



Exhibitor Packet

Las Cruces Convention Center

March 7~8, 2015

Saturday: 9am ~ 5pm

Sunday: 10am ~ 4pm



Mainstreet, USA

Dear Exhibitor:

We are pleased to enclose your registration packet for the Las Cruces Home Builders Association's 34th Annual Home and Garden Show. The show will be held March 7th and 8th, 2015 at the Las Cruces Convention Center in Las Cruces, New Mexico. **Over 4,500 attended the March 2014 show!**

We have incorporated an excellent sponsorship program for those seeking additional publicity and opportunity. Sponsorship packages range from \$300 to \$12,500.

Below is the event registration schedule:

- Early Bird Registration: Ends January 9, 2015
- Registration deadline: February 13th, 2015
- Late Registration Deadline: February 20, 2015
- Late Registration Fee* Applications received after 2/13/15 will be assessed a \$100 late registration fee.
- Final Payment Deadline: February 27th, 2015

Just think, for less than the cost of a newspaper ad, you will have the opportunity to meet face to face with over **4,500** individuals interested in your products.

A strong media campaign, including radio, print, television, and social media is being planned to bring more traffic to the 2015 show.

Please don't hesitate to contact us if you have any questions. Have a great show!

Regards,

Brian Crawford
Cindy Torres

Brian Crawford, McCoy's Building Supply
Cindy Torres, Torres Welding
2015 Co-Chairs
Home & Garden Show
Las Cruces Home Builders Association

Show Information & Guidelines

DATES, HOURS & LOCATION

- Saturday March 7: 9 a.m. to 5 p.m.
- Sunday March 8: 10 a.m. to 4 p.m.
- Las Cruces Convention Center
680 E. University Ave., Las Cruces, NM 88001

EVENT LOGO

- Event logo will be emailed to you upon registration. We require that you use the LCHBA Home & Garden Show logo in your own advertising, ie. print, radio, mailings, promotions, etc.

ENTRY FEE INCLUDES

- 8' tall curtain backdrop with 3' side dividers
- 2 chairs and one rectangular table (8' banquet)
- 5 complimentary admission tickets
- Event advertising

EXTRAS AVAILABLE

- Electricity (upon request, fees may apply)
- Bulk Water for display (advance notice only)
- Audio/Visual Equipment (upon request, fees may apply)
- Tables/Chairs

BOOTH ACTIVITIES

- Canvassing is limited to the exhibitor's leased space only.
- Booths **MUST** be staffed at all times.
- No Concessions are permitted.

BOOTH DISPLAYS

- Tables and chairs will be provided only to those who request them on their application.
- Do not affix anything to building floors, walls, doors and windows, as you will be held responsible for damage to the facility or standard booth equipment.
- Call the LCHBA Offices if you have questions about whether the facility can accommodate your display. Please do not call the Las Cruces Convention Center.
- All booth floors will be carpeted.

SET UP

- Thursday, March 5th from 12 p.m. to 5 p.m.
- Friday, March 6th from 10 a.m. to 5 p.m.
- Booths must be set up and ready by 5 p.m. on Friday.

TAKE DOWN

- Dismantling of booths allowed only after 4 p.m. on Sunday.
- All displays must be out of the building by 12pm, Monday, March 9th.
- Exhibitors who tear down early may not be asked/allowed to participate in the 2016 H&G Show.

DAILY ARRIVAL

- Please arrive at least 30 minutes early each day so that your booth is staffed when the show opens its doors.
- Event staff will open the facility 1 hour prior to show start each day.

EXHIBITOR BREAKS & LUNCHES

- Las Cruces Convention Center (LCCC) concession stands will be open at the show for the purchase of lunches and other snacks.
- A break room will be available for exhibitors.

INFORMATION AND HELP DURING THE SHOW

- Home & Garden Show staff will be available 1 hour before the start of each show day, 8 a.m. Sat. & 9 a.m. Sun.
- A first aid kit will be available at the show information booth.

