



NORTHWEST
FLOWER & GARDEN
SHOW

2006

EXHIBITOR APPLICATION
for Commercial, Plant, Orchid & Educational Exhibitors

Location

Washington State Convention Center
Downtown Seattle
7th & Pike Street

Dates

February 8-12, 2006

Hours

9:00 am - 9:00 pm, Wednesday - Saturday
9:00 am - 6:00 pm, Sunday

Office

1515 NW 51st St., Seattle, WA 98107
Phone: 206.789.5333 Fax: 206.784.5545
E-mail: nw_exhibits@gardenshow.com
www.gardenshow.com

Contact

Karin Chisamore
206.789.5333, ext. 245
Exhibits Manager

Move-in dates

Monday, February 6 and Tuesday, February 7

Your specific scheduled move-in day and time will be listed in the Exhibitor Kit, which will be mailed in December 2005.

**Application
Deadlines**

Commercial, Plant & Orchid Exhibitors, June 10
Educational Exhibitors, July 15

How to Apply for Exhibit Space for 2006

"The NWFG Show is by far the highlight of my spring and maybe even summer!" - 2005 Exhibitor

This application is for commercial, orchid and educational exhibitors promoting plants and other products that are clearly related to gardening.

Exhibits must be of high quality and offer attendees a positive Show experience. Applications must include a description, samples, photos and/or literature about the products or services to be exhibited. The Northwest Flower & Garden Show carefully screens all exhibitors, and reserves the right to reject the application or products based on quality or appropriateness to the Show.

Management may ask exhibitors to remove any unauthorized products during the Show.

Landscape contractors, landscape architects, garden designers and design/build firms are encouraged to participate in the Show Gardens and are not permitted to exhibit in the commercial marketplace.

Description of Exhibits

Commercial:

- Adjacent to Garden Marketplace & Marketplace:—garden, plant and flower-related products only.
Examples: Gardening tools, soils, fertilizers, garden-related art and décor.
- Plant and Orchid Market—live plant and orchid material, bulbs, catalogs of plant material and cut fresh flowers only.

All of the above fill out application for Commercial Exhibit Space.

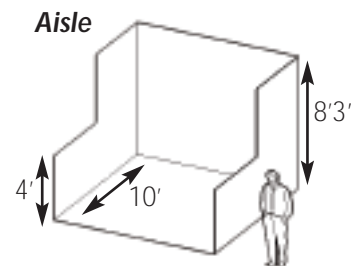
Educational:

- Non-profit organizations including plant societies, garden clubs, arboreta, botanical gardens, trade associations and environmentally friendly groups. Retail sales are not permitted, however memberships to the organization may be offered and sold.

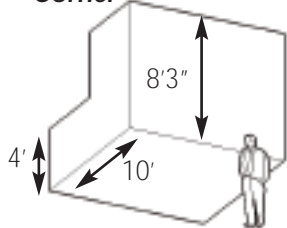
Fill out application for Educational Exhibit Space.

Types of Marketplace Exhibits:

Aisle-100 sq. ft. space defined by Show-provided pipe and drape on 3 sides, open in the front. Maximum height for the back drape and back 5' of the side drape is 8' 3" in this exhibit space. The maximum height of the front 5' of the side drape is 4'. The front 5' of the side drape must be kept clear of product or display on both sides to allow for good sightlines down the aisle.



Corner



Corner- 100 sq. ft. space defined by Show-provided pipe and drape on 2 sides, open in the front and on one side. Maximum height for the back drape and back 5' of the side drape is 8' 3" in this exhibit space. The maximum height of the front 5' of the side drape is 4'. The front 5' of the side drape must be kept clear of product or display on both sides to allow for good sightlines down the aisle.

Freeform- 200 sq. ft. or more of exhibit space in varying size, without pipe and drape and height restrictions. There are a limited number of these spaces.

