



NORTHWEST FLOWER & GARDEN SHOW

Exhibitor Rules and Regulations

February 8 – 12, 2012

Washington State Convention Center
7th Ave & Pike Street
Downtown Seattle

Show Hours:

9:00am - 8:00 pm Wednesday - Saturday
9:00am - 6:00 pm Sunday

O'Loughlin Trade Shows

PO Box 110849
Tacoma, WA 98411
Phone: (253) 756-2121
Fax: (253) 756-6898

Move - In:

February 6 & 7 (Specific move-in times are assigned according to exhibit location)

Move - Out:

February 12th (after closing) & 13th (limited)

This application packet is for all exhibitors except the main Display Gardens.

Please read the following conditions before signing the application/contract attached. By signing the application/contract you agree by all the conditions presented on this page and/or any other attached forms. Exhibits must be of high quality and the products or services exhibited must be clearly related to gardening. The Northwest Flower & Garden Show is among a handful of leading flower shows in the world, including flower shows in Philadelphia and England. These flower shows are not a "home & garden show" or a "home show" such as are common in the U.S. and Canada. We go to great lengths to maintain a high level of quality.

Our process for exhibitors begins with product review with primary consideration being given to exhibitors who feature products or product-line that are within the following Exhibitor Categories. We strongly encourage vendors to use fresh floral and plants to decorate their booth space. If you are in need of local supplier please feel free to contact us for direction.

Applicants are required to include a description, samples, photos and/or literature about the products or services to be exhibited. Our expanded Show Jury will review all applicants and will be rigorously enforcing the requirement that exhibits must be of high quality and the products or services exhibited must be clearly related to gardening. Show management reserves the right to reject the application based on quality or appropriateness to the Show whether returning or new vendors. Furthermore any exhibitor who arrives for move-in with products different from what was stated in the application will be asked to leave and there will be no refund of booth payments. Management reserves the right to insist exhibitors remove any unauthorized or inappropriate products during the Show.

Marketplace Application Packet

To apply to the Show for participation you must send via mail or e-mail (listed below) a complete application packet consisting of the following items:

Completed SHOW APPLICATION to the Exhibits Manager at the address listed below.

- A letter addressed to the Exhibits Manager that includes information about your company and product.
- Color photos of items to be sold (*if requested: samples, slides or videos*) and/or product brochure.
- A color photo of your booth from the most recent show you have participated in or a sketch of how the product would be represented.
- A list of other Shows that you participate in throughout the year, if any.

The Northwest Flower & Garden Show is always looking for new Vendors to enhance the experience of our visitors. Please submit your application packet today for consideration in an upcoming Show.

Exhibitor Marketplace Categories

Our process for new Vendor selection begins with product review. Consideration for space is given to Vendors who feature a product or product line that is horticultural in nature or garden-related in the following categories:

- **Horticulture Market** – Living plants, bulbs, seeds, dried flowers, catalogs of plant material and cut fresh flowers only.
- **Orchid** – Orchid plants, catalogs of orchid plants and orchid growing accessories.
- **Commercial Exhibits** – Any products related to plants, gardening, flowers and flower arranging. Examples are gardening tools, and accessories, container/pots, soils, gloves, potting tables, sheds, compost bins, fertilizers, outdoor living furniture, garden art, irrigation, outdoor lighting, Trellises, birdfeeders, fountains, statuary and accessories.
- **Botanical Art** – Original paintings, prints or pressed garden or flower-related art and décor.
- **Home Accessories** – Décor for the home featuring floral or of horticulture origin or function such as vases, flower-arranging supplies, pottery, copper pots and/or tile art. [Regulated quoted number of vendors for this category]
- **Clothing and Jewelry** – Gardening attire both functional and garden party attire. Jewelry must be of floral design in origin or function and 75% of the items displayed must be floral related. (Regulated quoted number of vendors for this category.)
- **Green Products** (Solar Panels, Recycled Products for the Garden/Gardening, etc.)
- **Garden Resource Center - Educational Exhibits** – Non-profit organizations including plant societies, garden clubs, arboreta, botanical gardens, trade associations and environmentally friendly groups. Retail sales are not permitted, but sales of memberships in the exhibiting organization are permitted or for a raffled item displayed in your booth. Most Educational Exhibit spaces will be Aisle (see below) exhibit space with limited number of corner spaces. There is less choice about exhibit location due to the fact that the Show heavily subsidizes the price of Educational Exhibit space.