PARKING

- Exhibitors will be allowed access to loading and unloading areas 30 minutes before opening on set-up days.
- Exhibitors, those assisting exhibitors or anyone otherwise involved in the LCHBA Home & Garden Show event (excluding LCCC employees) will be required to park in the spaces along the SOUTH border of the LCCC parking lot.

SECURITY

- Security will be provided. However, *valuables should not be left unguarded in the booths at any time.*

EXHIBITOR IDENTIFICATION

- Official show I.D. must be worn at all times.
- ID will be supplied upon check-in on set-up days.

Las Cruces Home Builders Association

P.O. Box 2608

Las Cruces, NM 88004

O: 575-526-6126

F: 575-525-8598

E: events@lchba.com

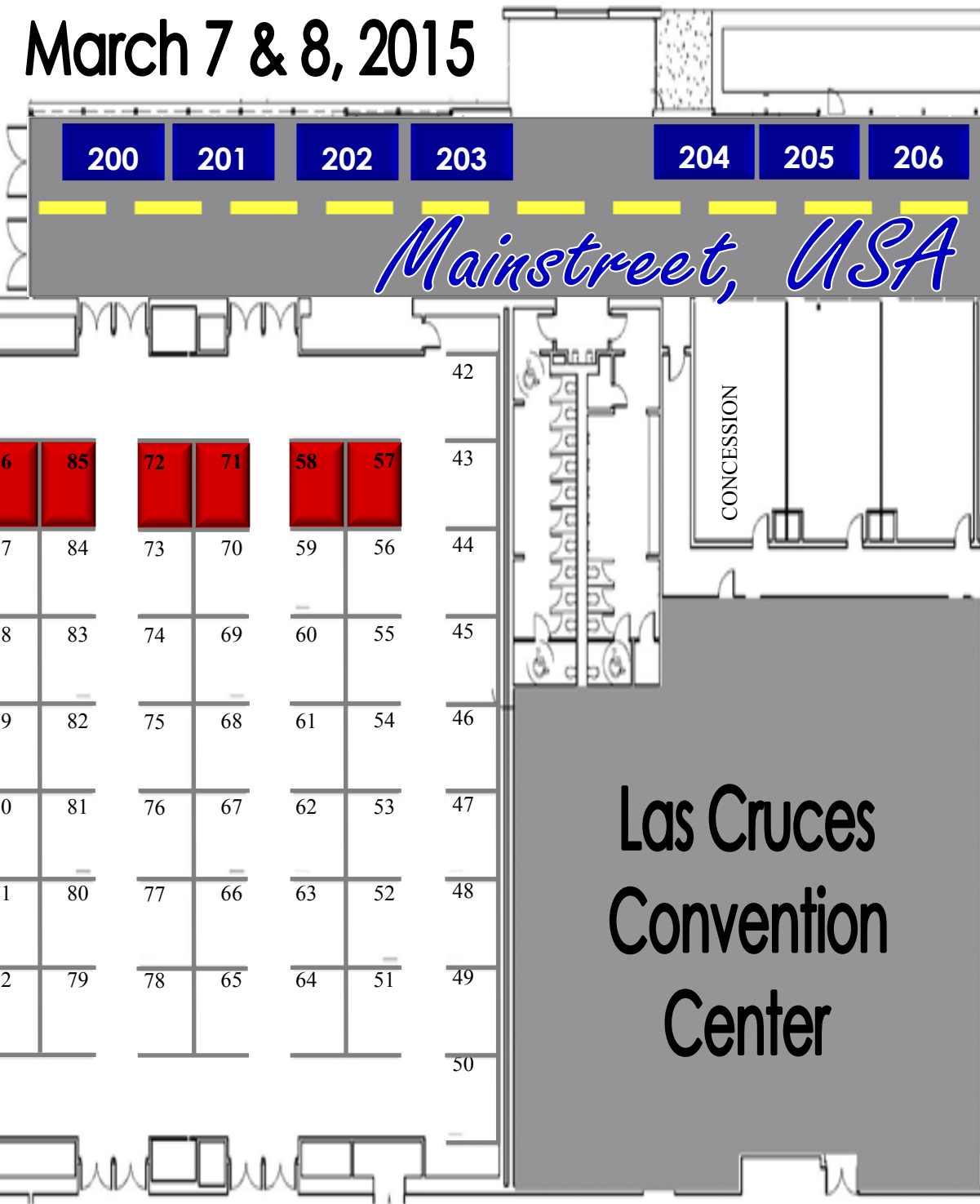
www.lascruceshomeandgarden.com

www.lchba.com





March 7 & 8, 2015



Premium Spaces

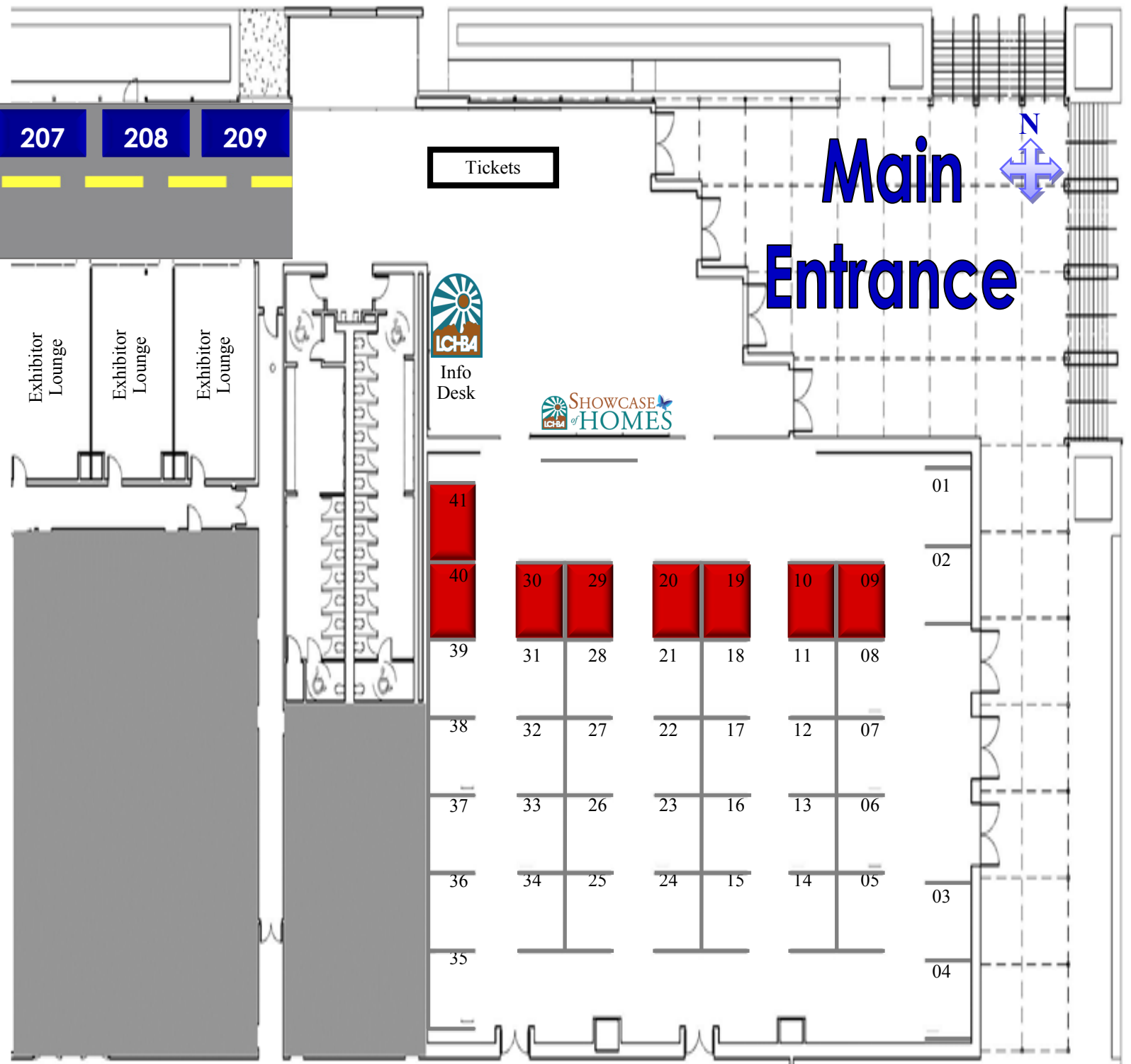
Early Bird Show Price - \$950

Show Price - \$1100

Main Street Spaces

Early Bird Show Price - \$1500

Show Price - \$1750



Member Price



Early Bird - \$550
Regular - \$650

Non-Member Price



Early Bird - \$800
Regular - \$900



Exhibitor Application

Company Name _____
 Contact Person _____ Title _____
 Billing Address _____
 City _____ State _____ Zip _____
 Phone () _____ Cell # () _____
 Website _____
 Billing Contact _____
 Email _____
 What type/s of product/s and service/s will your booth/space display?

Preferred booth/space1): 1st Choice: # _____ 2nd Choice: # _____ 3rd Choice: # _____