Options

Tall Wall Option- No Height Restrictions

There are a limited number of Tall Wall exhibit spaces available to Adjacent-to-the-Garden Marketplace and Marketplace exhibitors. Tall Wall exhibits have **no height restrictions** and will be located next to each other against the perimeter walls in the exhibition areas of the Convention Center. There is no additional charge for a Tall Wall exhibit, however ordering additional pipe and drape from the decorator or constructing walls to separate your exhibit from neighbors is your responsibility.

Carpeted Area

Adjacent-to-the-Garden Marketplace Exhibitors have the option of requesting a space in the carpeted area of the 4th Floor Exhibition Hall. This black carpet is permanent and covers the exhibit space and surrounding aisles.

Storage

On-site storage is available to purchase for \$2.00 per sq. ft. until November 1, 2005 or until sold out. If storage is still available after November 1, 2005 it will be \$2.50 per sq. ft. Each standard storage space is 24 sq. ft., 6 ft. X 4 ft. There are also a very limited number of 16 sq. ft., 4 ft. X 4 ft. spaces available on shelves with a height restriction of 6 ft. The minimum is one space and multiple spaces may be ordered. Every effort to place you in close proximity to your exhibit space will be made.

Please tell us what you are storing and if you will be using CARDBOARD. The Fire Marshal prohibits combustibles in certain storage spaces. Some storage areas are outdoors but covered.

Storage is accessible during the Show and restocking hours. It is reserved, guaranteed, labeled and taped off for each exhibitor. Exhibitors cannot store items outside their assigned space. Storage is at your own risk. The Show is not responsible for any lost, stolen or broken items.

Exhibit Regulations

- Height regulations must be followed by aisle and corner spaces to allow for clear sightlines down the aisles. See Marketplace Exhibit descriptions at left for specific heights.
- Exhibitors cannot display or market product outside the boundaries of their space.
- Exhibitors are required to staff their exhibits at all times during Show hours.
- Under no circumstances will exhibits be permitted to be taken down prior to the close of the Show.
- No food or drink may be sold or given away from exhibit spaces.
- Headsets and hand-held microphones are not permitted in any exhibit space.
- Casual, amateur photography is allowed, and encouraged, throughout the Show.
- Restocking with handcarts/dollies must be done during specific hours when the Show is not open to the public. These restocking hours are published in the Exhibitor Kit.
- Any decoration or display item not for sale within 18 inches of an ignition source must be flame-proofed prior to the Show. Documentation must be given to the Exhibits Manager before move-in. More information regarding flame-proofing is included in the Exhibitor Kit. The Seattle Fire Marshal insists on strict compliance with this requirement.

Exhibit Payment

- Commercial applications and deposits are due by **June 10, 2005**, Educational applications and payments are due by **July 15, 2005**.
- A 50% deposit of the combined exhibit price, storage, liability insurance premium and application license fee is due with the application.
- All exhibitors must pay the **mandatory** \$55 liability insurance premium even if other coverage is available.
- Exhibitors that do not list a City of Seattle business license # will be charged a \$25 license fee. This is not your UBI #.
- Exhibitors are required to have a valid WA State Tax Number to sell items at the Show. Call 800.647.7706 to get your free temporary registration tax number. List this on your application as your UBI #.
- The exhibit space cost does not include electricity, decorations, furnishings, storage or other services. Order forms will be in the Exhibitor Kit mailed in December.

Exhibitor Package includes:

- Standard exhibit space is 10' x 10'
Multiple spaces can be purchased
 - 8' 3" back pipe and drape and 3' side pipe and drape for aisle and corner spaces
 - Company identification signage
 - Exhibitor listing published on the Show's website and in the official Show Guide
- Name of exhibitor must be listed on check.
 - The balance of the exhibit space price, storage, insurance premium, and license fee is due by **October 14, 2005**.
 - Applications submitted after October 14 must be accompanied by payment in full. After December 31, 2005 the only form of payment accepted will be a Cashier's Check.
 - Cancellation prior to October 14 of all or a portion of exhibit space ordered is subject to a fee equal to 25% of total exhibit price. For any cancellations made after **October 14, 2005, no refunds will be made.**
 - The Show's receipt of this application and deposit does not constitute acceptance into the Show. If an application is refused, the Show will return the deposit to the applicant as soon as possible. This application is not a contract. Once your exhibit application and location have been confirmed, a contract will be issued for signatures by both parties.

