

Asheville Civic Center

March  
16,17 & 18  
2012

WESTERN NC  
**HOME & GARDEN**  
LAWN  
2012 SHOW

*Each year  
more than 250  
exhibitors come  
together for the best  
home show in the  
Carolinas!*

**For the last 36 years we have been known to the Carolinas as The Western Carolina Home Show.**

Join us in 2012 for the ALL NEW Western Carolina Home Lawn & Garden Show in the newly renovated Asheville Civic Center in Asheville, North Carolina! [www.wnchomegardenshow.com](http://www.wnchomegardenshow.com)

## HOW DO CONSUMERS BUY YOUR PRODUCTS?

If you are anything like the millions of other businesses in the United States right now, you are searching for ever more creative ways to reach your customers. In-person events are still holding strong...and getting stronger!



One area of growth in this economy is the trade show industry getting consumers in front of vendors with relevant products for them. The Center for Exhibition Industry Research (CEIR) announced in August that the numbers for the first half of 2011 showed the trade show industry is outperforming the overall U.S. economy. Attendance at events in the first half of the year grew. As a business owner you know the value of speaking face-to-face with prospects who are already interested in what you have to offer. The 2012 Western Carolina Home Lawn & Garden Show recognizes that times are tough, so we are making every effort in our 2012 show to put the