

EXHIBITOR
APPLICATION



FLOWERTALES

WEDNESDAY *through* SUNDAY
MARCH 14 - 18, 2018
at NAVY PIER

Every Garden
Has a Story
to Tell.



CHICAGO FLOWER
& GARDEN SHOW

CHICAGOFLOWER.COM



2018 EXHIBITOR APPLICATION

WEDNESDAY, MARCH 14 – SUNDAY, MARCH 18, 2018 | NAVY PIER | 600 EAST GRAND AVENUE, CHICAGO, IL 60611

The Chicago Flower & Garden Show is designed so that consumers and gardeners alike can come to see the latest that the industry has to offer. Consumers want more from the people that ‘sell’ them ‘things’ - they want an experience; and the Flower & Garden Show creates an emotional and visual experience that galvanizes the consumer with those who support it.

With a tighter schedule, there will be a greater number of people at the show each day, resulting in greater foot traffic, higher event attendance and less procrastination from people planning to visit. As an added benefit, a shorter show means fewer hours spent staffing the show and away from the business.

Local landscape designers, builders and suppliers create realistic solutions within feature landscapes and garden vignette displays and displays that inspire and demonstrate to attendees the possibilities for their own gardens, yards or balconies—It is a visual shopping tour of gardening, greening, floral and home-related ideas.

AUDIENCE BY NUMBERS

40,000+ Active consumers

70% Female

DEMOGRAPHIC AGES

35 - 54 Primary

25 - 54 Secondary

36,000 Opt-in database

25,000+ Social Media Followers

\$1.9 MILLION in Media & PR
driving consumers to the show

70% Suburban

30% City

The timing is right for our attendees who are planning spring projects, purchases and looking for products and service ideas!

Seminars and horticultural experts are on hand to educate visitors of all ages. The entire show is built to motivate people to create or improve their own personal green spaces while greening the environment we all share.

MARKETPLACE GUIDELINES

Primary consideration for space is given to exhibitors who feature products or services that are horticultural in nature or garden-related in the following categories:

HORTICULTURE

Plants, bulbs, cut flowers, herbs, dried flowers

GARDEN ACCESSORIES

Outdoor furniture, garden art, tools and accessories

ART

Original paintings, prints, pressed flower art and floral jewelry

HOME

Home décor featuring flowers or a horticultural origin/function and interior and exterior products and services

APPLICATION AND CONTRACT FOR EXHIBIT SPACE AT THE 2018 CHICAGO FLOWER & GARDEN SHOW AT NAVY PIER

This application for exhibit space at Navy Pier, Chicago, Illinois, on March 14 - March 18, 2018, for the Chicago Flower & Garden Show will become a contract between the undersigned and Flower Show Productions, Inc.

APPLICATION FOR:

Horticulture Garden Accessories

Art Home

BOOTH CHOICE:

#1 _____

#2 _____ #3 _____

Please Print Clearly

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Company Representative: _____

Phone: () _____ On-Site Phone: () _____ Fax: () _____

Email Address: _____ Company Website: _____

Name as it should appear on booth sign: _____

EXHIBIT SPACE FEES

10' x 10' Artist Row – **\$750**\$ _____
(Reserved for antiques and homemade artisans. Must be approved by show staff)

10' x 10' – **\$1,900**\$ _____

10' x 10' Corner Space – **\$2,250**\$ _____

10' x 20' – **\$3,700**\$ _____

10' x 20' Endcap Space – **\$4,350**\$ _____

20' x 20' – **\$6,900**\$ _____

TOTAL \$ _____

1/2 of cost due with application\$ _____

Remaining balance due 30 days after application\$ _____

BOOTH SPACE

Booth spaces are not guaranteed and are assigned at the sole discretion of the show management.

Please make all checks payable to:
 Flower Show Productions, Inc.

Mail checks and this completed form to:
 Flower Show Productions
 1000 N. Milwaukee Ave., Suite 401
 Chicago, IL 60642

I/We are paying by:

Check Visa MasterCard

Credit Card #: _____

Exp. Date _____ Security Code: _____

Card Holder: _____

Billing Address: _____

City/State/Zip: _____

Signature: _____

***Must provide a valid credit card for the payment plan.**

Product to be displayed and/or sold (only product listed will be allowed in the show)

By signing this contract I/we hereby agree to abide by all the rules outlined in this contract. That I/we have read and agree to abide by all rules and regulations set forth by Flower Show Productions, Inc., the convention center/venue and any local and federal laws and ordinances and all the Exhibitor Conditions affixed to the back of this contract or faxed. Any violations of this contract can/will result in legal action if necessary. I understand that Flower Show Productions, Inc. holds the right for whatever reason to cancel this contract at no obligation. The individual hereby signing this contract warrants that he/she has been duly authorized to execute this binding contract and that exhibitor will continue to fulfill these terms even if the individual ceases to be a part of the exhibitor's company. This contract constitutes the entire agreement between management and the exhibitor.

Signature: _____

Print Name: _____ Date: _____

I/We authorize Flower Show Productions, Inc. to process: initial deposit all payments on the given credit card for exhibit space.

