



GREATER POCONO HOME AND OUTDOOR LIVING SHOW MARCH 28th - 29th, 2020 KALAHARI RESORTS & CONVENTIONS

Company Name _____ Primary Contact _____
Address _____ City, State & Zip _____
Phone _____ Fax _____
Email _____

What product are you displaying? _____

What is the approximate weight of your display? _____

Preferred Booth Location _____ (1st Choice) _____ (2nd Choice) _____ (3rd Choice)

This agreement constitutes your contract with the Pocono Builders Association for exhibit space at the Greater Pocono Home & Outdoor Living Show at Kalahari Resorts & Conventions in Mt Pocono, PA. **Show hours are Saturday, March 28th from 10:00 am—6:00 pm and Sunday, March 29th from 10:00 am - 5:00 pm (Exhibit load in and set up is Friday, March 27th from 12:00 pm to 8:00 pm. Break down is Sunday March 29th from 5:00 pm to 9:00 pm).** Space is assigned on a first-come, first-served basis, following the receipt of this completed exhibitor agreement and deposit or full payment. Payment must be made in full by March 1, 2020. I have read the Exhibitor Rules and Regulations on the reverse side and this Exhibit Agreement fully and understand

Requested Item	Members	Non-Members	Total
10' D x 10' W booth	\$750	\$950	_____
10' D x 20' W booth	\$1,400	\$1,800	_____
10' D x 30' W booth	\$2,050	\$2,550	_____
10' D x 40' W booth	\$2,700	\$3,200	_____
20' D x 20' W booth	\$2,700	\$3,200	_____
10' D x 50' W booth	\$3,350	\$3,750	_____
10' D x 60' w booth	\$4,000	\$4,300	_____
20' D x 30' W booth	\$4,000	\$4,300	_____

Electric - 200 Amp service \$100 _____

If Paid in Full by 12/1/19 \$100 Discount **Subtract \$100** _____

(Discount only applies if payment received by 12/1/2019) _____

TOTAL _____

50% Due Today to reserve your booth _____

Balance Due By 3/1/2020 _____

PAYMENT SCHEDULE

Booth rental due in full by 3/1/20

Please make your checks payable to:

Pocono Builders Association

745 Main Street, Ste 203, Stroudsburg, PA 18360

CANCELLATIONS/REFUNDS

They are no refunds on the initial deposit.

Cancellations received in writing prior to 2/14/2020 will be refunded in full, minus a \$200 cancellation fee.

No refunds will be issued after 2/14/2020

Booth Rental Includes:

Booth is 10' wide by 10' deep, 8' high back drop, 3' high side rails, draped and skirted 6' table, 2 chairs, waste basket, booth header sign, listing in show program.

____ Member ____ Non-Member

Name of local HBA: _____

(See Item D on page 2)

Signature _____ Date _____

Charge \$ _____ to my: _____ Visa _____ MasterCard _____ AMEX _____

Credit Card Account Number: _____ Expiration Date: _____ Security Code: _____

Cardholders Name: _____

Address _____ City, State & Zip _____

Signature _____ Date: _____

____ I authorize the Show to process the above credit card for any balance due according to the payment schedule above.

____ Please invoice me for the final payment.

Display Regulations:

