

# Looking for Qualified Buyers? We Deliver.



**SUBURBAN**  
**FALL HOME SHOW**

**OCTOBER 21 – 23, 2011**  
Greater Philadelphia Expo Center at Oaks

[www.phillyexpos.com](http://www.phillyexpos.com)



## Who are we targeting?

Homeowners residing in the tri-state Greater Philadelphia Region comprised of 11 counties: New Castle County in Delaware, Main Line, Bucks, Chester, Delaware, Montgomery and Philadelphia counties in Pennsylvania.

- Men and women in the key age group of 26-55
- Annual household income of \$90,000-\$150,000
- Additionally, our campaign will target both heads of household, allowing you to present to both decision makers.

## What are these consumers looking for?

Affluent consumers come to a show looking for specific products or services. Most will seek information for home improvement projects in the planning stages; many will make purchases of products they see at the show or within several months. Over 60% of Home Show purchases are impulse buys made simply because they saw something at the show which triggered a need!

## What are consumers' major areas of interest?

Remodeling, Renovating, Decorating, Landscaping & Hot Tubs

## Why should you be exhibiting at our show?

It's a fact-There is no better way to make a sale than to meet fact-to-face with admission-based buyers, allowing them to actively research, touch and see your products. Consumers come to our shows not only to fulfill their immediate needs but to form their dreams. If you are the one to help shape their dreams you can be chosen to fulfill them!

**Give us a call...**  
**Let's confirm your premium space today!**

## EXHIBIT SPACE RATES

10' X 10' = 100 sq. ft. @ \$995.  
10' X 15' = 150 sq.ft. @ \$1490.  
10' X 20' = 200 sq.ft. @ \$1990.

*\$9.95/sq. ft. · \$100 additional for corner booths*

## EXHIBITOR AMENITIES

- Standard pipe and drape  
*(8' high back with 3' high side walls)*
- Aisle carpeting
- Storage of empty crates and boxes
- Exhibitor badges
- 20 VIP tickets per company
- FREE PARKING
- Non-union hall – no extra move-in/out expenses!
- Build your own display

## MEDIA PROMOTION

- TV
- Radio
- Newspapers
- Billboards
- Post Cards,
- Val Pak
- Clipper Magazine
- Show Guide

## SHOW HOURS

October 21	Friday	12:00 <sup>PM</sup> – 9:00 <sup>PM</sup>
October 22	Saturday	11:00 <sup>AM</sup> – 9:00 <sup>PM</sup>
October 23	Sunday	11:00 <sup>AM</sup> – 6:00 <sup>PM</sup>