right prospects in front of you. For the show this year, we have changed the name slightly to reflect the large interest in gardening in the Western Carolina market. We will also be publishing our own Home Show printed program and promoting our exhibitors online and off. We have partnered with five powerful media partners and tripled our marketing budget to bring more ready-to-buy consumers through the doors to visit your booth! Those of you that have exhibited with us before you will see some changes to increase traffic and awareness. If you haven't, give us a try. You'll love the results!

### Face-to-Face Events Still Strong

Businesses are still utilizing the value of face-to-face opportunities to reach new prospects and present their products and services in a more controlled environment. This year exhibitors may access a training workshop to help create success at the 2012 Home Lawn & Garden Show.

# CAROLINA CONCOURSE

The Carolina Concourse Level will be expanded this year, giving more space and more diversity to the multitude of exhibitors that bring our home show participants back year after year.

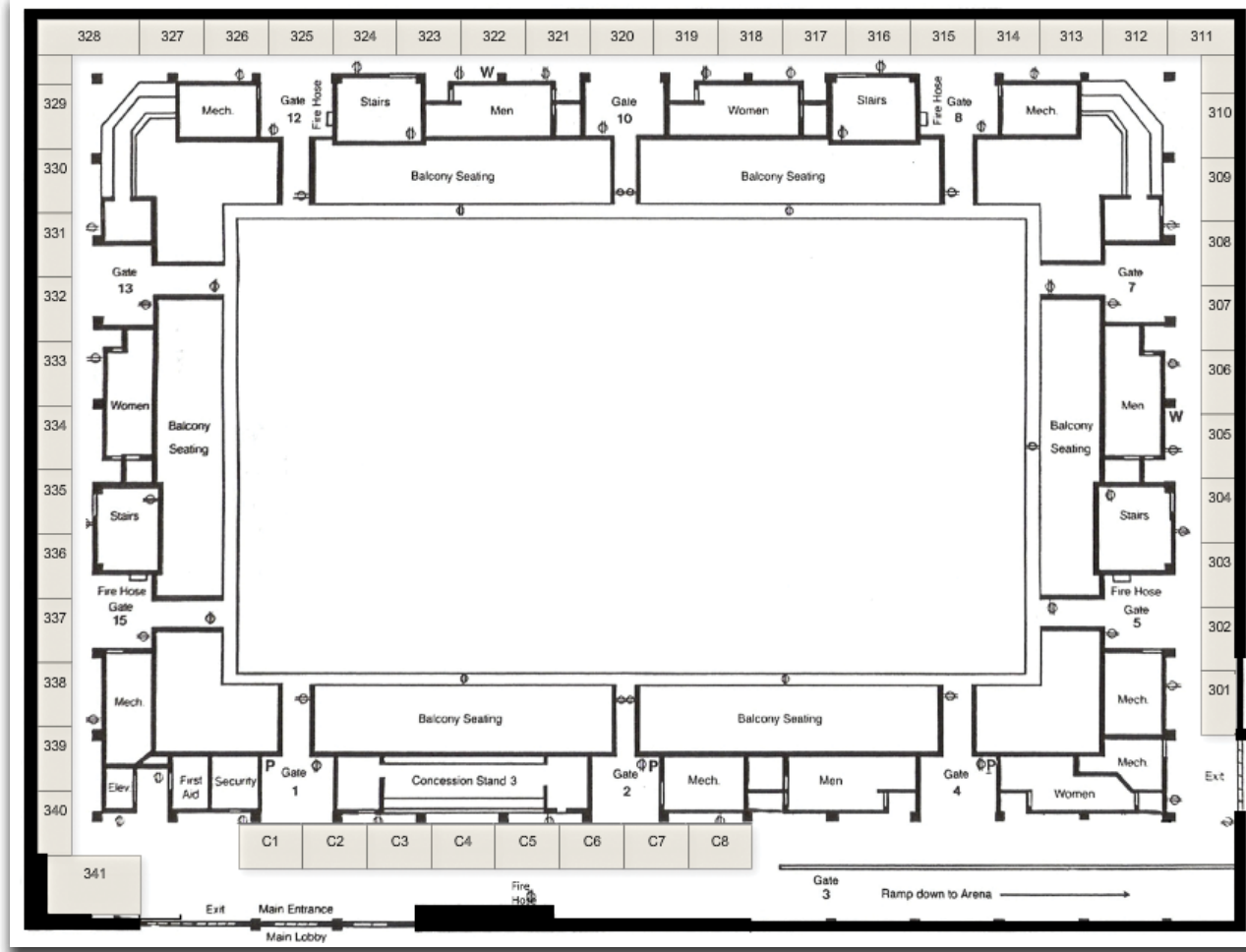
The re-opening of the concourse level creates an opportunity for many businesses to join the Home, Lawn & Garden Show. Thousands of people come to the home show each year looking for unique and inventive ways to add value to their home and to their overall quality of life.

