



Friday, April 20, 3pm - 8pm
Saturday, April 21, 9am - 4pm
2018 Exhibit Space Contract

Business _____ Date _____

Contact Name _____ Email _____

Address _____ City _____ State _____ Zip _____

Phone _____ Townsquare Media Sales Rep _____

ND Tax Permit # _____ Product To Be Displayed _____

Indoor Booth Space (Includes 8' table, two chairs, pipe/drape)	Investment	✓
10' x 10' Booth	\$325	
10' x 10' Premium End Booth	\$400	
10' x 20' Booth	\$650	
10' x 20' Premium End Booth	\$750	
20' x 20' Premium End Booth	\$1400	

Bulk Space (Includes 8' table, two chairs)	Investment	
Indoor 20' x 20'	\$1100	
Indoor 20' x 30'	\$1200	

Additional Options		Investment	✓
Radio/Online Radio Schedule	<ul style="list-style-type: none"> 40 :30 second radio ads 40 :30 second online radio ads Station(s) of sponsor's choice Air in April Call for details 	\$400	
Digital Display Banner	<ul style="list-style-type: none"> 30 Day Online Digital Banner Choose from 5 station websites 16% share of voice rotation Station of your choice 	\$75	
On-Site Banner	<ul style="list-style-type: none"> 3' x 5' Maximum Provided by sponsor Placed in prominent location 	\$25/each	
Live Interview	<ul style="list-style-type: none"> 60 second live interview at expo Airs across five radio stations 	\$25/each	
Prize Giveaway	<ul style="list-style-type: none"> Provide a \$25 minimum prize Includes on-site announcement Must be received before 3-10-18 	No Charge	

Sponsorship Options
<input type="checkbox"/> Presenting Co-Sponsor (\$5000)
<input type="checkbox"/> Kids' Zone Sponsor (\$1500)
<input type="checkbox"/> Plant Check Sponsor (\$1500)
<input type="checkbox"/> Demo Area Sponsor (\$1500)
<input type="checkbox"/> Gold Level (\$1000)
<input type="checkbox"/> Silver Level (\$600)
<input type="checkbox"/> Bag Sponsor (\$500)
<small>*All Booth Space, Additional Options, and Sponsorships Subject to Availability</small>

50% Deposit Due with Contract: \$ _____

Balance Due before 3-10-2018: \$ _____

Check Payments To:
 Townsquare Media Bismarck
 1830 N 11th St.
 Bismarck, ND 58501

To Pay in Full by Credit Card:

CC # _____

Exp. _____ V-code _____

Signature: _____ Date: _____

RULES AND REGULATIONS

These rules and regulations are part of the Exhibit Space Agreement for the Dakota Garden Expo

TERMS OF PAYMENT:

A 50% deposit on booth space will be required upon signing of this agreement. The balance is payable by March 10, 2018. If the exhibitor fails to make either of the said payments at the time appointed therefore, all rights of the exhibitor hereunder shall cease and terminate, and the payments made by exhibitor on account hereof prior to said time shall be retained by TOWNSQUARE MEDIA as liquidated damages for breach of this agreement as aforesaid, and TOWNSQUARE MEDIA may thereupon resell said space. NO EXHIBIT OR PART OF EXHIBIT WILL BE PERMITTED IN SAID SPACE UNTIL THE RENTAL OF THIS SPACE HAS BEEN PAID IN FULL. NO REFUNDS ON SPACE ORDERED AND NOT USED.

LIABILITY:

Neither Townsquare Media, The Bismarck Event Center, their representatives, employees or agents, shall be responsible for any injury, loss or damage that may occur to the exhibitor or exhibitor's employees or property from any cause whatsoever including, but not limited to claims based in contract, negligence, strict liability, or other sort, except injury, loss or damage caused by negligence or willful misconduct of Townsquare Media, the Bismarck Event Center, or their employees acting within the scope of their employment.

CARE OF BUILDING:

Exhibitors, or their agent must not injure or deface the walls or floors of the building and adjacent areas, including outside surfaces. If such damage appears, the exhibitor is liable to the Bismarck Event Center for the property so damaged. Adhesive-backed stickers or material of any kind or nature are expressly prohibited. Exhibitor assumes total responsibility and liability for any and all damage due, related, or pertaining to, or caused by loading and unloading of equipment or any exhibit materials to be utilized by the exhibitor.

FIRE AND SAFETY RULES AND REGULATIONS:

Combustible exhibit and display materials to be flame proofed. Explosive materials are not allowed on the premises. Vehicles may not be operated on the premises during show hours. Gas tanks must be approximately one-fourth full of gas. Tank openings must have a secure cap and be taped to prevent fumes from escaping. Battery cable must be disconnected and taped to prevent contact. All rules and regulations relative to public buildings as prescribed by the City of Bismarck Fire Department must be adhered to. All exhibits must meet fire marshal's and existing fire code requirements. Townsquare Media reserves the right to restrict or prevent the demonstration of equipment that creates excessive noise, a determination to be made at the sole discretion of the Dakota Garden Expo.

EXHIBIT AGREEMENT:

The exhibitor shall not assign this license, or sublet, or license the whole or any part of the space hereby contracted for. The exhibitor agrees not to install or cause to be installed, any special or additional signs, apparatus, shelving standards, or any merchandise, which will obstruct the view of other exhibits. Dakota Garden Expo does not warrant or guarantee the availability of exhibit space to any exhibitor that is not checked in and set up at least two hours prior to the opening of said show. All exhibitors must be available and ready to move in and set up at assigned time, to be published prior to the show.