Note: Landscape contractors, landscape architects, garden designers and design/build firms are encouraged to participate in the Show's display gardens; they are not permitted to exhibit in Commercial Exhibit space. If you would like more information about participating in the display gardens contact Cyle Eldred at 206-595-1105.

Types of Exhibit Space

- **Aisle** – Open to aisle on one side. Fabric draping encloses the back and the two sides of the space. The draping at the back is 8 ft. high and on the sides is 3 ft. high.
- **Corner** – Open to aisles on two sides. Fabric draping is at the back and on one side of the space. The draping at the back is 8 ft. high and on the side is 3 ft. high.
- **Island** – Open to aisles on all four sides. Minimum 200 or more sq. ft., in varying sizes and shapes. No draping and no height restrictions.
- **Premium Space** – Certain Aisle, Corner and Island exhibit space located near the display gardens or in otherwise highly desirable locations. This Premium space is indicated on the floorplan.
- **Tall Wall** – See Exhibit Height Regulations for more details.

Exhibitor Marketplace Expenses

In addition to the booth rental fee, interested Vendors should consider other expenses that they may incur including, but not limited to:

- Public Liability Insurance (required for participation: hold harmless the Management, the WA State Convention Center and their officers, agents and employees from and against damages and loss).
- Union Labor (if necessary; contact the contracted decorator (TBD) for rates)
- Booth electricity (if necessary; contact the Edlen Electrical Exhibition Services for rates: 206.781.2411)
- Booth phone line for credit card machine (if necessary; contact Convention Communication Provisioners, Inc. (CCPI) for rates: 888-446-6911)
- Product shipping (if necessary)
- Transportation
- Hotel stay (if necessary; also, NWFSGS will provide a list of area hotels offering a special Flower Show rate)
- Storage that is needed must be acquired by Vendor.