The Concourse Level of the Asheville Civic Center wraps around the entire facility. It has beautiful natural light and views of the Asheville area through large windows that form the exterior of the Civic Center facility.



Many local and regional shows utilize this space because of its easy access to restrooms, other facilities, and the overall nature of the promenade type layout.

The Western Carolina Home Lawn & Garden Show provides booths on this level that are 8 feet deep and 16 feet wide. These spaces provide excellent 'frontage' for exhibitors. There are larger corner booths available as well as our new "C Entry" booths; our new grand entry spaces that all attendees must pass to get to the Home Showcase Level, the Lawn and Garden Level, Home Show Seminar Rooms, and Concessions.



## CAROLINA CONCOURSE LEVEL BOOTH PRICING

- Regular Booth (16'W x 8'D) - \$480
- Corner Booth (Total 192 sf) - \$580
- C Entry Booth (16'W x 10'D) - \$780

# HOME SHOWCASE LEVEL

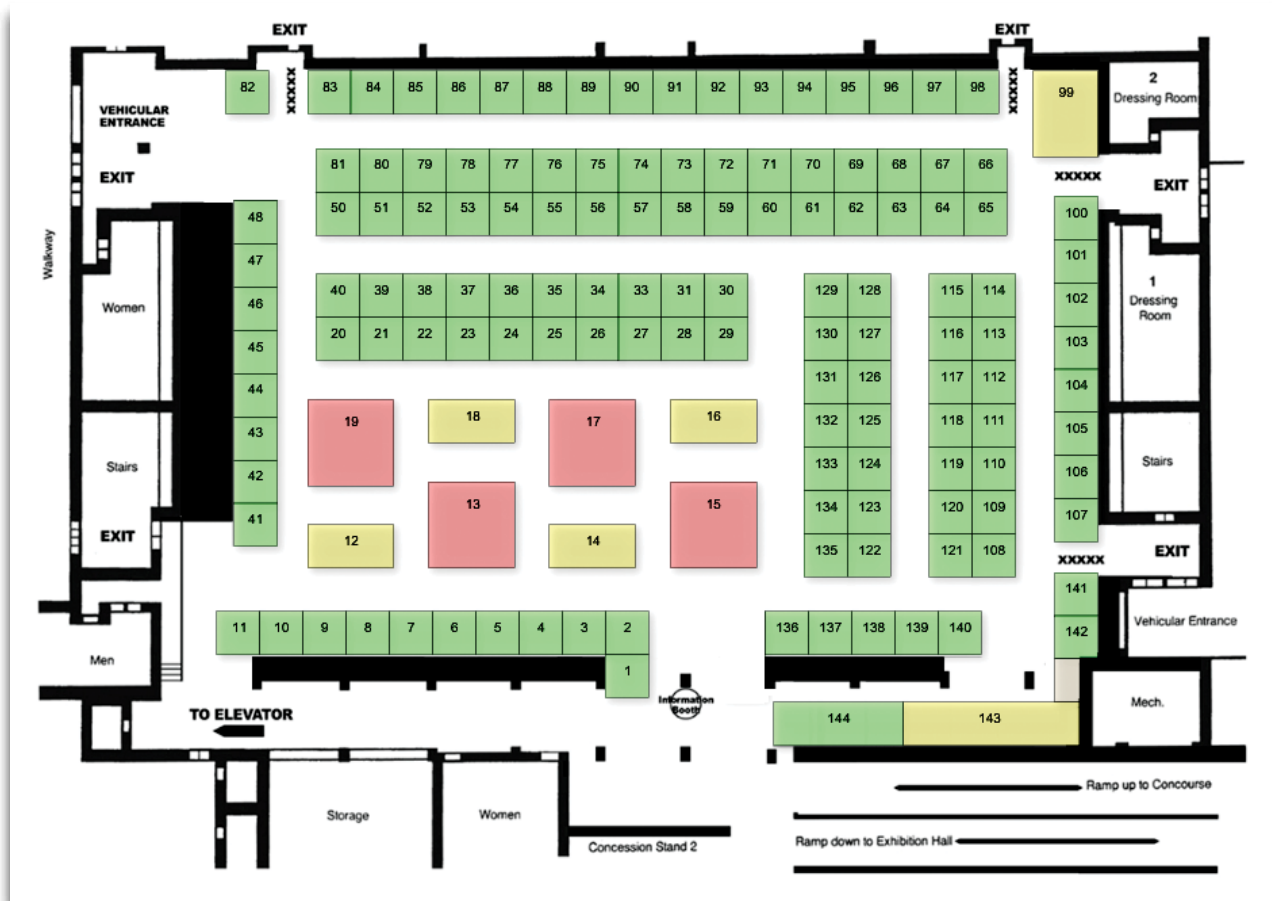
The 2012 Western Carolina Home Lawn & Garden Show will consist of three floors. The main floor of the building is the Home Showcase Level, (also known as the Arena Level.)



Some of the spaces allocated for booths have changed as the Asheville Civic Center has undergone some changes in the physical layout of this particular floor of the building.

For those companies that have exhibited with us in the past and would like to maintain the same spot that your company previously occupied, you will be given the right of first refusal for that space.

If you find that the booth space you previously occupied has been moved, or the space reallocated with the new floor plan, then please let your customer service representative know and the Home Show staff will do our best to accommodate the relocation of your company's exhibit.



## HOME SHOWCASE LEVEL BOOTH PRICING

- Regular Booth (10'W x 10'D) - \$580
- Premium Booth (20'W x 15'D) - \$980
- Featured Booth (20'W x 20'D) - \$1,880

NOTE: This level is open to all companies with the exception of any vendor that is associated with lawn & garden products and services, which are housed on the exhibition level for the 2012 Home Show.