All exhibit spaces are expected to sell out. Please complete the appropriate application (either commercial or educational) as soon as possible.

For further information, contact Karin Chisamore at 206.789.5333, ext. 245 or 800.569.2832, or email nw_exhibits@gardenshow.com.

The Northwest Flower & Garden Show is a subsidiary of Salmon Bay Expositions, Inc. TIN# 91-1834064.



NORTHWEST FLOWER & GARDEN SHOW

COMMERCIAL EXHIBITOR APPLICATION

February 8-12, 2006 Washington State Convention Center, Seattle

Due: June 10, 2005

- Returning exhibitors will receive priority consideration if this application is received by June 10, 2005.
• Product samples, photos or website links with clear images of products must be provided with this application.

Company Name

Name (if different than above) (as it should appear on signage)

Contact

Address

Telephone

Cell phone on-site at Show

Fax

E-mail

Website (please be as detailed as possible about your product, include brand names where possible)

Product or Service

Which best describes your business? (circle all that apply):

- Retail Nursery Garden Tools Wholesale Nursery/ Grower
Interior Décor/Arts/Crafts Jewelry/Clothing Seeds
Outdoor Garden Décor/Ornaments/Fountains Tools/Fertilizer/Soil
Garden Furniture Other

UBI No.

- My company has a City of Seattle Business License, (# Must be listed. This is not your UBI#) Customer No.
My company does not have a City of Seattle Business License, and I have included the \$25 License fee.

Please sign below to confirm that you have read all Exhibit Regulations and that you will comply with them. Applications will not be processed without signature.

Authorized Signature Date

Printed Name Title

Request Exhibit Space Type & Size in Sq. Ft.:

Adjacent-to-Garden-Marketplace: (placement based upon seniority): Aisle: x \$15.00 = \$
Corner: x \$19.00 = \$
Freeform: x \$20.00 = \$

Space in black carpet area is an additional \$1 per sq ft: x \$ 1.00 = \$

Marketplace: Aisle: x \$13.50 = \$
Corner: x \$17.50 = \$
Freeform: x \$18.50 = \$

Plant & Orchid Market: Aisle: x \$ 9.25 = \$
Corner: x \$11.75 = \$
Freeform: x \$12.75 = \$

Requested Aisle # (See diagram of floorplan)

Please sign me up for a Tall Wall space

Storage: Storage: x \$ 2.00 = \$ (\$2.50 after November 1, 2005)

Will you be storing combustables (cardboard)? Yes No

Is your product temperature sensitive? Yes No

Liability Insurance Premium: = \$ 55.00

Seattle Trade Show License Fee: (\$25 if applicable) = \$

Total Price = \$

Deposit (50% of Total Price) = \$

Balance Due October 14, 2005 = \$

Application and Deposit Due June 10, 2005

Mail or fax this application with credit card information or your check payable to:

- Charge deposit only Charge balance on 10/14/05

Visa / MC (circle one) #: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

Northwest Flower & Garden Show

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Seattle, WA 98107
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Fax: 206.784.5545
E-mail: nw_exhibits@gardenshow.com

Returned (NSF) checks or declined credit cards will result in suspension of application.

Office Use Only

Table with columns: DB, CT, Space#, Yrs., Dt., Type, Amount



EDUCATIONAL EXHIBITOR APPLICATION

February 8-12, 2006 Washington State Convention Center, Seattle

Organization _____

Name (if different than above) _____
(as it should appear on signage)

Contact _____

Address _____

Telephone _____ Fax _____

Cell phone on-site at Show _____

E-mail _____ Website _____

Exhibit Intent _____

No. of spaces: _____ Prefer: Aisle _____ Corner _____

Other Preferences: _____

Notes: _____

Please read carefully the Description of Exhibits and Exhibitor Regulations before completing this application. Educational exhibit spaces are for the use of non-profit organizations like plant societies, arboreta and trade associations. Retail sales are not permitted. A standard space is 10'x10'. **Space is limited.**

There is a \$200 exhibit fee per 10'x10' space to offset decorating and administrative costs. This fee is due in full by the application deadline of July 15, 2005.