Exhibit Regulations

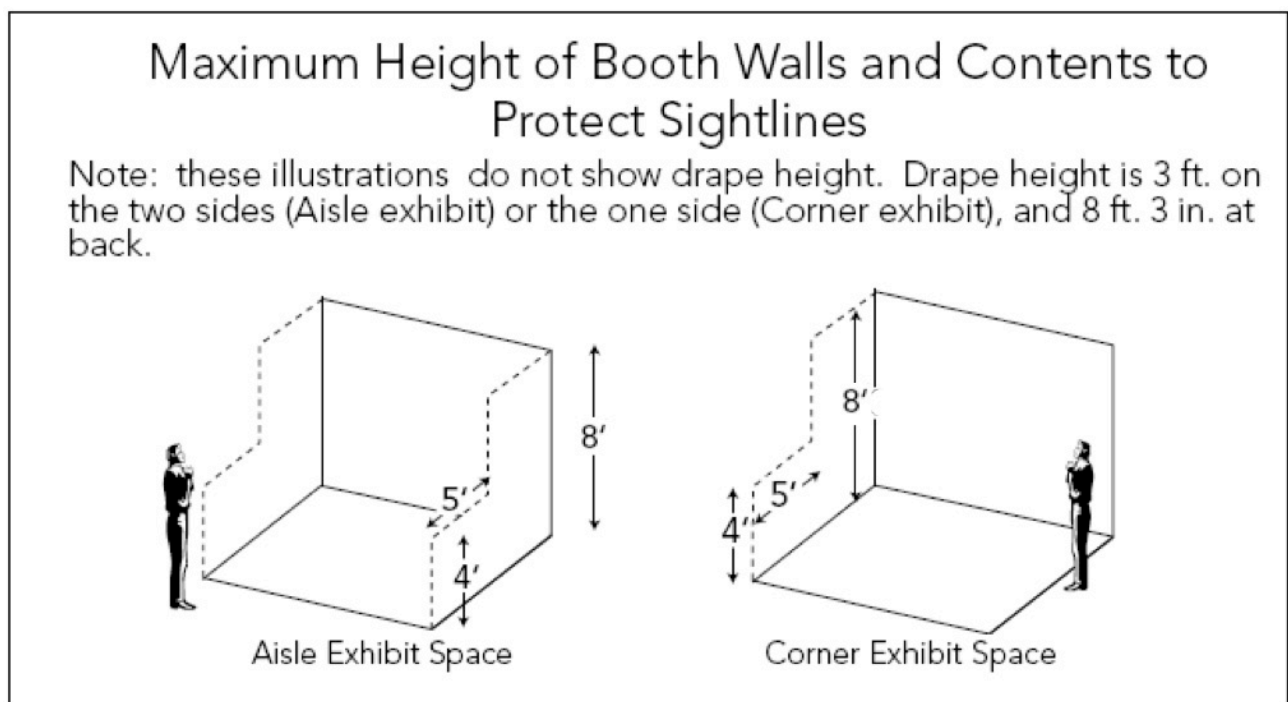
- O'loughlin Trade Shows does **NOT** offer any exclusivity to any products or services, nor do we guarantee that you will not be positioned close to a competitor.
- The Show assigns exhibit space only for the promotion and sale of products and services specified in your application (including any subsequent modifications for which exhibitors have obtained approval before move in).
- Exhibitors promoting or selling any other products or services **not listed on their application** will be required to remove them from their exhibit.
- Exhibitors are not permitted to exhibit or promote their products or services outside the boundaries of their assigned space. This is a policy of the Show and the Fire Marshal and will be strictly enforced.
- Exhibitors are to remain open and staffed for business for the duration of the Show.
- Exhibits are not permitted to be taken down until 6:01 pm on Sunday evening, after the Show closes. Any exhibitor violating this policy will lose seniority for booth placement for its next exhibiting year.
- No food or drink intended for consumption at the Show may be sold or distributed from exhibit spaces.
- The use of headset and hand-held microphones is prohibited.
- Restocking with handcarts/dollies must be done prior to the Show opening and after the Show closes each day, to ensure public safety. These specific restocking hours are published in the Exhibitor Kit.
- Any decoration or display item not for sale within 18 inches of an ignition source must be flame-proofed prior to the Show. Documentation must be submitted to the Exhibits Manager before move-in. Examples of "ignition source" are any electrical outlet and electrical extension cords.

Exhibit Regulations (continued)

- More information about flame-proofing is included in the Exhibitor Kit. The Seattle Fire Marshall insist on strict compliance by every exhibitor.
- Casual, amateur photography is allowed, and encouraged, throughout the Show. If you do not want your product photographed, please post a notice or politely ask “no pictures please.”

Exhibit Height Regulations

- For standard Aisle and Corner exhibit space the maximum height of walls and the contents of your exhibit is 8 ft, except for the front 5 ft. of your exhibit that connects with an aisle. In this front 5 ft. the maximum height of walls and the contents of your exhibit is 4 ft. The reason for this policy is to allow for good sight lines up and down the aisles into your exhibit and all other exhibits. In fairness to all exhibitors this policy is strictly enforced.



- Tall-Wall – any Aisle or Corner exhibit located on perimeter walls for both halls. Additional spaces in Premium Freeform area and Plant Market. These exhibits can have 12 ft. high walls that extend to the aisle on any side of the exhibit. This exhibit space is well suited for exhibitors selling artwork such as paintings of gardens or flowers. If any wall of any adjoining exhibitor is shorter than your wall(s), then the backside of your wall must have a “finished” appearance. It is your responsibility to contact adjoining exhibitors well before the Show so that you have time to comply with this “finished backside” policy. The Show’s Exhibits Manager will provide you contact information for adjoining exhibitors. There is no additional price for Tall-Wall space; however ordering additional pipe and drape from the decorator or constructing walls to separate your exhibit from adjoining exhibits is your responsibility.

Exhibitor Package Includes:

- The specified amount of exhibit space (note, there are a variety of exhibit space sizes with the most common size being 10 ft. x 10 ft., 100 sq. ft.)
- Pipe and drape to define exhibit space purchased.
- Exhibitor identification sign, 44 in. x 7 in.