- 1. Exhibitors shall have at least one attendant at their booth at all times while the Greater Pocono Home and Outdoor Living Show (herein referred to as “Show”) is open to the general public.
- 2. Loud sound displays or flashing light displays are not permitted.
- 3. Rear booth partition drapes are 8’ high. Aerial displays must be safely anchored within the exhibit booth. The Show does not permit any part of, or item within the exhibitor’s booth to exceed 12’ in height, without prior written approval from Pocono Builders Association herein referred to as “Show Management”. Displays over 8’ in height must be masked where the display is visible over a neighboring exhibitor’s booth. Displays must be confined to actual rented space, with no elements extending into the aisle.
- 4. Displays cannot block neighboring booths. Display elements over 3’ high must be setback 3’ from the aisle. Raw plywood, cardboard, or other structural material must be painted or appropriately covered if visible from another booth.
- 5. Exhibitors shall use care not to deface floors, walls, or columns of Kalahari Resorts & Conventions (herein referred to as “Venue”), including the booth equipment provided and/or rented for the Show. DO NOT hang items from the drapery or drapery frames or from walls. Exhibitors will be liable for such damage resulting from acts of these types.
- 6. Exhibitors shall use care not to disrupt the flow of traffic in front of booths. Demonstrations that tend to attract large gatherings in the aisles in front of booths are prohibited.
- 7. The use or dispensing of any alcoholic beverages from any booth is prohibited.
- 8. Exhibitors shall not sell food or beverages.
- 9. Exhibitors are responsible for the cleaning and maintenance of their booth and must keep the booth fully assembled and in presentable condition at all times during the Show.
- 10. All displays shall conform to the Show & local Fire Marshall’s inspection requirements. Display materials shall be nonflammable or flame retardant.
- 11. Propane or Helium tanks or other highly flammable or potentially explosive materials are prohibited inside the exhibit hall.
- 12. Exhibitors shall not assign or sublet any part of their assigned space; nor may two or more unrelated companies share a single space or combine their reservations. **All exhibitors must be paid in full by March 1, 2020.** There are no refunds on initial deposit. Cancellations must be received in writing prior to: 2/14/2020 for refund minus \$200 cancellation fee. No refund will be issued after 2/14/2020.
- 13. Balloons are not permitted to be used as booth décor and are not permitted to be distributed to attendees.
- 14. Cash & carry sales may be conducted from an Exhibitor’s booth only if the exhibitor has proper permits and License(s). The Exhibitor is responsible for reporting and paying all sales taxes (where applicable). Contracts may be signed and deposits accepted.

B. Unethical Practices:

- 1. No soliciting for business by any Exhibitor or his/her representative(s) is permitted at the booth(s) of other Exhibitors, or in the aisles. Exhibitors must remain within their contracted booth space.
- 2. Samples, catalogues, pamphlets, publications, and any other promotional material may be distributed by an Exhibitor only from within his/her booth.
- 3. Unethical or inappropriate conduct, or infractions of these Guidelines and Regulations by an Exhibitor or by an Exhibitor’s representative(s), may result in dismissal from Show. Show management reserves the right to stop or if necessary, remove from the Show an Exhibitor, or their representative(s) performing an act or practice that, in the opinion of Show Management, is objectionable or detracts from the dignity of the show. In such an event, it is specifically understood by the Exhibitor that no refund will be made, and that no demand for redress will be honored from the Exhibitor, the Exhibitor’s representative, or any agent for the Exhibitor.

C. Security:

- 1. Exhibitors are urged to remove valuable property from the premises during non-exhibit hours of the Show. The Show and Venue are not responsible for lost or stolen property.
- 2. **Exhibitors shall use the designated exhibitor parking lot during exhibit hours.**

D. Member vs. Non-member Rate

In order to qualify for the member rate, vendors must be a member in good standing with: Carbon , Wayne/Pike, BIANEPA or the Lehigh Valley HBA’s. PBA staff will confirm your membership with your local or state association.

E. Liability:

- 1. Exhibitors are liable for any damage to the exhibit hall floors, walls, or columns; to standard booth equipment rented or provided; and to the property of other Exhibitors that they may damage.
- 2. Exhibitors are responsible for their own insurance to cover all contingencies including, but not limited to, theft, property damage, public and private liabilities, and worker’s compensation. A liability limit of no less than \$1million per occurrence is required. A Certificate of Insurance naming the Pocono Builders Association and Kalahari Resorts & Conventions as additional insured is required of all exhibitors by 2/7/20.
- 3. The Show, Show Management and Venue will not be responsible and does not guarantee against loss, damage, or injury that may occur to the Exhibitor; the Exhibitor’s employees, representatives or agents; or any property related thereto; from any cause whatsoever prior, during, or subsequent to the Show. The Exhibitor expressly releases the Show, Show Management and Venue, and agrees to indemnify the same against all claims for such loss, damage, or injury. If any action by the Exhibitor before, during, or after the Show causes legal action against the Show, Show Management or Venue, the Exhibitor will be solely responsible for any and all resulting legal costs.