OFFICE USE ONLY Cert. of Insurance Received/date: _____

Down payment/date: _____ Balance Paid/date: _____

Accepted: _____ Booth: _____ By: _____

Questions? Call 312.241.1250, visit www.chicagoflower.com or fax 888.845.4148 for more information.

APPLICATION AND CONTRACT FOR EXHIBIT SPACE AT THE 2018 CHICAGO FLOWER & GARDEN SHOW AT NAVY PIER

Please read the following conditions before signing the contract attached. By signing the contract you agree to abide by all the conditions presented on this page and/or other attached forms.

PARTICIPATION

Participation is subject to review and approval is **NOT** guaranteed upon presentation of your application. To apply you must submit a complete application packet consisting of the following items:

- Completed show application
- Color photos of each item to be sold (no 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 are participating in throughout the year. Price list and/or price range for your products

GUIDELINES

Our process for exhibitors with product review with primary consideration being given to exhibitors who feature products or product-lines that are within the following categories:

- Horticulture – Plants, Bulbs, Cut Flowers, Herbs, Dried Flowers, Seeds. Landscaping and Garden Center Products and Services.
- Garden Accessories – Gloves, Sheds, Outdoor furnitures, Garden Statuary, Garden Tools & Accessories, Fountains, Birdhouses, Wind Chimes, Birdfeeders and Garden Lighting, etc.
- Art – Original Paintings, Prints, Pressed Flower Art. Floral design in origin or function and 50% of the items displayed must be in floral related.
- Home Accessories – Decor for the home featuring floral or of horticulture origin or function such as vases, pottery, pots, tile art and interior furniture. Interior and exterior products and services.

We strongly recommend and encourage vendors to use fresh floral and plants to decorate their booth space. If you are in need of a local supplier please feel free to contact us for direction. All booths are expected to be staffed the whole length of the day and show from open to close. Exclusivity of items is not guaranteed, though show management does make best efforts to avoid exact duplication.

COVENANTS

1. The exhibitor is contractually liable for any legal fees or costs in fulfilling the terms of this contract.
2. The exhibitor agrees to abide by all rules and regulations adopted by Flower Show Productions, Inc., the show sponsors, and agrees that Flower Show Productions, Inc., shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the show.
3. The exhibitor agrees to observe all union contracts and labor relations agreements in force, agreements between the Flower Show Productions, Inc. and the official contractors serving the show facility and the companies operating in the building in which the show is taking place and to observe the labor laws of jurisdiction in which the building is located. The exhibitor will not do anything directly or indirectly connected with their display, which might be a violation of any laws, bylaws, ordinances, or regulations of any government or regulatory body.
4. The exhibitor agrees to obtain, at its own expense, any licenses or permits which are required, including without limitation, from government bodies, trade or industry associations, and any other third parties, for the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade or business during the show and to pay all taxes that may be levied against it as a result of the operation of its trade of business in their space allocated.
5. The exhibitor agrees not to conduct or be associated with a promotional contest in connection with the show, where a prize or prizes having a value in excess of \$50 are offered, unless the exhibitor (i) satisfies Flower Show Productions, Inc. that the contest is being operated in accordance with the law and (ii) provides a letter of credit or other security satisfactory to Flower Show Productions, Inc., covering the value of the prize(s).
6. The exhibitor agrees to obey any non-Dsmoking regulations in effect at the facility and agrees to ensure that its officers, agents, employees and those whom in law they are responsible for, obey and such regulations.

ADVERTISEMENTS AND ATTENDANCE

Flower Show Productions, Inc. does not imply, infer, or guarantee attendance figures, or advertising commitments. Every attempt is made and determined by Flower Show Productions, Inc. shall not be held liable in any way, including, but, not limited to, refunds, returns, loss of income, loss of potential income, labor, etc. for any failure or results from the show and/or expectations from exhibitor.

DISPLAY REGULATIONS

The exhibitor agrees to occupy the contracted exhibit space during the full term and operating hours of the show and to exhibit only those products described in this contract. Flower Show Productions, Inc. reserves the right, unto its own discretion to: (i) determine the eligibility of exhibitors and exhibits for the show, (ii) reject or prohibit exhibits or exhibitors which Flower Show Productions Inc., considers objectionable, and (iii) relocate exhibitors or exhibits when in Flower Show Productions, Inc. opinion such moves are necessary to maintain the character and/or good order of the show. Flower Show Productions, Inc. does not offer any exclusivity to any products or services, nor do we guaranteed that you will not be positioned close to a competitor.

The exhibitor shall be responsible for ordering/payment to assigned contractors for any plumbing or electrical needs. Flower Show Productions, Inc. is not responsible or liable in any circumstances for work or payment provided by such contractors. Flower Show Productions, Inc. and the show site are also not responsible or liable for any merchandise or equipment delivered by or to any exhibitor. All aisles and doors to show site will be under control of Flower Show Productions, Inc. Exhibitors may not extend booth or display into aisles or obstruct the view of other spaces. Exhibitors or any of their representatives may not sell product, hand out merchandise or literature other than in their assigned exhibit space.