# LAWN & GARDEN LEVEL

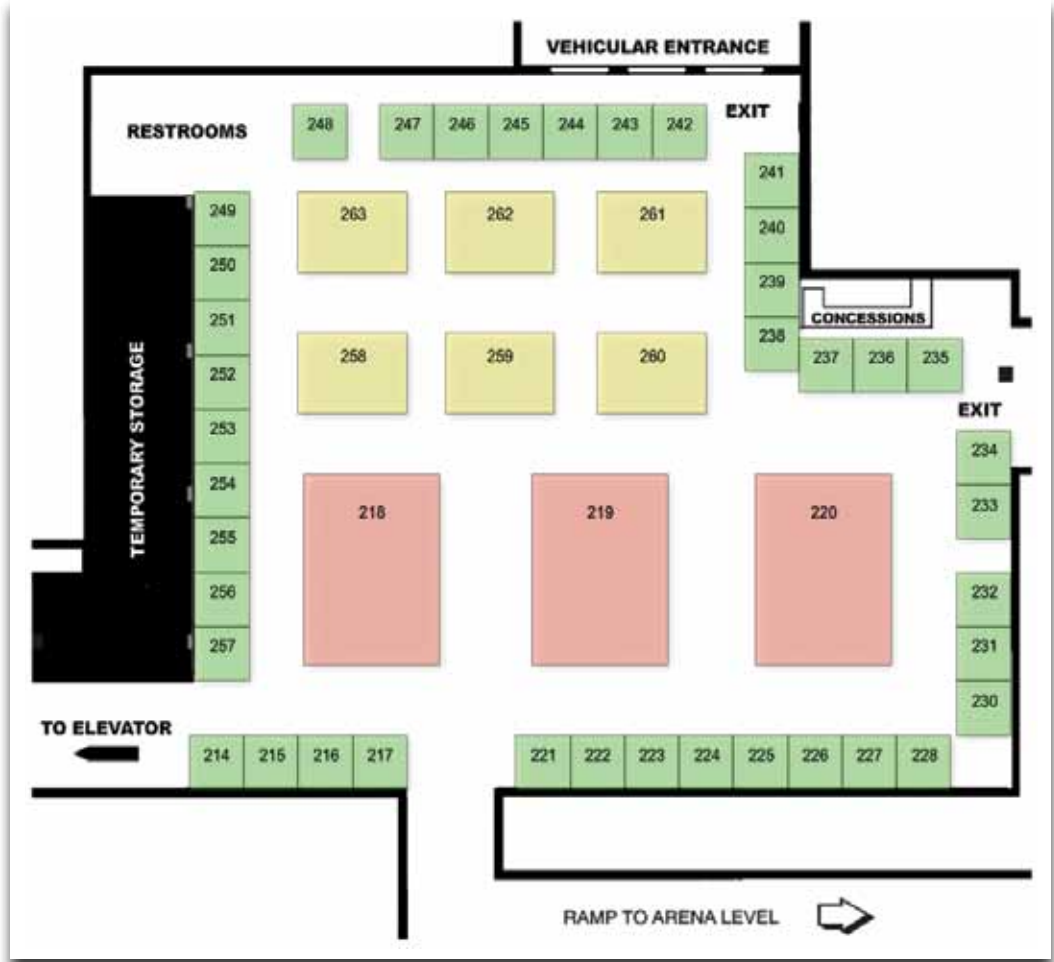
The addition of the Lawn & Garden Level reflects the growing trends with outdoor rooms, patios, decks, and organic and “grow-your-own” gardening.

The 2012 Western Carolina Home Lawn & Garden Show is the place for the latest products and innovations from exhibitors from numerous fields.

This years Lawn & Garden exhibitor mix will present products and services in Grills and Accessories; Bird Feeders; Fencing; Fertilizers; Flower Plants, Baskets and Stands; Gardening Tools, Apparel and Accessories; Garden Ponds and Fountains; Seasonal Décor and Supplies; Irrigation Equipment, Hoses and Sprinklers; Landscaping, Lawn Décor; Outdoor Lighting; Patio Furniture and Accessories; Pool and Spa Products, Sprayers and much more.

The new focus on Lawn & Gardening on the Asheville Civic Center Exhibition Level is meant to provide Home Show attendees with more of a one-stop-shop for these specific products and services.

As many exhibitors are aware, one new customer will generally cover the expenses associated with exhibiting at the Home Show. The additional business customers and the referrals it can bring, will last a lifetime.



## LAWN & GARDEN LEVEL BOOTH PRICING

- Regular Booth (10'W x 10'D) - \$480
- Premium Booth (20'W x 15'D) - \$1,180
- Feature Booth (25'W x 35'D) - \$1,680

NOTE: This level is open to all companies associated with lawn & garden, landscaping, landscape design, stone work, deck building, and other products and services in business to care for the exterior of the home, lawn, and garden.