F. Insurance: A liability limit of no less than \$1million per occurrence is required. A Certificate of Insurance naming the Pocono Builders Association and Kalahari Resorts & Conventions as additional insured is required of all exhibitors by 2/7/2020.

G. Set Up/Tear Down: Move vehicles immediately after unloading.

- 1. Exhibit times are Saturday, March 28th from 10:00 am to 6:00 pm and Sunday, March 29th from 10:00 am – 5:00 pm
- 2. Installation and Booth Set up will be Friday, March 27th from 12:00 pm –8:00 pm. If an Exhibitor fails to occupy space assigned for the Show by 8:00 p.m. Friday, March 27th or fails to comply in any other respect with the terms set forth for the Show, the Show reserves the right to use such space in any manner whatsoever, without releasing the Exhibitor from the financial obligation agreed upon when the Exhibitor’s reservation was accepted, from infraction of these Guidelines and Regulations, or from any other financial obligations incurred through the Exhibitor’s anticipated occupancy in the Show. Park in designated exhibitor parking areas.
- 3. **Dismantle and Tear Down begin at 5:00 p.m. on Sunday, March 29th and must be complete prior to 9:00 p.m. Exhibitors shall keep their displays and products fully assembled until the end of the show. Do Not Pack Up Early! Exhibitors who pack up early will be ineligible to participate in future events.**
- 4. If an Exhibitor fails to remove any item from the exhibit hall by 9:00 p.m. on Sunday, March 29th, the Show in its sole discretion will remove the item. The Show, Show Management or the Venue is not responsible for any loss or damage that may occur to any item during this process. It is the Exhibitors responsibility to reimburse Show Management a removal fee of \$250 plus any cost associated with the removal and/or storage of the item, prior to Show Management releasing the item to the Exhibitor.