 Every effort will be made to honor your request for specific booths. However; LCHBA has final discretion on all booth assignments. Each application will be reviewed and applicants will be notified by email of their booth assignment/s.

50% down Payment and completed application must be submitted to the LCHBA in order to reserve space.

Using the information below, please calculate your total cost:

	Qty.		Rate	=	Subtotal	Note
Member Price Early Bird	_____	x	\$550	=	\$ _____	Member Early Bird Rate ends 1/9/15
Member Price Regular	_____	x	\$650	=	\$ _____	
Non-Member Early Bird	_____	x	\$800	=	\$ _____	Non-Member Early Bird Rate ends 1/9/15
Non-Member Regular	_____	x	\$900	=	\$ _____	
Premium Space Early Bird	_____	x	\$950	=	\$ _____	Early bird ends 1/9/15
Premium Space Regular	_____	x	\$1100	=	\$ _____	
Main Street USA Early Bird	_____	x	\$1500	=	\$ _____	Early Bird ends 1/9/15
Main Street Regular	_____	x	\$1750	=	\$ _____	
SPONSORSHIP: Level _____ @ \$ _____ = \$ _____						See Sponsorship Page for inclusions
EXTRAS						
110v Power	_____	x	\$50.00	=	\$ _____	Max. power consumption: 200 watts.
220v Power	_____	x	\$75.00	=	\$ _____	
Bulk Water	_____	x	(call for pricing)	=	\$ _____	Please included amount needed
TOTAL = \$ _____						50% deposit due with application.
BALANCE DUE = \$ _____						Balance due no later then 2/27/15

Each Booth Space includes one 8' table and 2 chairs: _____ I do not need a table; _____ I do not need two chairs

