiving payment in full, we will send you your pass. Any RV parked in this area overnight without a pass will be towed at the owner's expense. Phone Sharon at 360-671-4247 with any questions.

## ADVERTISING

### Home & Garden Show Promotion

Exhibitors may use the registered HOME SHOW logo and the “33<sup>rd</sup> Annual Whatcom County Home & Garden Show®” name in any advertising promoting their presence at the 33<sup>rd</sup> 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 17, 2012. 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 33<sup>rd</sup> 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 104.1 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, February 25, 2012 from 11-2 at Walkers Carpet One on Bakerview. We will be promoting the 2012 giveaways sponsored by KAFE 104.1 & DeWaard & Bode. Kids coloring contest sheets will also be given out. For more information on these two items visit [www.whatcomhomeshow.com](http://www.whatcomhomeshow.com).

## 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 area of the show. This year will feature food by: Diego's Mexican Grill, Hilltop Restaurant and Catering, & Jakes Western Grill. 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 recycling 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

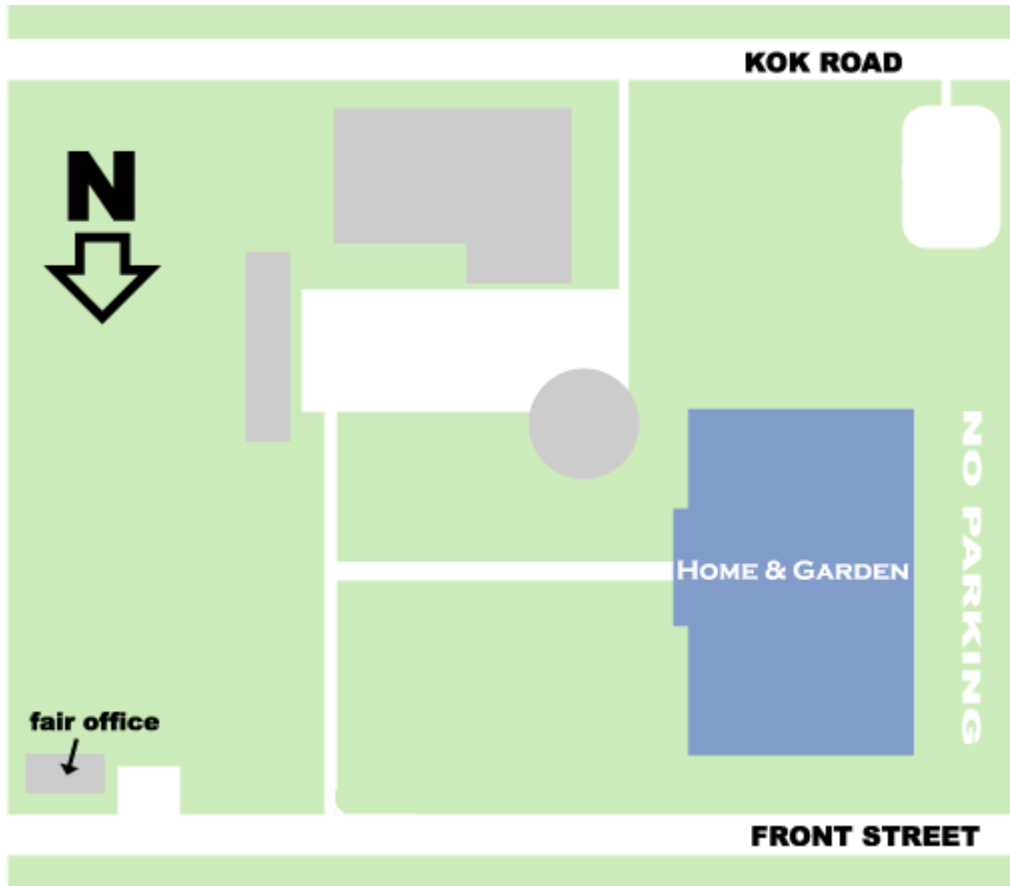
North approximately 0.2 mile, turn right onto Front Street in Lynden, Washington and travel East 0.5 miles. The Northwest Washington Fair is located on Front Street with parking surrounding.

### 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 Sharon 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.



## **CONTACTS AND INFORMATION**

### **Questions or Comments During the Show?**

The 33<sup>rd</sup> 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](http://www.whatcomhomeshow.com) look under "For Exhibitors."

For Electrical Needs please see sheet enclosed, or visit [www.whatcomhomeshow.com](http://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](mailto: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](http://www.lynden.org) or call (360) 354-5995.

# THANK YOU

## **33<sup>rd</sup> Annual Whatcom County Home & Garden Show® Committee**

Tally Rabatin, 2012 Home Show Chair, Totally Unique Designs  
Mitze Kester, 2012 Home Show Co-Vice Chair, The Lynden Tribune  
Susie Betts, 2012 Home Show Co-Vice Chair, Solutions Electrical  
Rob Bonner, Cascade Radio Group  
Monty Smith, M.C. Smith Construction  
Tim Donnelly, Special T Signs & Graphics  
Norman Green, Copies Now  
Steve Gray, Peoples Bank  
Bob Hagedorn, Snapper Shuler Kenner Insurance

## **2012 Sponsors**

DeWaard & Bode  
KAFE 104.1 Radio  
Lynden Tribune  
Walkers Carpet One  
Peoples Bank  
Comcast  
Bellingham Alive!

## **2012 Show Contacts**

Sharon Kingston – Home & Garden Show Director, (360) 671-4247  
Jeff Watts – Pacific Party Canopies (360) 707-2115  
Mark Galstaun – Edlen Electrical Services, (206) 781-2411