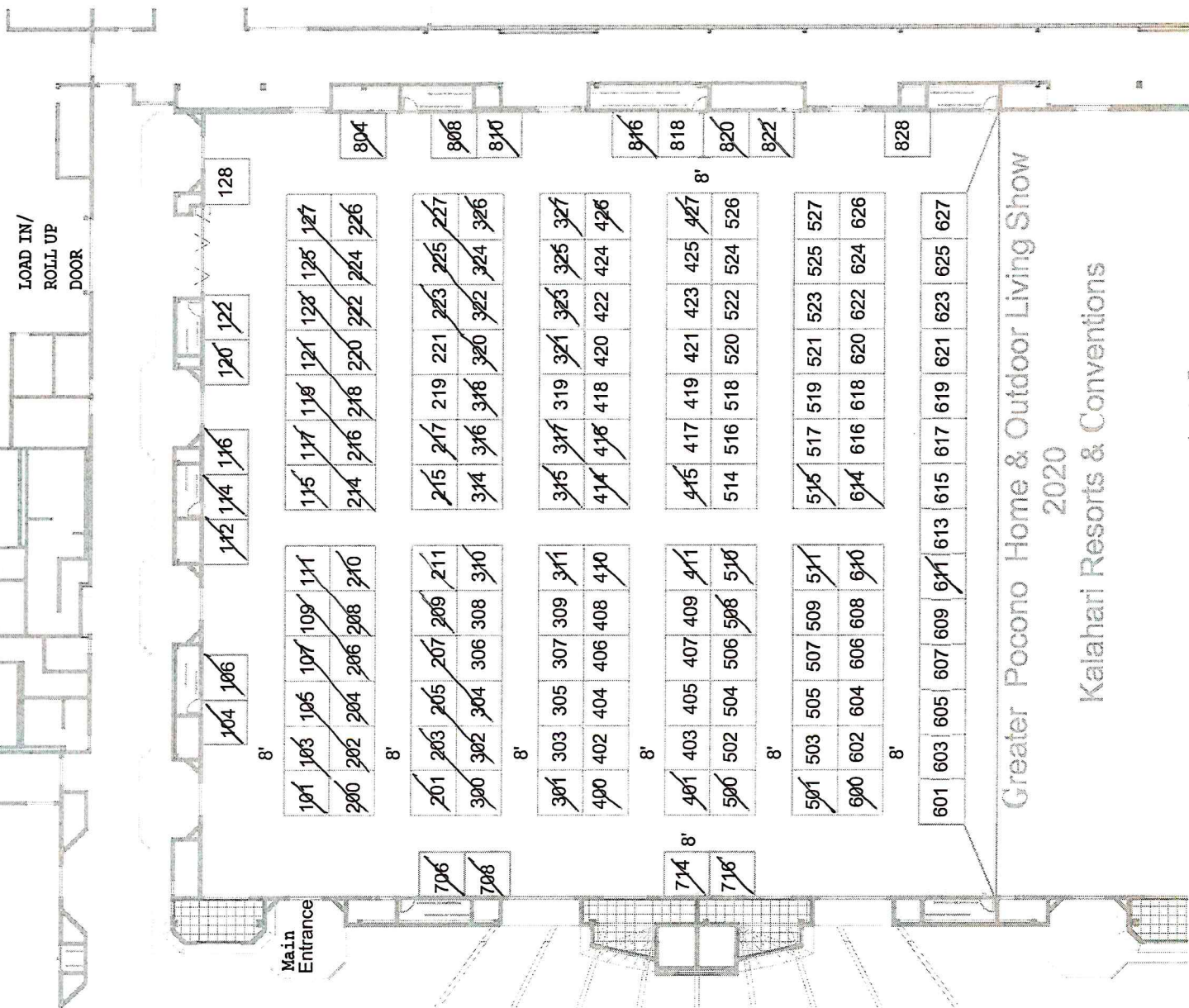
H. Vehicles and Large Equipment

To protect the carpet of the Kalahari Resort all vehicles, heavy equipment and forklifts must be pre-approved before the event. Vehicles and large equipment can not be placed in the ballroom without supervision of a Kalahari staff member. Proof of insurance to cover damages must be provided by the exhibitor. All displays must adhere to all local and state laws. Any display booth item over 50 pounds must be brought in though the loading dock entrance.

I. Other: All matters and questions not covered by these regulations are subject to the decision of the Show Management. Show Management may amend these rules and regulations at any time and all amendments that may be made shall be equally binding upon publication on all parties affected by them as the original regulations.

- 2. The decision of Show Management is final in any disagreement between Exhibitors.
- 3. Show Management reserves the right to modify the floor plan at any time and alter locations of exhibitors or booths or show activities, without notice, to present a more successful show if deemed in the best interest of the show.
- 4. In the event that the Show shall be partly or totally destroyed by fire, or the elements, or by any other cause, or in case any other circumstances shall make it impractical for the Show Management to permit the contracted space to be occupied by an Exhibitor, then this agreement shall terminate, and the Exhibitor shall waive any claim for damages or compensation except the prorated return of the amount for space rental.

*To qualify for Member rate, membership will be confirmed by PBA staff.



Greater Pocono Home & Outdoor Living Show
2020
Kalahari Resorts & Conventions

2020 Greater Pocono Home & Outdoor Living Show

March 28 & 29, 2020

Sponsorship Opportunities

Title Sponsorship (1) available \$4,000 or \$3,000 depending upon booth selection

- (3) booths (10'X30' for \$4,000) or (2) booths (10'X20' for \$3,000) included – location TBD by vendor
- Right of first refusal at the following year's show
- Promoted as Title Sponsor of Home Show
- Banner ad on Home Show website with a link to your website
- Logo/name in all print media
- Logo on video ads
- Logo/name on selected show signage and billboards
- Name mentioned on all radio spots
- Logo/ad on the JUMBO screens during the show

Platinum Sponsorships \$2,750 (2) available

- (2) booths (10'X20') included – location TBD by vendor
- Right of first refusal at the following year's show
- Promoted as Platinum Sponsor of Home Show
- Logo/name prominent in print media
- Logo on video ad
- Logo/name on selected show signage and bill boards
- Logo/name on Home Show website with link to your website
- Logo/ad on the JUMBO screens during the show