Exhibitor Package Includes (continued)

- 24 hour perimeter security
- Exhibitor listing on the Show's website (www.gardenshow.com) with products and services included in search engine
- Link from Show website to exhibitor's website (if exhibitor has a website)
- Exhibitor listing in the Official Show Guide distributed on-site (exhibitors must submit accurate information at least six weeks (December 9, 2011) prior to Show opening.
- The exhibit space price does not include electricity, decorations, furnishings, storage or other services. Storage can be ordered on this application. Order forms for all other items will be in the Exhibitor Kit available in December.
- Maximum Height of Booth Walls and Contents to Protect Sightlines
- Note: these illustrations do not show drape height. Drape height is 3 ft. on the two sides (Aisle exhibit) or the one side (Corner exhibit), and 8 ft at back.

Miscellaneous Specific to Northwest Flower & Garden Show

- **Carpeted Area** – A relatively small portion of the exhibition floor at the Washington State Convention Center is covered with permanent black carpet, indicated by light blue spaces on the floorplan in this application. Exhibitors have the option of requesting space in this carpeted area. There is additional \$1.00/sq.ft. surcharge for this carpeted area.
- **Storage** – There is no free on-site storage. On-site storage is available for pre-purchase at \$2.50/sq.ft. or until sold out. Most storage spaces are 24 sq. ft. (6 ft. x 4 ft.). A lesser number of smaller 16 sq.ft. spaces located off sky bridge (4 ft. x 4 ft.) on a shelf with a 6 ft. height limit are also available. The minimum is one full space and multiple spaces may be purchased. The Show will make every effort to assign storage space as close as possible to your exhibit space.
- Exhibitors that do not list a **City of Seattle Business License** number must pay a \$25 license fee with their application. The Show remits this fee to the City of Seattle. This Seattle business license number is not the same as the State of Washington UBI number. This applies to ALL participating exhibitors, selling or not.
- The **State of Washington** requires exhibitors to have a valid **Washington State Tax Number (UBI)** to sell items at the Show. Call 800-647-7706 to get your free temporary registration tax number. Your Exhibit Application must include your UBI number (there is a place for it on the Application).

Exhibit Payments

- A non-refundable 50% deposit of the combined exhibit price, storage, and City of Seattle license fee is due with the application. NO SPACE will be assigned until the 50% deposit is received.
- **New Insurance Policy** – Proof of current (through February 14, 2012) Liability Insurance must be submitted along with your signed contract to the show office prior to move-in.
- Name of exhibitor must be shown on check.
- The balance of the exhibit space price, storage and City of Seattle license fee is due by November 15, 2011.
- Applications submitted after November 15, 2011 must be accompanied by payment in full, providing any space remains.
- For any payments made less than six weeks prior to the first day of the Show, the only acceptable form of payment is a Cashier's Check or money order.

Exhibit Payments (continued)

- **Cancellation Policy.** Cancellation prior to November 15, 2011 only the 50% portion of fees collected for City of Seattle license fee and storage space will be refunded. Your non-refundable 50% deposit exhibits space ordered will NOT be refunded. For exhibit space paid in full prior to November 15, 2011, a full refund for City of Seattle license fee, storage cost and 50% of total exhibit price will be granted. If cancellation occurs within 60 days (Dec 9 – Feb 8) of the show, the entire amount paid to date by Exhibitor shall be retained by Management.
- The Show's receipt of Exhibit Space Application and deposit does not constitute acceptance in the Show. If an application is rejected, the Show will return the full deposit to the applicant as soon as possible. Once you have been accepted into the Show and your location has been assigned, a contract will be issued for signature by both parties. Final booth location placement is based on the sole discretion of Show management.

The 2011 Show sold out with a wait list, it is anticipated that the Show will sell out again. You are advised to complete the appropriate application as soon as possible. For further information, contact Linda Knudsen, Exhibits Manager, at 253-756-2121, 425-330-0300 or email at lindak@otshows.com.

The Northwest Flower & Garden Show is an O'Loughlin Trade Shows production.