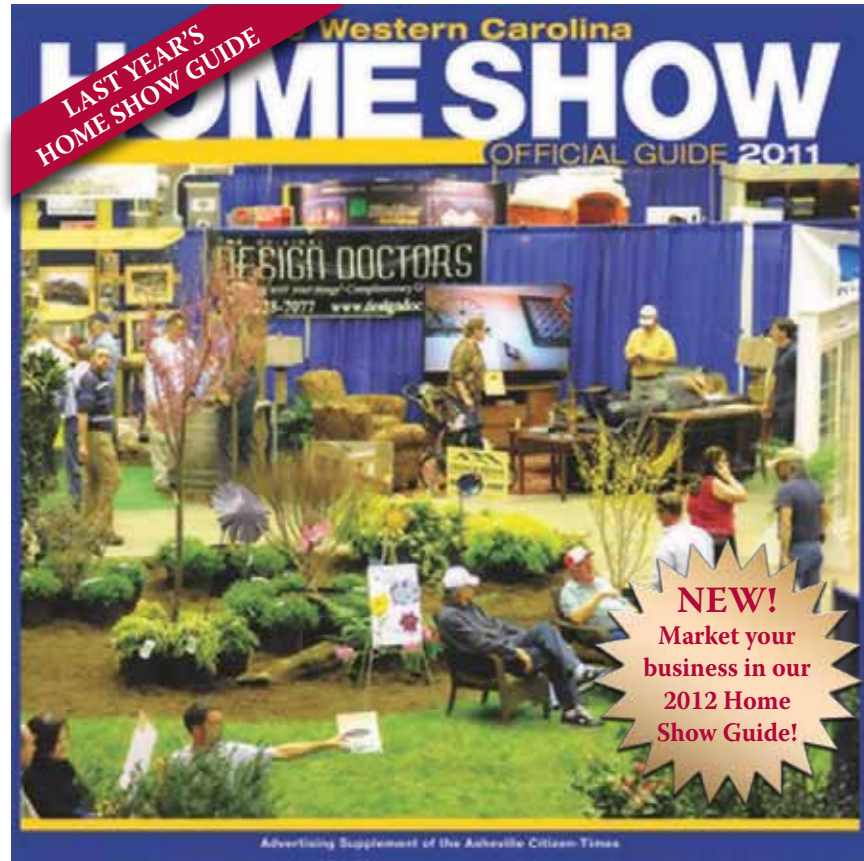
# 2012 HOME SHOW MARKETING

The 2012 Western Carolina Home, Lawn & Garden Show will self-publish an extensive show guide providing floor plans, company directories by floor, advertising, and some special features for the Home Show attendee.

This year's guide will be filled with information about the show exhibitors, our show sponsors, as well as tips and hints from experts in gardening, home improvement, landscaping, real estate, land development, and much more.

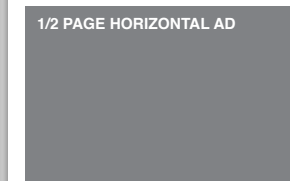
Advertising in the 2012 Show Guide is an inexpensive way to make sure your message is being heard. It also helps show attendees know that you are at the event, and precisely where to find you. Just check the box with your booth contract, or just give us a call!

**Contact us today to advertise  
in the Official 2012 Western  
North Carolina Home Lawn &  
Garden Show Guide.  
828.255.2526**



## 2012 Home Show Guide Ad Sizes

Three simple ad sizes in the show guide that will be distributed in many locations in Western North Carolina, upper South Carolina, Tennessee, and Georgia, as well as at the Home Show. Full page ad, half page vertical, and half page horizontal. Artwork is due by January 30th, 2012!



## 2012 HOME SHOW SEMINARS

The Home Show will offer an extensive seminar schedule to the general public presented by exhibitors and other presenters. During each day of the Home Show, scheduled each hour, with the presentations lasting at least 30 minutes in length. Seminars will be presented in one of the two newly renovated and private seminar rooms on the Home Showcase Level. Seminars will be presented in one of the two newly renovated and private seminar rooms on the Home Showcase Level. There is no cost to present a seminar; simply email us and let us know what type of seminar you would like to present and when!