Gold Sponsorships \$1,500 (5) available

- (1) booth (10' X 10") – location TBD by vendor
- Right of first refusal at the following year's show
- Name prominent in print media
- Logo/name on selected show signage and bill boards
- Logo/name on Home Show website
- Logo/ad on the JUMBO screens during the show

Show Screen Sponsor \$200 (22) available

- Logo/Ad displayed on JUMBO screen during the show
- Ad will run with 10 other ads for 10 second slots throughout the weekend of the show

Flyer or brochure in consumer bags \$100 (10) available

- Vendors provide 2,000 flyers or brochures
- Staff will insert flyers or brochures in consumer bags to be distributed at show





GREATER POCONO HOME AND OUTDOOR LIVING SHOW

March 28 – 29, 2020

KALAHARI RESORT & CONVENTIONS

If you would like to sponsor something we haven't thought of, call Dottie Gentile at (570) 885-7376

Company Name _____ Primary Contact _____
Address _____ City, State & Zip _____
Phone _____ Fax _____
Email _____ Sponsor level _____

Sponsorship Form

Due to the limited quantity of opportunities, sponsorships will be awarded on a first-come, first-paid basis. Please email logo in a JPG or PDF format to pocbldr@ptd.net. Please make your checks payable to and mail to: Pocono Builders Association (memo: Home Show), 745 Main Street, Ste. 203, Stroudsburg, PA 18360.

Please charge my card for the:

____ TITLE ____ Gold ____ Screen ____ Your Flyer/Brochure distributed to every
Consumer who enter the show

Signature _____ Date _____
Charge \$ _____ to my: _____ Visa _____ MasterCard _____ AMEX
Credit Card Account Number: _____ Expiration Date: _____ Security Code: _____
Cardholders Name: _____
Address _____ City, State & Zip _____
Signature _____ Date: _____

DRIVE MORE PEOPLE TO YOUR BOOTH!!!!

**ONLY AVAILABLE TO COMPANIES REGISTERED FOR
THE 2020 GREATER POCONO HOME & OUTDOOR LIVING SHOW.**

LIMITED NUMBER OF ADVERTISING SPOTS ON THE JUMBO SCREENS

**DISPLAY YOUR COMPANY'S LOGO AND/OR ADVERTISEMENT ON A JUMBO
VIDEO SCREEN HIGH ABOVE THE EXHIBIT HALL FLOOR
DURING THE ENTIRE WEEKEND OF THE SHOW**

- **MARKET A SHOW SPECIAL!**
- **GAIN ADDITIONAL EXPOSURE!**
- **CREATE EXCITEMENT!**

*YOUR SPOT WILL ROTATE WITH 9 OTHER ADVERTISERS ON ONE OF THREE JUMBO SCREENS
SPECIAL SHOW RATE ONLY \$200*

CALL 570-885-7376 OR EMAIL POCBLDRS@PTD.NET FOR MORE INFORMATION OR TO SIGN UP

*IF YOU RESERVE BY FEBRUARY 1ST, YOUR COMPANY WILL ALSO BE LISTED AS A SCREEN S
PONSOR IN THE SHOW GUIDE!!!*

Company Name _____ Primary Contact _____
Address _____ City, State & Zip _____
Phone _____ Fax _____
Email _____ Sponsor level _____

Due to the limited quantity of opportunities, ad space will be awarded on a first-come, first-paid basis.
This form must be in by February 1, 2020 to be listed as a screen sponsor in the home show guide/program.

Please email logo/ad in a JPG or PDF format to pocbldrs@ptd.net . Please submit your ad/logo by
February 12, 2020. Please make your checks payable to: Pocono Builders Association
745 Main St., Ste. 203, Stroudsburg, PA 18360

Please charge my card

Signature _____ Date _____
Charge \$ _____ to my: _____ Visa _____ MasterCard _____ AMEX _____
Credit Card Account Number: _____ Expiration Date: _____ Security Code: _____
Cardholders Name: _____
Address _____ City, State & Zip _____
Signature _____ Date: _____