



# HOME & GARDEN

*Alameda County Spring Show* 

## FINAL EXHIBITOR INSTRUCTIONS

**IMPORTANT! NOT READING THROUGH THESE INSTRUCTIONS AND RETURNING IMPORTANT FORMS MAY COST YOU ADDITIONAL TIME AND MONEY!!**

### **3 DAY SHOW**

**Friday • Saturday • Sunday**

#### **CHECK LIST**

- Send in Final Payment
- Know Move In & Out Times
- Pick-up Exhibitor Badges and Parking Passes at the Show Office
- Order Vip Tickets to mail out
- Order E-tickets to email to everyone
- Sign up for exhibitor bingo

#### **READ ALL PAGES CAREFULLY!**

Deco Forms, Electrical Forms and Host Hotel flyer are available at [www.capitalshowcase.com](http://www.capitalshowcase.com)

#### **HAVE YOU RETURNED YOURS?**

**NO EMPTY TRAILERS TO BE PARKED IN EXHIBITOR PARKING AREA. SEE SHOW OFFICE FOR PARKING LOCATION. THANK YOU!**

#### **IMPORTANT PHONE NUMBERS**

Alameda County Fairgrounds	925-426-7600
Show Office	855-331-5999
Capital Showcase	800-222-9351
Kari Damron	cell # 916-743-5999

#### **FINAL PAYMENT DUE**

Final payments are due **JAN. 15, 2017**. We accept Visa and Mastercard. **After final payment date only cash, cashiers check or credit card will be accepted.**

#### **MOVE-IN**

Set-up begins on Wednesday from 3pm to 7pm, Thursday from 8am to 7pm, Friday starting at 8am. Booths must be completed and ready for public viewing by Noon. No vehicles will be allowed to park in show area. Once unloaded, you **MUST** move your vehicle to exhibitor parking. **THANK YOU!**

#### **CHECK-IN AT SHOW**

Immediately upon arrival for set-up, check-in at the Show Office in building A (Young California Building).

#### **SHOW HOURS**

Friday • February 17 • Noon to 6:00 p.m.  
Saturday • February 18 • 10:00 a.m. to 6:00 p.m.  
Sunday • February 19 • 10:00 a.m. to 5:00 p.m.

# FINAL EXHIBITOR INSTRUCTIONS

## MOVE-OUT

**NO ONE IS TO TEAR DOWN BEFORE 5PM ON SUNDAY!** Exhibits may begin moving out after show closes and **MUST BE COMPLETELY REMOVED BY NOON MONDAY.**

## SECURITY

Show Management will provide security service and will exercise reasonable precaution of the property of exhibitors, but shall assume no responsibility for loss or damage to the property of exhibitors. Small, easily removed, fragile articles or displays should be put away for safe keeping by the exhibitor after the closing hour each night. The security service will begin at 5 p.m. Wednesday and be in place until noon on Monday.

## WATER, SUPPLIES, ETC.

Water is available. **Please bring your own 100' hose.** Plan to bring or provide all equipment and supplies (inc., brooms, vacuums, dollies, hoses, etc.) necessary to set-up, maintain, and dismantle your booth. Show Management will not be able to supply these items for you. There is no storage available for empty packing cases, etc. Please make your own arrangements for storage of packing materials.

## PHONE

Phone service for your booth may be ordered from AT&T by calling 800-750-2355.

## BOOTH DECORATION / ELECTRICAL

Each inside booth will have an 8' draped back wall and 3' high side dividers. An ID sign will also be provided for each company with inside booths. All indoor booths are supplied with a 500-watt duplex outlet. Please **DO NOT PLUG IN** except along walls and at pillars during set-up – due to power surges. Your tools and or products could be ruined. Bring a long extension cord. **THE EXHIBIT HALLS ARE NOT CARPETED.** For additional decorating needs tables, chairs, carpet, signs etc., please contact the Official Show Decorator, American Convention & Exposition Services, at (209) 464-0560, order form included. Additional electrical needs see the Alameda County Fairgrounds Electrical form. Save time & money by ordering in advance.

The Show Decorator's service desk will take and fill rental orders during the following times.

## Show Decorator Rental Hours

Thursday Feb. 16th • 9:00 am to 5:00 pm

Friday Feb. 17th • 9:00 am to 5:00 pm

## FREE PUBLICITY

Capital Showcase will be producing special advertising section in the Valley Times & Tri Valley Herald newspapers which will be used as a pre-show promotion as well as a program at the Show. **Submit your prepared press release with booth # to: robert@capitalshowcase.com. Our newspaper deadlines vary, so don't hesitate in getting your stories in.**

The newspaper retains final right of approval, so there is **no guarantee** of publication. Exhibitors are encouraged to advertise in these sections. A logo sheet has been provided for your use or one can be emailed. Just add your booth number and the logo to any print advertising, invoices or mailings to let your customers know that you'll be at the Alameda County Home & Garden Show!

## RV PARKING

For RV parking, please contact the Alameda County Fairgrounds at (925) 426-7600. Rates are \$30.00 per night and include 30 amp electrical hook-ups, \$5.00 more for a 50 amp hook-up. Reserve your space in advance, spaces are on a first come basis. All RV's must register and pay the total fee at the Fair Office before 5:00 p.m. Monday-Friday in order to have electrical power turned on for that night. Any RV's arriving after that time will be assessed the nightly fee, but will not have power.