Signature _____

Date: _____ (Application will not be accepted without Signature)

METHOD OF PAYMENT:

CASH CHECK CREDIT CARD

NAME _____
 ADDRESS _____
 CARD # _____
 EXP. DATE _____ CID#: _____
 SIGNATURE _____



LCHBA USE ONLY

NAHB PIN #: _____
 DATE PAID: _____
 CHECK CREDIT CARD
 CK# / CC AUTH: _____
 INVOICE# _____
 BY: _____



Rules & Regulations

The LCHBA and Committee cannot guarantee exhibitors against loss or damage of any kind. Exhibitors are liable for any damage caused to the building exterior or structure, including but not limited to the floors, walls, doors and windows. Exhibitors may not apply paint, lacquer, adhesive, or any other coating, or affix anything to building floors, walls, doors, drapes and windows. Exhibitors are liable for damage to standard booth equipment or to other Exhibitor's property. All vendors with bulk water, dirt, or equipment that may cause damage to venue must provide tarps or provisions to avoid damage including leaking/spillage etc.

No food may be served from Exhibitor Booths without prior approval by the LC Convention Center (LCCC). Concessions will be provided by the LCCC and are not allowed to be given or sold to attendees by exhibitor/sponsors. Exceptions include water with company logo and small candy items given as promotions. Popcorn is not allowed.

*Any Exhibitor Requiring additional Electricity (over the limit of 110v or 220v) or Water Supply must contact LCCC to arrange setup one month in advance.