# 2012 HOME SHOW POLICIES AND PROCEDURES

## BOOTH RENTAL INCLUDES

1. Exhibit floor space.
2. Standard booth dividers - Blue cloth. drapes for 3 feet tall side walls and 8 feet tall back wall.
3. Two chairs and general lighting.
4. Around the clock security for premises.
5. Booth identification signage.
6. Basic business listing with company name, address, and phone number in all printed and online materials promoting the home show exhibitors.
7. Four complimentary tickets to the home show for exhibitor clients and prospects.
8. Up to four exhibitor badges for staff.

## DECORATION OF BOOTH

Display shall not exceed 8 (eight) feet in height across back line. Exhibitors decorations can not spill into aisle. Booth displays must be finished both on inside and outside, including sidewalls of booths that adjoin open aisles. Sound equipment is subject to approval by show management. Live Entertainment from exhibit space is prohibited. All Lawn & Garden level displays must have an open roof due to the lower ceiling and sprinkler system requirements. Trailer mounted displays are exempt from this but must be equipped with fire alarms.

## GENERAL RULES

1. All samples, sales approaches, passing out of literature, etc. shall be done from the confines of each Exhibitor's Booth.
2. No exhibit may be removed prior to 5 pm on Sunday afternoon.
3. No Exhibitor shall assign, sublet or apportion the whole or a part of the rented booth.
4. Asheville Civic Center prohibits the use of Helium balloons.
5. Asheville Civic Center retains all Concession rights. Sale or distribution

of food or drinks without prior arrangements with the Show Management is prohibited.

## ELECTRICAL & OTHER EXTRAS

110V, 15 Amp, electrical service is available at additional charge, (see contract form,) along with 208V up to 50 Amp. Electrical, wireless Internet, water service, and tables are all at published rates pre-ordered. Orders placed at show will be charged twice the quoted rates.

## SHIPPED MATERIALS

The Asheville Civic Center will accept exhibit materials for storage no sooner than Wednesday, March 14th, 2012 at no extra charge. Ship to 87 Haywood Street, Asheville, NC 28801 and label all materials with your company name, booth number and "Hold for Show". Forklift service is available at no charge and on a first come first serve basis.

## PAYMENT

1/2 (50%) of total amount is due with contract & is non-refundable. Space will not be guaranteed until deposit is received. Balance due on January 30, 2012. Balance payments not received by this date will be subject to cancellation and reallocation of the booth space.

## LIABILITY

(1) The Management and the Asheville Civic Center will not be responsible for the safety of exhibits from theft, damage by fire or other causes. The Exhibitor expressly assumes responsibility for injury or damage to persons, property, or things occurring within the exhibit space assigned or damage which Exhibitor may cause to the Asheville Civic Center. (2) Exhibitor shall provide Management with proof of comprehensive public liability insurance for bodily injury per occurrence in the minimum of \$300,000 and

Property Damage insurance in the amount not less than \$500,000. (3) Exhibitor shall use and occupy said premises; and will not in any way mar, deface, or injure any part of said premises and agrees to make the necessary repairs in event of damage being done. (4) At the expiration of this lease, Exhibitor shall quit the premises and return to the Asheville Civic Center all equipment and facilities procured in as good condition and repair as when acquired, except for ordinary wear and use. (5) Management reserves the right to enter upon and to have access to said premises at any and all times.

## PRE-SHOW HOURS

(MOVE IN DAYS)

**Wednesday - March 14**

8:00 am - 8:00 pm

**Thursday - March 15**

8:00 am - 8:00 pm

**Friday - March 16**

8:00 am - 11:00 am

## SHOW HOURS

**Thursday - March 15**

(Preview Night) 6 pm - 10 pm

**Friday - March 16**

11:00 am - 8:00 pm

**Saturday - March 17**

10:00 am - 8:00 pm

**Sunday - March 18**

11:00 am - 5:00 pm

## POST-SHOW HOURS

(MOVE OUT DAYS)

**Sunday - March 18**

5:00 pm - 9:00 pm

**Monday - March 19**

8:00 am - 5:00 pm

## 4 EASY WAYS TO ORDER YOUR BOOTH FOR THE 2012 HOME LAWN & GARDEN SHOW

Call 828-255-2526

PO Box 18823  
Asheville, NC 28814

Fax: 828-255-2527

[wnchomegardenshow.com](http://wnchomegardenshow.com)

TO ENSURE BOOTH ASSIGNMENT BOOK YOUR BOOTH ORDER NOW!