## COFFEE & DONUTS

Coffee & Donuts will be available on Thursday & Friday starting at 8 a.m. until **"all gone,"** compliments of your Show Staff.

# FINAL EXHIBITOR INSTRUCTIONS

## **SHIPPING PRODUCT TO SHOW**

Shipping label(s) **MUST** have the following info:  
Alameda County Fairgrounds / Home & Garden Show  
4501 Pleasanton Avenue, Pleasanton, Ca 94566  
Building A - Show Office, with company name and Booth #.

## **DIRECTIONS TO THE FAIRGROUNDS**

**ALL EXHIBITORS MUST ENTER FAIRGROUNDS  
THROUGH GATE 12 OFF VALLEY AVENUE!!!**

### **Address**

Alameda County Fairgrounds  
4501 Pleasanton Avenue  
Pleasanton, CA. 94566

### **Northbound on I-680**

Take Bernal Avenue Exit – Go  
East on Bernal about 2 stoplights.  
Turn left onto Valley Avenue.  
Turn right at Gate 12 into  
the fairgrounds.

### **Southbound on I-680**

3 1/2 miles south of I-580  
junction – take Bernal Avenue  
Exit, loop around to the right  
under the freeway heading  
East on Bernal. Take left onto  
Valley Avenue (which is about  
2 stoplights East of freeway).  
Turn right at Gate 12 into  
the fairgrounds.

**EXHIBITOR  
PARKING IS  
BEHIND YOUNG  
CALIFORNIA  
BUILDING & THE  
AMPHITHEATER.  
EXHIBITORS  
MUST HAVE  
AN EXHIBITOR  
BADGE TO PARK  
THERE !!!  
THANK YOU!  
SHOW STAFF**

# Advertise Advertise Advertise

Let your customers & potential customers know that you will be participating in the Home & Garden Show.

Use these Show logos in all your newspaper advertising, flyers, direct mail, invoices, and any other print advertising that you will be utilizing.

Add the Show dates **February 17 • 18 • 19, 2017** and your booth number to encourage the public to visit your booth at the Show.

We can also email the logo to you to use in any of your on-line advertising. Email your request to [robert@capitalshowcase.com](mailto:robert@capitalshowcase.com)





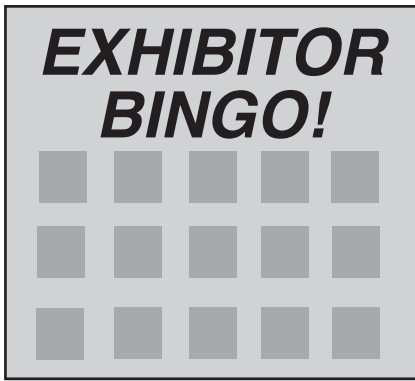
# WANT MORE PEOPLE AT THE SHOW?

Help distribute VIP tickets. The more you distribute, the more people that come to the show. The tickets are free to you, and a \$6 value to your clients. Use them in all your mailings and in your place of business.

**We can also email you a pdf of the VIP ticket that can be emailed to all your past, present and future clients. You can also put the PDF on your website. Lets ALL work together and distribute tickets.**

Call 800-222-9351 or 916-331-5216

email - [kari@capitalshowcase.com](mailto:kari@capitalshowcase.com)



# DO YOU WANT TO PLAY EXHIBITOR BINGO

**WHAT IS EXHIBITOR BINGO?** It is a game at our Home & Garden Shows that helps to bring added attention to your booth.

**WHY ARE WE DOING THIS?** There is a lot to see at our Shows. In our effort to ensure a fun way for the public to see the whole Show, we have combined a traditional scavenger hunt with the popular game of Bingo.

**HOW TO PLAY:** As each patron enters the Show, they will be given an Exhibitor Bingo Card with 24 letters on it. The object is for them to find the exhibitors in the Show with the corresponding letter hanging in their booth, where they will ask the Exhibitor to stamp their card. The Exhibitor then uses the corresponding letter stamp (provided) to validate the letter on their card (stamp & pad may be set out for attendees to stamp their own card). Each Exhibitor is given a letter, sign hooks, letter stamp, ink pad and game instructions.

**WINNING THE GAME:** When all the letters have been stamped, attendees fill out the back with their name and phone number and deposit their completed card in drawing boxes located throughout the Show. Winners are selected each day of the Show.

**PRIZES:** Exhibitor's participate by donating prizes in the form of Gift Certificates or actual gifts which winners can pick up from the Show Office. The gift certificate must be for a complete prize or gift.



## **EXHIBITOR BINGO SIGN - UP !**

We are looking for exhibitors that see the opportunity of having the increased exposure to their booth. The game is limited to 24 players. **FIRST COME, FIRST SERVED. SIGN UP TODAY!**

**YES!** Our company would like to participate in Exhibitor Bingo!

Company Name : \_\_\_\_\_

Contact Person : \_\_\_\_\_ Booth # \_\_\_\_\_

**Please fax this form to 916-331-6070 or email kari@capitalshowcase.com**