APPLICATION AND CONTRACT FOR EXHIBIT SPACE AT THE 2018 CHICAGO FLOWER & GARDEN SHOW AT NAVY PIER

EXHIBIT SPACE — DEFINED

AISLE SPACE – open to aisle on one side.

CORNER SPACE – open to aisles on two sides with a minimum of 6 feet on the second side.

END CAP – three open selling sides. End caps are only sold as 10' x 20' spaces—there are a limited number available.

DEPOSIT & PAYMENT TERMS

All deposits are non-refundable. If notice of cancellation is submitted, the exhibitor is liable for full payment of his space rental under the contract. In the event the exhibitor fails to make payment as afore mentioned or fails to comply in any respect with the terms of this contract, Flower Show Productions, Inc. reserves the right to cancel this contract without notice and all rights of the exhibitor here unto shall cease and terminate. Any payment made by the exhibitor on account hereof will be retained by show management as liquidated damages for breach of his contract and show management may there upon rent space. Failure to appear at the event does not release exhibitor from responsibility for payment of the full cost of the space rented. The balance of the contract is due and payable as outlined within the application. Any portion of the balance which remains unpaid after the due date will accrue interest at a rate of 18% per annum or the maximum interest rate allowed by law.

BUILDING

The exhibitor is liable for any damage they cause to the facility or to any property of Flower Show Productions, Inc., its agents, officers, employees or any other exhibitor(s). The exhibitor may not apply paint, lacquer, adhesive or other coatings to the facility or to the property of Flower Show Productions, Inc., its agents or any other exhibitor. Flower Show Productions, Inc., is not responsible for any assigned exhibitor parking during setup, show times or break down.

INSTALL & REMOVAL OF EXHIBITS

The exhibitor agrees no display will be dismantled or goods removed during the entire run of the show, but will remain intact until the end of the final closing hour of the last show day. The exhibitor also agrees to remove its display and equipment from the show site by the final move-out time limit, or in the event of failure to do so, the exhibitor agrees to pay for such additional cost as may be incurred.

CANCELLATION OR CURTAILMENT OF SHOW

In the event the facility in which the show is to be held or is held is destroyed or becomes unavailable for occupancy, for reasons beyond the control of Flower Show Productions, Inc., and the show sponsors, or if any reason Flower Show Productions, Inc. is unable to permit the exhibitor to occupy the facility or the space, or if the show is cancelled or curtailed, Flower Show Productions, Inc., and the show sponsors will not be responsible for any loss of business, loss of profits, damage or expense of whatever nature that the exhibitor may suffer. The reasons listed include, but are not limited to such reasons as: casualty, explosion, fire, lighting, flood, weather, epidemic, earthquake, or other Acts of God, acts of public enemies, riots or civil disturbance, strike, lockout or boycott. In the event of failure to provide exhibit space Flower Show Productions, Inc. may terminate this agreement in its entirety.

NSF CHECKS

In the event that the exhibitor's check is returned by a bank or financial institution of any sort, due to insufficient funds, a \$50 administration fee will be charged to the exhibitor. The returned check will be collected through a third party collection agency which will utilize electronic debit as well as assess processing fees.

ASSIGNMENT AND SUBLETTING

The exhibitor shall not assign any rights under this agreement or sublet the space without prior written permission of Flower Show Productions, Inc. which permission may be arbitrarily withheld at the sole discretion of Flower Show Productions, Inc.

INSURANCE

The exhibitor shall obtain a policy of liability insurance during the period commencing on the first move-in date and terminating on the last move-out date (\$1,000,000 personal liability and \$500,000 property damage). This liability policy shall name Flower Show Productions, Inc. as an additional insured against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the show. The exhibitor shall provide Flower Show Productions, Inc. with a copy of such policy prior to move-in. Flower Show Productions, Inc. holds the right for whatever reason to cancel this contract at no obligation if a policy is not submitted.

INDEMNITY

The exhibitor accepts all risks associated with the use of the exhibit space and environs. The exhibitor shall not make any claim or demand or take any legal action, whatsoever, against Flower Show Productions, Inc., the show sponsors, or the facility in which the show is held, for any loss, damage or injury however caused, to the exhibitor, its officers, employees, agents or their property. The exhibitor agrees to indemnify and hold harmless Flower Show Productions, Inc., show sponsors and the facility, their respective officers, employees, and agents, against all claims, costs and charges of every kind resulting from the occupancy of the exhibit space or its environs, for personal injuries, death, property damage or any damage sustained by the exhibitor or its officers, agents, employees, or those for whom in the law they are responsible, or Flower Show Productions, Inc., or an attendee to the show.

EXHIBITOR'S PROPERTY

Flower Show Productions, Inc. will not be responsible or liable for the safety of the exhibitor or its merchandise, property, employees, customers from theft, injury or damage from fire, civil tumult, accident or Act of God. All the exhibitor's property at the show shall be at the sole risk of the exhibitor and Flower Show Productions, Inc., assumes no responsibility for the loss or damage there unto.



