

Southern Ohio  
**Home**  
&  
garden  
show

January 11, 2012

Dear Exhibitor:

The Building Industry Association of South Central Ohio (BIASCO) welcomes you to the 2012 Southern Ohio Home & Garden Show to be held March 24th & 25<sup>th</sup> at the Ross County Fairgrounds. Three exhibitor halls, outdoor displays, ease of access from major highways, and ample parking make the location a prime exhibition spot for the region.

Special events, attractions, and demonstrations are planned to bring prospective customers to your booth. The entire family will have a chance to meet animals from the Columbus Zoo and Aquarium on Sunday. Other engaging and interactive sessions are planned throughout the show to keep guests at the show longer so they will have more opportunities to visit with you, the experts!

A wide range of advertising in all forms of media is scheduled that will draw homeowners seeking to purchase or improve their homes. And, so you don't lose touch while away from your business, there are several high-speed wireless data connections available at the Fairgrounds. Horizon is offering complimentary service, so you can access the Internet most anywhere at the Fairgrounds.

Several businesses have already taken advantage of event sponsorships. Additional sponsorships are wide ranging to help you achieve your marketing and budgeting needs. See Page 4 for details on how your company's name can be included in the show promotional materials.

We hope you plan to join us on March 24th and 25<sup>th</sup> by completing the enclosed Exhibitor Application for your indoor (heated buildings) booth space or unlimited outdoor space. Your application will be confirmed by fax or email.

**GET YOUR RESERVATION IN EARLY ... DO NOT DELAY. You will receive preferred pricing if your application is received by February 24th.**

Sincerely,

*Kit Bucy*

Kit Bucy, Co-Chairman  
(740) 775-9570  
(740) 703-9570 (cell)

*J.R. Combs*

J. R. Combs, Co-Chairman  
(740) 947-4061  
(740) 253-1342 (cell)

**Exhibitor Application**  
 Show Dates  
**March 24 & 25, 2012**



**Please print or type:**

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Major Product or Service: \_\_\_\_\_

Standard 7" x 44" identification sign for indoor booths shall read as follows:

\_\_\_\_\_

If your display is more than 92 inches (7 ft. 8 in.) tall, please check here: \_\_\_\_\_

Check here if water is needed \_\_\_\_\_. Check here if electric is needed \_\_\_\_\_.

My Company is a current Southern Ohio Home Builders Association member

Yes \_\_\_\_\_ No \_\_\_\_\_

**Booth Requests:**

Item	Price	Quantity	Total
10 x 8 Booth with Carpet	\$295.00*		
10 x 8 Booth without Carpet	\$255.00*		
Outside Space with 20' x 20' tent	\$490.00*		
Outside Space without tent	\$330.00*		
4 ft Skirted Table	\$ 40.00		
6 ft Skirted Table	\$ 40.00		
Folding Chair	\$ 2.00		
Event Sponsorship (see page 4)			
Additional Name Badges (see page 6)	\$ 5.00 each		

**GRAND TOTAL**

\$

**\*Add an additional \$25 per booth after February 24<sup>th</sup>.**

Payment Enclosed \$ \_\_\_\_\_  
 (Your paid entry fee secures your booth space)

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Exhibitor Application continued on page 2)

**Exhibitor Application**  
Show Dates  
**March 24 & 25, 2012**



**Exhibitor Application (cont'd)**

Contract is invalid until full payment is received and approved by show sponsor. No refunds will be made under any circumstances after March 5, 2012. Outside exhibitors acknowledge the risk of inclement weather. No refunds or adjustments will be made due to weather conditions or any act of God. The Ross County Fairgrounds has a security fence and a 24-hour caretaker. The show sponsor shall provide outside security from 8:00 p.m. to 8:00 a.m. March 22, 23, and 24, 2012. The show sponsor shall not be responsible for the conduct of any exhibitor or guest attending the show, nor does the presence of the caretaker or any other security group constitute any guarantee, by the show sponsor, against loss, injury or damage to any person or property.