The Show's receipt of this application and payment does not constitute acceptance into the Show and does not in any way guarantee a space in the Show. If an application is refused, the Show will return the payment to the applicant as soon as possible. This application is not a contract. Once your exhibit application and location have been confirmed, a contract will be issued for signatures by both parties. Confirmed exhibits will receive an Exhibitor Kit in December with detailed information and forms for ordering decorating, electricity, phones and other services you may require.

Please sign below to confirm that you have read all Exhibit Regulations and that you will comply with them.
Applications will not be processed without signature.

Authorized signature _____ Date _____

Printed Name _____ Title _____

APPLICATION AND FEE DUE JULY 15, 2005

Mail or fax this application with credit card information or your check payable to:

Visa / MC #: _____
(circle one)

Expiration Date: _____

Name on Card: _____

Signature: _____

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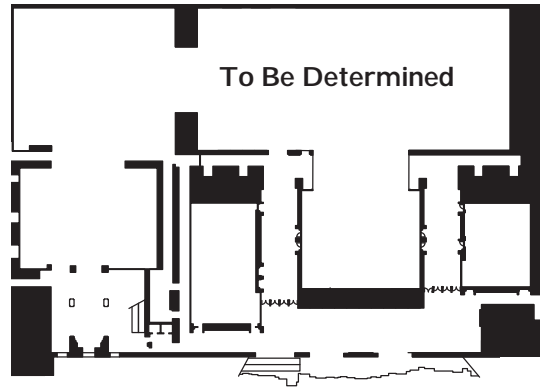
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DB	CT	
Space#	Yrs.	
Dt.	Type	Amount

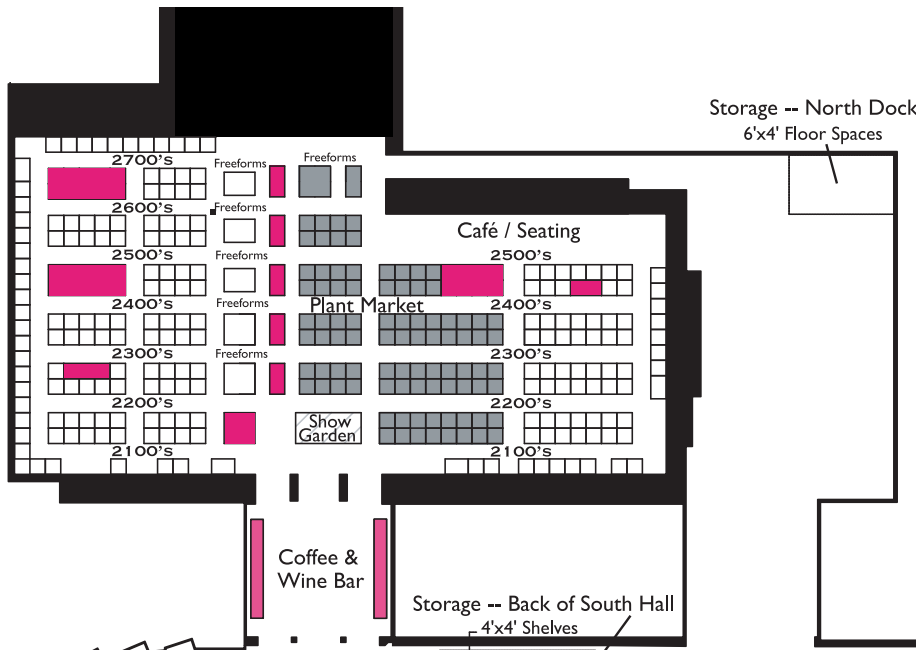


**NORTHWEST
FLOWER & GARDEN
SHOW**



Level 6

**Washington State
Convention Center**



- Special Features
- Plant Market
- Black Carpet Area

Adjacent-to-Garden-Marketplace: Aisles 100-1200

Marketplace: Aisles 2100-2700

Level 4