Exhibitors, those assisting exhibitors or anyone otherwise involved in the LCHBA Home & Garden Show event (excluding LCCC employees) will be required to park in the spaces along the South border of the LCCC parking lot. Overnight parking is only available upon advanced request.

Booths are leased with the understanding that the Exhibitors will hold harmless the LCHBA, Committee, and the Las Cruces Convention Center from any or all liabilities, from any cause whatsoever, including loss, damage or injury that may occur to the Exhibitors, their employees or property prior, during or subsequent to the period covered by the Exhibitor contract. Upon signing the contract, the Exhibitor expressly releases the LCHBA, Committee, and event center and guarantees the same against any and all claims for such loss, damage or injury. In addition, the LCHBA, Committee, and Event Center shall not be held responsible for any item sold during the LCHBA Home & Garden Show or held responsible for any tax liability on merchandise sold during the Show.

I agree to pay a **NON-REFUNDABLE DEPOSIT** of half the total entry fee at the time the contract agreement is executed; and the **final balance due by February 27, 2015**. If full payment is not received by said date, the requested space will be made available to other applicants. Booths leased after February 28, 2015 must be paid in full at the time the contract agreement is executed. Exhibitor agrees to have his/her booth assembled by 5 p.m., Friday, March 6, 2015 and not to dismantle his/her booth before 4 p.m., Sunday, March 8, 2015. Exhibitor also agrees to dismantle and remove display no later than 12pm on Monday, March 9, 2015. Exhibitors who tear down early may not be asked/allowed to participate in the 2016 H&G Show.

CANCELLATION OF ANY AGREEMENT BEFORE THE SHOW IS ONLY VALID IF YOU HAVE A CLOSURE OF BUSINESS. ALL DISCOUNTS WILL THEN BE FORFEITED AND APPLIED TO YOUR INVOICE. YOU WILL BE REQUIRED TO PAY FOR THE SPACE THAT WAS RESERVED.

PLEASE REVIEW DEADLINES. AND INITIAL BELOW ARROW.

- _____ **January 9, 2015: Early Bird Registration Ends**
- _____ **February 13th, 2015: Registration Deadline**
- _____ **February 20, 2015: Late Registration Deadline**
- _____ **Late Registration Fee*** Applications received after 2/13/15 will be assessed a \$100 late registration fee.
- _____ **February 27, 2015 FINAL PAYMENT DEADLINE**

All rules and regulations of the LCHBA Home & Garden Show are acceptable to me and I agree to comply with the same. I acknowledge that I have read and understand and accept all information in the exhibitor registration package.

Company: _____ Booth #: _____

Name: _____ Email: _____

Signature: _____ Date: _____

(Application will not be accepted without Signature)



2015 LCHBA Home & Garden Show Sponsorship Opportunities

This regional event showcases businesses that cater to the home improvement and new home construction markets. People who want to build new homes or improve their existing ones are invited to bring their project materials and questions to the show and receive advice from industry professionals. The two-day show is held the second weekend in March this year. The Home & Garden Show provides a business promotion opportunity to a wide variety of businesses. Whether you are a supplier, builder, developer, remodeler, artisan, architect, interior designer, or decorator, you have an audience at this show. The LCHBA engages in extensive advertising on television, radio, print, and social media.

Date: March 7-8, 2015

Projected Attendance: 4,000-5,000

Location: Las Cruces Convention Center

Volunteers Needed: 20+

Presenting Show Sponsor | \$12,500

- *Top Billing on all event signage and in all advertisements
- *Logo in all media advertisements including print, TV, radio & social media
- *Includes (2) Premium Spaces & (4) Regular Spaces (EXCLUDING MAINSTREET SPACES)**
- *Logo printed on program map
- *Logo printed on tickets, coupons, flyers and posters
- *Sponsor flyer placement in exhibitor package (If provided)
- *Sponsor banner placed at outside entrance (If Provided)
- *50 Complimentary tickets to show

