



# HOME & GARDEN

Ventura County Spring Show 

## FINAL EXHIBITOR INSTRUCTIONS

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

### CHECK LIST

- Send in Final Payment
- Know Move In & Out Times
- Pick-up Exhibitor Badges at the Show Office
- Reserve R.V. space
- Sign up for Exhibitor Bingo

### READ ALL PAGES CAREFULLY!

Final Instructions & Deco Forms are available at [www.capitalshowcase.com](http://www.capitalshowcase.com)

### HAVE YOU RETURNED YOURS?

### FINAL PAYMENT DUE

Final payments are due **February 10, 2017**. We accept Visa, Mastercard & Amex. **After final payment date, only cash, cashiers check, money order or credit card will be accepted.**

### SHOW HOURS

Friday, March 17 • 12:00 p.m. to 6:00 p.m.  
Saturday, March 18 • 10:00 a.m. to 6:00 p.m.  
Sunday, March 19 • 10:00 a.m. to 5:00 p.m.

### EXHIBITOR PARKING

Exhibitor parking is **FREE** when exhibitors use their badges to park in the Carnival Lot behind the exhibit halls for parking.

### IMPORTANT PHONE NUMBERS

Ventura County Fairgrounds	805-648-3367
Show Office at show	855-331-5999
Capital Showcase	800-222-9351

### MOVE IN

You may begin setting up your displays on Wednesday, from 2:00 p.m. to 6:00 p.m., Thursday from 8:00 a.m. to 6:00 p.m. and on Friday starting at 8:00 a.m. **BOOTHS MUST BE COMPLETED AND READY FOR PUBLIC VIEWING NO LATER THAN 11:00 AM, FRIDAY. SHOW OPENS AT NOON. ALL VEHICLES MUST BE OUT OF THE SHOW AREA BY 11:00 AM.**

### CHECK IN AT SHOW

Immediately upon arrival for set-up, check in at the Show Office in the Anacapa Hall.

### MOVE-OUT

Exhibits may begin moving out after show closes at 5:00 p.m. on Sunday, March 20th and **MUST BE COMPLETELY REMOVED BY NOON, MONDAY, MARCH 20th. NO ONE IS TO TEAR DOWN BEFORE 5:00 PM ON SUNDAY.**

# FINAL EXHIBITOR INSTRUCTIONS

## **SECURITY**

Show Management will provide watchmen 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 or fragile articles or displays should be put away for safe keeping by the exhibitor after the closing hour each night. The watchmen service will begin at 5 p.m. Wednesday and be in place until noon on Monday.

## **FORKLIFT**

A forklift will be available to rent from the fairgrounds. Please contact Ron Murphy from the Fairgrounds at (805)648-3376, ext. 114.

## **R.V. PARKING**

R.V. parking spaces are available at the Fairgrounds. The rate is \$35.00 per night with full hook-ups. There are only a limited number of hook-ups available. Spaces are based on a first come basis.

## **WATER, SUPPLIES, ETC.**

Water is available. **Please bring your own 100' hose.** Plan to bring or provide all equipment and supplies (inc., brooms, dollies, hoses, etc.) necessary to set-up, maintain, and dismantle your booth. Show Management will not be able to supply these items for you. Please make your own arrangements for storage of packing materials.

## **PHONE**

Phone service for your booth may be ordered through the Fairgrounds by calling 805-648-3376 ext. 114

## **COFFEE & DONUTS**

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

## **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. If you have additional electrical needs, please see the electrical form.

**The Exhibit Halls are not carpeted.** Please keep this in mind as you plan your display. For additional decorating needs including tables, chairs, floor coverings, signs, please refer to the Official Show Decorator, American Convention & Expositions Services. You can reach them at (209)464-0560. Save time and money by ordering in advance.

**All Decorating orders must be placed before March 3rd, 2017. There will not be a service desk or opportunity to place orders at the Show!!**

## **FREE PUBLICITY**

Capital Showcase will be producing special advertising sections in the Ventura County Star Newspaper Group which will be used as a pre-show promotion as well as a program at the Show. **Submit your prepared press release with products and services you provide along with your booth# to [robert@capitalshowcase.com](mailto:robert@capitalshowcase.com).** Our newspaper deadline is February 24th. The newspaper retains final right of approval, so there is **no guarantee** of publication. Exhibitors are encouraged to advertise in these sections.

## **BOOTH SET-UP REGULATIONS**

Back walls are limited to 8' in height. Side walls are also limited to 8' in height and can only extend out 4' from the back wall.

## **EXHIBITOR BINGO**

Visitors attending the Home & Garden Show can play "Exhibitor Bingo" designed to encourage them to stop by every booth at the Show. More complete information available on the exhibitor bingo form.



# HOME & GARDEN

*Ventura County Spring Show* 

**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 \$5 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. Lets ALL work together and distribute those tickets.**

Call (800) 222-9351 or

email: [ashley@capitalshowcase.com](mailto:ashley@capitalshowcase.com)

# 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 **March 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)





# 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 to 916-331-6070 or email [ashley@capitalshowcase.com](mailto:ashley@capitalshowcase.com)**

# FINAL EXHIBITOR INSTRUCTIONS

## SHIPPING PRODUCT TO SHOW

Shipping label(s) **MUST** have the following info:  
Ventura County Fairgrounds / Home & Garden Show  
10 West Harbor Blvd, Ventura, Ca 93001  
Show Office, Company Name and Booth #.

## DIRECTIONS TO THE FAIRGROUNDS **ALL EXHIBITORS MUST ENTER FAIRGROUNDS THROUGH ENTRANCE OFF FIGUEROA STREET!!!**

### Address

Ventura County Fairgrounds  
10 West Harbor Blvd.  
Ventura, CA. 93001

### Northbound on US-101

Take California Street Exit. Turn left on California Street. Then turn right on Harbor Blvd. Then turn left on Figueroa St and follow to the fairgrounds entrance.

### Southbound on US-101

Take the Ventura Ave exit. Turn right on East Thompson Blvd. Then turn right on Figueroa St. and follow Figueroa to the fairgrounds entrance

**EXHIBITOR  
PARKING IS  
BEHIND SAN  
MIGUEL HALL &  
ANACAPA HALL.  
EXHIBITORS  
MUST HAVE  
AN EXHIBITOR  
BADGE TO PARK  
THERE  
THANK YOU!  
SHOW STAFF**

**1. *Provide exemplary personal and professional attention to people.***

Call your visitors guests.

Stop referring to people as prospects, attendees or leads.

Introduce yourself, and find out why the person is at the show.

**2. *Let the Guest browse.***

Personnel should meet & greet, but don't hover, let them shop.

**3. *Project positive posture.***

Body language is very important.

A good thing to do to create a good impression is to hold something in your hands, such as a brochure or book. This makes you less likely to pounce, which will also help avoid the urge to lean or put your hands in your pockets.

**4. *SMILE***

It makes you look more energetic, and you probably will be. Smiling signals acceptance and approval.