## CONTACT INFORMATION

- Joyce Mockus, *Show Manager*
- David Mockus, *Account Manager*

PHONE 856-782-2222 or 856-626-3226

FAX... *your completed Contract/Application to:*  
856-782-2221 or 856-626-3289

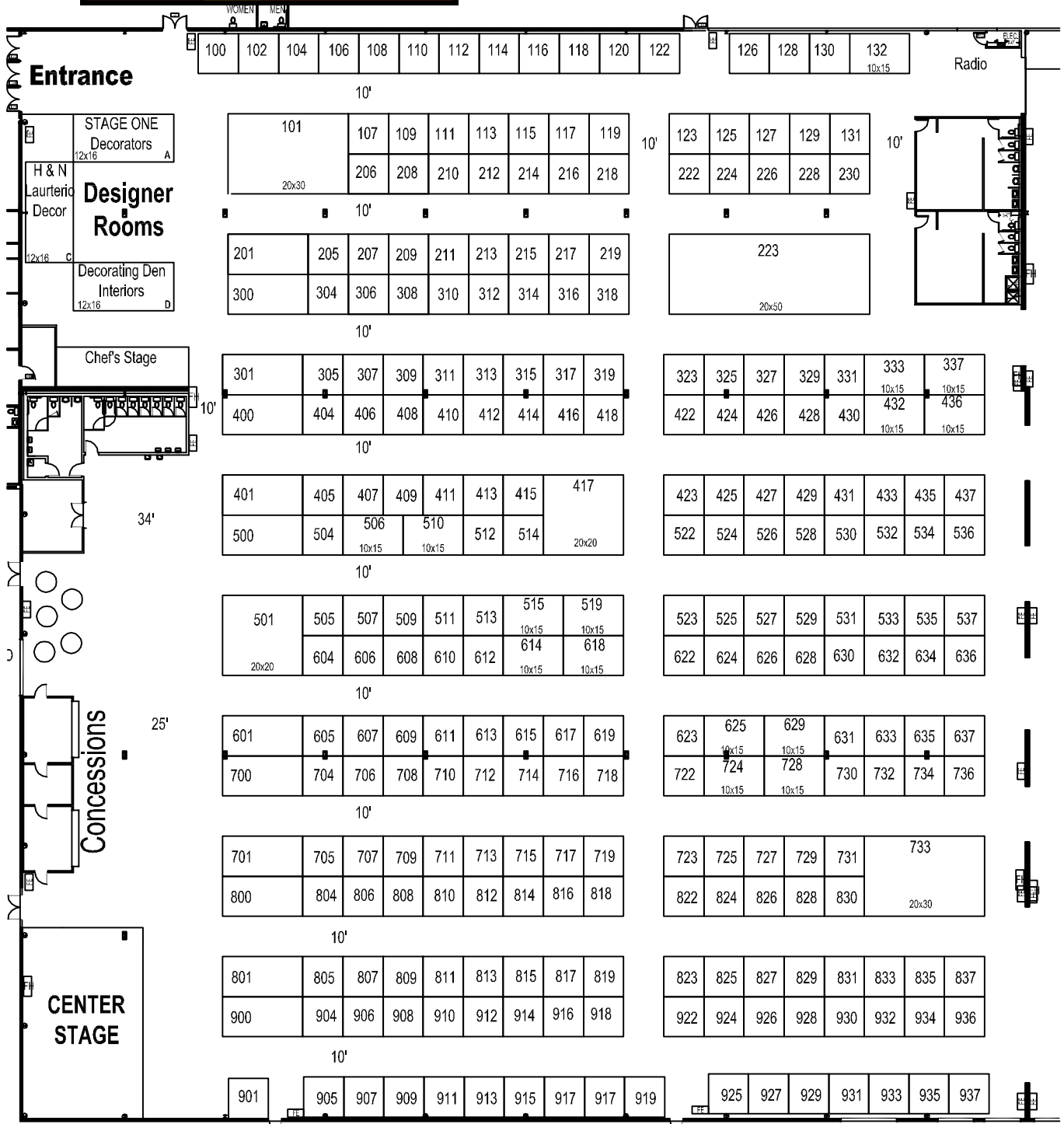
E-MAIL [joyce@phillyexpos.com](mailto:joyce@phillyexpos.com)  
[david@phillyexpos.com](mailto:david@phillyexpos.com)

MAIL D&D Expositions, Inc  
235 Gibbsboro Rd. Ste. A  
Clementon, NJ 08021

*Ask us about our Spring Show, February 23 – 26, 2012*



Greater Philadelphia Expo Center at Oaks  
 October 21-23, 2011  
 Oaks, PA  
 Hall A



SLS ARTISANS ROW

Prepared by:  
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 8.29.11 LC

# EXHIBIT SPACE APPLICATION / CONTRACT



**SUBURBAN  
FALL  
HOME  
SHOW**

Please return this completed form to:

**D&D Expositions, Inc.**  
235 Gibbsboro Road, Suite A · Clementon, NJ 08021

**Contact David:**

phone 856.626.3226  
fax 856.626.3289

**Payment Schedule:**

**50% deposit (of total) due upon receipt of this contract.  
50% balance (of total) due August 19, 2011.**

**OCTOBER 21 – 23, 2011**  
Greater Philadelphia Expo Center - Oaks, PA

Exhibit space contracted is subject to cancellation unless payments are received by the deadlines listed above. To avoid cancellation and/or relocation, issue payments by deadlines.



COMPANY NAME

WEB SITE

CONTACT PERSON

E-MAIL

ADDRESS

CITY

STATE

ZIP/POSTAL CODE

PHONE

CELL PHONE

FAX

## Exhibit Space

1ST BOOTH NUMBER(S)

SIZE

COST

2ND BOOTH NUMBER(S)

SIZE

COST

## Products Displayed

We propose to display the following products and/or services:

## Payment

Please find my check attached (payable to 'Suburban Fall Home Show')

AMOUNT \$ \_\_\_\_\_

Charge to my (check one)  VISA  MASTERCARD  DISCOVER  AMEX

AMOUNT \$ \_\_\_\_\_

Credit Card account number

Date of expiration

3 / 4 digit SIC code

CARDHOLDER'S NAME

SIGNATURE

CHECK ONE

- I authorize D&D Expositions to process the final payment due August 19, 2011 on the credit card above.  
 Please invoice me for the final payment on August 19, 2011

**EXHIBITOR AGREEMENT** I/We hereby apply for exhibit space in the Suburban Fall Home Show. If accepted, I/We agree (please sign and date) to abide by the show terms, conditions and regulations printed on the reverse side of this form.

