

**Home, Garden and Lifestyle Show
Exhibitor Information**

**SHOW HOURS Saturday 9am – 6pm and Sunday 10am – 5pm.
EXHIBITOR STAFF MUST PARK VEHICLES IN THE SOUTH LOT ALONG THE FENCE
TO AVOID BEING TOWED.**

I. Show Schedule

Tuesday, March 11th Buildings B & F and those with larger booths may setup with advanced approval

Thursday, March 13th Set-up of booths
PLEASE NOTE: Only tape provided by the WFCG may be used on the floor in Building A. Damage incurred by non-compliance is at the booth holder's expense.
8:30 a.m. – 6 p.m.

Friday, March 14th Set-up of booths continue. It must be completed no later than 5:00pm so you are ready for the opening on Saturday morning at 9:00am.

PLEASE NOTE, ONLY HOOKS PROVIDED BY MIDSTATES CAN BE USED ON THE PIPE AND DRAPE, NO TAPE, SAFETY PINS, CLIPS, STAPLES OR ZIP TIES OR YOU WILL BE CHARGED

Saturday, March 15th **Show opens at 9 a.m.** All booths must be staffed and looking professional.

Show closes at 6 p.m. All exhibitors must remain open until closing time.

Sunday, March 16th **Show opens at 10 a.m.** All booths must be staffed and looking professional.
Show closes at 5 p.m. All exhibitors must remain open until closing time. You may begin tearing down your booth after 5 p.m., not before.

Monday, March 17th Tear down of booths – must be done by 5pm. Any floor adhesives, materials used in your booth, and rubbish must be completely removed before vacating the premises. Failure to do so will result in an added charge to you, as you will be billed for any damage or expenses BRAG ANN ARBOR incurs on your behalf.

II. Vendor passes – honor system – None needed. Let the ticket sales personnel know that you are working your booth.

III. Booth design

- a. Carpeting on the floor or suitable floor covering.
- b. Electrical
 - NO SPACE HEATERS
 - Each participant may use up to 1 electrical plug – additional plugs will cost \$15 per day per plug (not to exceed 2) NOTE: 220 is not available unless requested in advance
- c. Name of business visible
- d. WiFi available in ALL Buildings - \$50 (includes both days of the show).
- e. Literature about company/product
- f. Chairs, tables, skirting for table – Mid-States Exposition for rentals
- g. Cleaning supplies to keep booth looking good
- h. Sound equipment – be courteous to surrounding booths
- i. Stay within your space – no selling into the aisles**
- j. Height of booths – 8 ft. maximum in back – 3 ft. on sides

(If you block your neighbor's booth and that's disturbing to those around the area, you will be asked to change your display.)

IV. Home Show Marketing

- Company name on BRAGAnnArbor.com with link when provided with web address. Listing in the show publication as well as reduced cost advertising opportunities for exhibitors only.
- Complimentary Tickets – **minimum 100 per exhibitor**
- Radio Advertising on: 1290 WLBY AM – To sign up for an interview contact pnowakowski@bragannarbor.com
- Direct email to over 2,000 subscribers of the BRAG Ann Arbor newsletter
- Ads in Ann Arbor Observer, MLive.com, The Ann Arbor News, The Sun Times News, (NEW-direct mail 100,000 residence) HomePros tabloid and Comcast.
- Home Show book distribution: 10,000 copies in The Ann Arbor News approximately 1 week before event and more in local businesses and at Show entrance.
- FREE Ticket offer that will be sent to you via email to share on social media, mass email and online. This also goes to our email distribution list of over 1,000 recipients gathered from previous events.
- Online advertising on MLive.com, Social Media: Facebook, LinkedIn, Instagram.
- Banners at the Washtenaw Farm Council Grounds and outdoor signage (weather permitting).

V. Company Marketing

- Advertising in the Home Show Publication
- Banner Space/truck parking on/at the fence
- Staked signs not to exceed 4

VI. Home Show Staff

There will be a representative from the Builders and Remodelers Association on-site during set up. If you have a problem during the show, there will be a BRAG ANN ARBOR staff person at the ticket booth.

VII. Final payments on Home Show Booths – an extra \$100 will be assessed for any exhibitor not making the final payment on booth space by February 15th.

VIII. Do's & Don'ts

- Do not give out helium balloons. The balloons get stuck in the fans & heaters.
- Do not give out yardsticks. Kids use them as toys and someone could get hurt.
- Do not wait to order your carpeting, tables & chairs on set up day. **Order in Advance! Discount deadline is March 3rd.**
- **Do not hand tickets out to the public on the FCG premises.**
- Do not put fliers on car windshields in parking lot – You will be charged for cleanup
- **Do not park along the buildings. The spaces in front of the buildings are RESERVED FOR THE HANDICAPPED. Exhibitors must park in the south lot along the fence line. Gravel parking closer to the buildings is for the attendees!**
- Do have a wonderful show.

IX. Questions: Contact Andrea Salemi prior to the show at 734.996.0100 or by email at asalemi@bragannarbor.com. During the show at 734.646.8781