Title Media Sponsor | \$15,000 Value

- * Top Billing on all event signage and in all advertisements
- * Logo in all media advertisements including print, TV, radio & social media
- * Logo printed on tickets, coupons, flyers and posters
- * Sponsor flyer placement in exhibitor package (If provided)
- * Sponsor banner placed at outside entrance (If Provided)

Gold Sponsor | \$3000

- *Logo in all media advertisements including print, TV, radio & social media
- *Includes (2) Premium Spaces (EXCLUDING MAINSTREET SPACES)**
- *Logo printed on flyers and posters
- *Sponsor flyer placement in exhibitor package (If provided)
- *Sponsor banner displayed in Lobby (If provided)
- *25 Complimentary tickets to show

Silver Sponsor | \$2000

- *Logo in media advertisements including print, radio & social media
- *Includes (1) Premium Space (EXCLUDING MAINSTREET SPACES)**
- *Logo printed on flyers and posters
- *Sponsor banner displayed in Lobby (if provided)
- *15 Complimentary tickets to show

Bronze Sponsor | \$1000

- *Logo in all social media advertisements
- *Logo printed on flyers and posters
- *Sponsor banner displayed in Lobby (if provided)
- *10 Complimentary tickets to show

Media Sponsor | 3:1

- * Name mention in radio plugs.
- * Logo printed on flyers and posters
- * Logo in all social media advertisements.
- * Sponsor flyer placement in exhibitor package (If provided).
- * Sponsor banner placed at outside entrance (If Provided).
- * 50 Complimentary tickets to show to be used as on-air/online/print promotions.

Exhibitor Party or Lounge Sponsor | \$1500 each

Sign Sponsor | \$500

Hotel Sponsor | \$300



Home & Garden Show Sponsorship Contract

Home & Garden Show MARCH 7 & 8

The 2015 Home & Garden Show will be held at the Las Cruces Convention Center. The Home & Garden Show is a regional public marketplace showcasing businesses that cater to the home improvement and new home construction markets. People who want to build homes or improve their existing ones are invited to bring their project materials and questions to the show and receive advice from industry professionals. The two-day show is held the second weekend in March each year.

The Home & Garden Show provides a business promotion opportunity to a wide variety of businesses. Whether you are a supplier, builder, developer, remodeler, artisan, architect, interior designer or decorator, you have an audience at this show.

The Las Cruces Home Builders Association engages in extensive event advertising on television, radio, web and in print media. Attendance for the two-day show in March 2014 was close to 4,500 people.

PLEASE CHECK ON SPONSORSHIP LEVEL AND COMPLETE FORM BELOW.
ALL INFORMATION MUST BE COMPLETED UPON ACCEPTANCE. PLEASE PRINT CLEARLY.

- ◆ _____ Presenting Show Sponsor | \$12,500
- ◆ _____ Gold Sponsor | \$3000
- ◆ _____ Silver Sponsor | \$2000
- ◆ _____ Bronze Sponsor | \$1000
- ◆ _____ Exhibitor Party | \$1500
- ◆ _____ Lounge Sponsor | \$1500
- ◆ _____ Sign Sponsor | \$500
- ◆ _____ Hotel Sponsor | \$300
- ◆ _____ Title Media Sponsor | \$15,000 Value
- ◆ _____ Media Sponsor | 3:1 Value

In exchange for sponsorship benefits, the LCHBA shall receive:

- ◆ Agreed upon monetary contribution for the production of the event
- ◆ Promotion of the Home & Garden Show in your company newsletter/customer billing/statements.
- ◆ Promotion of the Home & Garden Show (including display of banner and/or signage) at any event your company sponsors.
- ◆ Provide display space at all company locations/offices to display Home & Garden Show promotional materials, not limited to signage, banners, & printed pieces.

Please sign below if you agree with the terms/benefits as listed above and return to the LCHBA Office with your payment.

Contact Information:
(Authorized Representative)

Name: _____

Address: _____

Phone #: _____

Email: _____

Sponsorship Level: _____ = \$ _____

TOTAL ENCLOSED.....= \$ _____

Authorized Representative Signature

Date accepted

LCHBA Representative

Date accepted