# WESTERN NC HOME & GARDEN LAWN 2012 SHOW



Mail This Contract To:  
 PO Box 18823, Asheville, NC 28814  
 Email: sales@wnchomegardenshow.com  
 Fax To: 828-255-2527  
 Call: 828-255-2526

## CONTRACT

Name of Business: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Business Phone: (\_\_\_\_) \_\_\_\_\_ Fax: \_\_\_\_\_  
 Contact Person for Show: \_\_\_\_\_  
 Office Phone: (\_\_\_\_) \_\_\_\_\_ Cell: (\_\_\_\_) \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Company Name For Booth Sign: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Type(s) of product to be displayed: \_\_\_\_\_

Please fill out this form completely and accurately to ensure proper reservation of your booth space.

Please list your booth choice in order of preference:

1. Booth # \_\_\_\_\_ 2. Booth # \_\_\_\_\_ 3. Booth # \_\_\_\_\_

This form serves as a memorandum of agreement between Peak Productions Inc., the home show manager, and the above listed firm, for rental of booth space.

I agree that I have read the 2012 Western Carolina Home Lawn & Garden Show policies, rules, and regulations. I further agree to include a 50%, non-refundable deposit and a copy of a certificate of insurance. I also understand that the remaining balance of this agreement is due by January 30, 2012, and non-payment of any remaining balance will result in immediate release of my reserved booth space, advertising, and any equipment rental being held.

Agreed To By (Authorized Company Representative):

\_\_\_\_\_ Date: \_\_\_\_\_

### CAROLINA CONCOURSE

	QTY	COST	TOTAL
Regular Booth (16W X 8D)		\$480	
Corner Booth		\$580	
C Entry Booth		\$780	

### HOME SHOWCASE LEVEL

	QTY	COST	TOTAL
Regular Booth (10 X 10)		\$580	
Premium Booth (10 X 20)		\$980	
Feature Booth (20 X 20)		\$1,880	

### LAWN & GARDEN LEVEL

	QTY	COST	TOTAL
Regular Booth (10 X 10)		\$480	
Premium Booth (15 X 20)		\$1,180	
Feature Booth (35 X 25)		\$1,680	
Grand Total			\$

EXTRAS	COST	QTY	TOTAL
110V 15 Amp circuit	\$75		
208V 30 Amp circuit	\$135		
208V 50 Amp circuit	\$175		
Undraped Table	\$25		
Draped Table	\$55		
Water Service	\$95		
Wireless Internet Service	\$45		
TOTAL OF EXTRAS	-	-	\$

Check to be contacted about advertising in the 2012 Home Show Lawn & Garden Official Guide

**PAYMENTS** (Please indicate your payment method below) Amount paid at this time: \$ \_\_\_\_\_

\_\_\_\_ Paying in full \_\_\_\_ Pay 50% deposit only at this time Payment Method: \_\_\_\_ Visa \_\_\_\_ MasterCard \_\_\_\_ Check

Card Number: \_\_\_\_\_ Name as it appears on card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3 Digit security code: \_\_\_\_\_ Company email address: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ Signature date: \_\_\_\_\_

## MEDIA SPONSORS

The ALL NEW Western Carolina Home Lawn & Garden Show has partnered with the best media outlets in the Western Carolinas to add more value to our marketing efforts for the 2012 show.

On top of that, our media partners this year will be offering discounted options for your company to run advertising in the early part of next year at a substantial discount as an exhibitor at the 2012 Home Show.

Details of available discounts will be sent with your exhibitor registration package.



**CONTACT US ABOUT ADVERTISING OPPORTUNITIES FOR THE 2012 SHOW!**

# WESTERN NC HOME & GARDEN LAWN 2012 SHOW



**Asheville Civic Center**  
**March 16, 17, 18, 2012**  
**PO Box 18823 - Asheville, NC 28814**