**Please note: All booth locations shall be assigned by the show sponsor and shall be final.**

- **Payment must accompany this application and is due by February 24, 2012.**
- **Please make check payable to:**  
BIASCO-Home and Garden Show  
P O Box 363  
Chillicothe OH 45601

For additional registration information, send an e-mail to:  
[registration@southernohiohomegarden.com](mailto:registration@southernohiohomegarden.com)  
or visit our website at [www.southernohiohomegarden.com](http://www.southernohiohomegarden.com).



## Event Sponsorship Opportunities

### Platinum Sponsor:

- Corporate Name included on show advertising including but not limited to: posters, flyers, show book & newspaper ads
- 1-8x10 booth with carpet (\$295 value)
- 30-second prerecorded radio interview aired on WKKJ, WBEX, WQLX, and WCHI
- Company name mentioned in a minimum of 8 advance publicity radio commercials
- Company website link at [www.southernohiohomegarden.com](http://www.southernohiohomegarden.com) thru December 2012
- Recognition of even sponsorship in show signage and during the show.
- ¼ Page ad (\$199 value) or 30% off any larger ad in the Advertiser's Home & Garden featured section \$700 \_\_\_\_\_

### Gold Sponsor:

- Company name mentioned in a minimum of 8 advance publicity radio commercials
- Company website link at [www.southernohiohomegarden.com](http://www.southernohiohomegarden.com) thru December 2012
- Recognition of event sponsorship in Showbook, show signage during the show
- 20% Discount on any ad placed in the Advertiser's Home & Garden featured section \$150 \_\_\_\_\_

### Silver Sponsor

- Company website link at [www.southernohiohomegarden.com](http://www.southernohiohomegarden.com) thru December 2012
- Recognition of event sponsorship in Showbook, show signage during the show
- 10% Discount on any ad placed in the Advertiser's Home & Garden featured section \$100 \_\_\_\_\_

(enter sponsorship \$ amount on page 2)

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

- ❖ Questions may be directed to Liz Waller (740) 772-6185 or [info@southernohiogarden.com](mailto:info@southernohiogarden.com).
- ❖ To place an ad in the Advertiser's Southern Ohio Home & Garden Show featured section, contact Meredith Payne at 740-772-9352 or [mmpayne@nncogannett.com](mailto:mmpayne@nncogannett.com).

## Exhibitor Information

Show Dates:

March 24 & 25, 2012



### Pricing for Exhibit Space

Inside Space – 10 ft. wide x 8 ft. deep (with carpet)	\$295 (by February 24) – price after February 24 - \$320)
Inside Space – 10 ft. wide x 8 ft. deep (without carpet)	\$255 (by February 24) – price after February 24 - \$280)
Outside Space – including 20' x 20' tent	\$490 (by February 24) – price after February 24 - \$515)
Outside Space - without tent	\$330 (by February 24) – price after February 24 - \$355)

### Equipment & Services Provided by Show Sponsor:

1. 8 ft. high rear wall drapery
2. 3 ft. high side wall drapery
3. 7 inch high x 44 inch long exhibitor sign
4. Carpeted walkway

Exhibitors may use existing electrical outlets at no additional cost (approved extension cords only).

### Show Hours

Saturday, March 24 - 10:00 a.m. to 5:00 p.m.

Sunday, March 25 - 11:00 a.m. to 4:00 p.m.

### Set-Up Hours

Thursday, March 22 - large display set up, 8 a.m. to 8 p.m.

Friday, March 23 - 8:00 a.m. to 8:00 p.m.

### Move Out Hours – NO EARLY BOOTH TEAR DOWN PLEASE

Sunday, March 25 - after 4:00 p.m.

Monday, March 26 - 8:00 a.m. to 2:00 p.m.

### Free Continental Breakfast for Exhibitors – Sponsored by Ross County Banking Center

Saturday 8:30 a.m. to 10:00 a.m.

Sunday 8:30 a.m. to 10:00 a.m.



**Exhibitor Badge  
Requisition**  
Show Dates  
**March 24 & 25, 2012**

Please complete and return by February 24, 2012.

**Please print or type:**

Company name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

**NAMES:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Five badges are allotted for each exhibitor. Additional badges are \$5.00 each.

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mailing Address:     BIASCO/Home and Garden Show  
                          P.O. Box 363  
                          Chillicothe OH 45601