SIGNATURE

DATE

Please retain a copy of this form for your records. See reverse for terms and conditions.



# D & D EXPOSITIONS, INC.

## TERMS & CONDITIONS

### 1 PAYMENTS

This application for exhibit space must be submitted to D&D Expositions, Inc. with a 50% deposit. The remaining 50% is due no later than 30 days prior to the show. Assignment of exhibit space and exhibitor signature will constitute acceptance into the show, making this a binding contract. Failure to make payments in the manner set forth on the front of this contract will terminate all rights of Exhibitor and any payments made prior to said time shall be retained by D&D as damages for the breach of this agreement.

### 2 BOOTH CONSTRUCTION

All exhibits are required to have full floor covering. Booth construction and signage must be exhibited in accordance to the rules and regulations pertaining to exhibitor's booth type and as outlined in the Exhibitor Manual. Attention should be paid to neighboring exhibitors when constructing exhibits. No part of any in-line exhibits shall exceed 8 feet in height, unless agreed to by D&D. Any visible unfinished backs of the exhibit must be finished

### 3 SPACE ASSIGNMENT / SUBLETTING

The exhibitor shall not sublet the space or assign any rights without the written permission of D&D, which may be arbitrarily withheld.

### 4 EXHIBITOR AGREEMENT

The exhibitor agrees to occupy the contracted exhibit space during all show hours and to sell, promote or advertise only the products and services described in this agreement.

The exhibitor agrees to observe all union contracts and labor relations agreements in force between D&D and contractors providing services to the facility and all governing companies operating in the Expo Center where the Show is taking place.

The exhibitor agrees to obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Show.

The exhibitor agrees to abide by the rules and regulations of the city, fire, police, health departments and of any other government or regulatory body having the authority to regulate the facility and the Show, obey all laws, including those pertaining to health, safety and protection of visitors to the Show.

### 5 INDEMNIFICATION BY EXHIBITOR

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless D&D Expositions and the Expo Center their managers, officers, members, sponsors, employees, agents, from any and all claims, liabilities, losses, costs and expenses (including attorney's fees) arising from or in connection with the condition, use or control of exhibitor's display space or arising out of exhibitor's participation in the Show. If requested by Show Management, exhibitor will furnish at its own expense comprehensive general liability coverage of \$1,000,000 from the first move-in date and ending on the last move-out date. The policy shall name D&D as loss insured and insure the exhibitor against all claims of any kind arising from or in any way connected with the exhibitor's presence or operations at the Show.

### 6 CANCELLATION / TERMINATION

Exhibitors may cancel this agreement by written notice at any point prior to 90 days before the first set up day of the show. A 25% handling fee will be withheld from any deposit paid and the balance returned to the exhibitor within 90 days. Any other cancellation within the 90 day period will result in forfeiture of all deposits and fees paid.

### 7 DISPUTES

All decisions involving disputes between exhibitors shall be determined by Show Management.

### 8 LOSS LIABILITY

Show Management or the Oaks Expo Center shall not be responsible for any loss or damage that may result from theft, fire, strikes, accidents or other destructive causes. Show Management's coverage does not extend to exhibitor's property; however, security will be provided by Show Management.

### 9 SOLICITATION

Interviews, demonstrations, distribution of literature, etc. will be permitted only within the exhibitor's space. Aisles must be kept clear of exhibit material and debris must be disposed of in building trash containers. Show Management will not permit non-exhibitors to canvas, solicit, hold conferences or distribute literature or any promotional devices at the show.

### 10 FORCE MAJEURE

Show Management will not be liable for the fulfillment of this Agreement as to the delivery of space if non delivery is due to: fire, act of God, insurrections, strikes, the authority of the law, or any other cause beyond Show Management's control.

### 11 GOVERNING LAW

Parties will conduct all of their affairs in accordance with the applicable laws and regulations of the United States, the Commonwealth of Pennsylvania and the City of Philadelphia.