EXHIBIT CONTENT:

Townsquare Media reserves the right to make decisions relative to the show contents and reserves the right to reject any exhibits which is deemed detrimental to the show.

AMENDMENTS:

These rules, regulations and conditions have been drawn for the purpose and intention of proving a well-balanced, well-regulated, attractive and successful show. The management shall have full power to so interpret the rules and regulations to make any and all amendments of the foregoing rules, regulations and conditions, which shall bind the exhibitors.

NO EXCLUSIVE OR VERBAL CONTRACTS WILL BE RECOGNIZED WITHOUT WRITTEN APPROVAL OF THE MANAGEMENT.

THE EXHIBITOR AGREES TO THE FOLLOWING:


- 1) To abide by and conform to all rules and regulations prescribed or adopted by the management which apply to the use or occupancy of the exhibit area of this agreement, or which pertain to the operation or administration of the show.
- 2) To comply with all laws, ordinances or regulations imposed by the management of the Bismarck Event Center application to the use of the building or ground areas of the facility and as imposed on the management. A copy of such laws, ordinances or regulations can be obtained from the management on request.
- 3) To clean up exhibitor's space at completion of the exhibit, returning said space to original condition.
- 4) All exhibits must be confined within the area of the rented footage of space.
- 5) The Dakota Garden Expo will provide building security but will not be liable for loss.



What Sets this Show Apart?

The Dakota Garden Expo offers comprehensive quality displays of products and services in the area of lawn, garden, and home improvement. It also expands into healthy living, fashion, and even food and wine. Impressive feature areas and stages with seminars by regional experts attract attendees as well as coverage by local media. Family fun areas make the show a destination for the whole family and extend their stay by giving kids fun things to do.

A strong marketing and public relations campaign helps support the expo. Extensive radio advertising on five stations blankets the area. There is also print and TV advertising, with pre-publicity, giveaways, and live show coverage. Email and social media campaigns supplement traditional promotion efforts.

	<p>The Dakota Garden Expo was established by the NDSU Extension Service in 2009 as a resource to foster the growth and prosperity of the lawn and garden industry within the community. In 2013, Townsquare Media came on board to help market and grow the expo. The Dakota Garden Expo is the premier lawn and garden show in the state. Opportunities exist to partner with this show and be associated with one of the best-attended, well-regarded events in the area.</p> <ul style="list-style-type: none"> • April 20-21, 2018 • Bismarck, ND Event Center • 5000 Average Attendance • 100+ Exhibitors • 20+ seminars and demonstrations 	
Sponsorship Opportunities		Investment
Presenting Co-Sponsor	<ul style="list-style-type: none"> • Sponsor name appears after/below expo name everywhere it appears, preceded by "Presented by" • Inclusion in all expo advertising, social media, and public relations • 20' x 20' display booth space • Extensive signage and prominent visibility at expo • 80 :30 second radio ads and 80 :30 second online radio ads on station(s) of sponsor's choice • 10 staff entry passes + 50 tickets to be given away at sponsor's location the week of the expo 	\$5000
Kids' Zone Sponsor	<ul style="list-style-type: none"> • Sponsor the kids' zone area of the expo • Inclusion in expo advertising and public relations that pertain to kids' zone area • 10' x 10' display booth space • 40 :30 second radio ads and 40 :30 second online radio ads on station(s) of sponsor's choice • Social media mentions • Signage and prominent visibility at expo 	\$1500
Plant Check Sponsor	<ul style="list-style-type: none"> • Sponsor the plant check area of the expo • Inclusion in expo advertising and public relations that pertain to plant check area • 10' x 10' display booth space • 40 :30 second radio ads and 40 :30 second online radio ads on station(s) of sponsor's choice • Social media mentions • Signage and prominent visibility at expo 	\$1500
Demo Area Sponsor	<ul style="list-style-type: none"> • Sponsor the demo area on the main exhibit floor • Inclusion in expo advertising and public relations that pertain to the demo area • 10' x 10' display booth space • 40 :30 second radio ads and 40 :30 second online radio ads on station(s) of sponsor's choice • Social media mentions • Signage and prominent visibility at expo 	\$1500
Gold Level	<ul style="list-style-type: none"> • Logo inclusion on expo website with hyperlink • Logo inclusion in one show e-blast to 12,000 consumers prior to the show • Signage and prominent visibility at the expo • Social media mentions • 10' x 20' booth space 	\$1000
Silver Level	<ul style="list-style-type: none"> • Logo inclusion on expo website, dakotagardenexpo.com, with hyperlink • Signage and prominent visibility at the expo • Social media mentions • 10' x 10' display booth space 	\$600
Bag Sponsor	<ul style="list-style-type: none"> • Sponsor provides bags with their company logo/information at each expo entrance • 10' x 10' display booth space • Social media mentions • Signage and prominent visibility at expo • Opportunity for sponsor's staff to distribute the bags 	\$500 + 2000 Bags

For information on available sponsorship opportunities, contact Townsquare Media at 701-250-6602. Additional expo information can be found at <http://dakotagardenexpo.production.townsquareblogs.com/>