



# Greater Pocono Home Show

## Exhibitor Rules & Regulations

### Display Regulations:

1. Exhibitors shall have at least one attendant at their booth at all times while the Greater Pocono Home Show (herein referred to as "Show") is open to the general public.
2. Loud sound displays or flashing light displays are not permitted.
3. Rear booth partition drapes are 8' high. Aerial displays must be safely anchored within the exhibit booth. The Show does not permit any part of, or item within the exhibitor's booth to exceed 12' in height, without prior written approval from Landmark Event Management (herein referred to as "Show Management"). Displays over 8' in height must be masked where the display is visible over a neighboring exhibitor's booth. Displays must be confined to actual rented space, with no elements extending into the aisle.
4. Displays cannot block neighboring booths. Display elements over 3' high must be set back 3' from the aisle. Raw plywood, cardboard, or other structural material must be painted or appropriately covered if visible from another booth.
5. Exhibitors shall use care not to deface floors, walls, or columns of Split Rock Resort (herein referred to as "Venue"), including the booth equipment provided and/or rented for the Show. DO NOT hang items from the drapery or drapery frames or from walls. Exhibitors will be liable for such damage resulting from acts of these types.
6. Exhibitors shall use care not to disrupt the flow of traffic in front of booths. Demonstrations that tend to attract large gatherings in the aisles in front of booths are prohibited.
7. The use or dispensing of any alcoholic beverages from any booth is prohibited.
8. Exhibitors shall not sell food or beverages. Exhibitors wishing to dispense food or beverages must receive special permission from the Show and MUST receive a Board of Health temporary permit in advance.
9. Exhibitors are responsible for the cleaning and maintenance of their booth and must keep the booth fully assembled and in presentable condition at all times during the Show.
10. All displays shall conform to the Show & local Fire Marshall's inspection requirements. Display materials shall be nonflammable or flame retardant.
11. Propane or Helium tanks or other highly flammable or potentially explosive materials are prohibited inside the exhibit hall.
12. Exhibitors shall not assign or sublet any part of their assigned space; nor may two or more unrelated companies share a single space or combine their reservations.
13. Balloons are not permitted to be used as booth décor and are not permitted to be distributed to attendees.
14. Cash & carry sales may be conducted from an Exhibitor's booth only if the exhibitor has proper permits and License(s). The Exhibitor is responsible for reporting and paying all sales taxes (where applicable). Contracts may be signed and deposits accepted.

### B. Unethical Practices:

1. No soliciting for business by any Exhibitor or his/her representative(s) is permitted at the booth(s) of other Exhibitors, or in the aisles. Exhibitors must remain within their contracted booth space.
2. Samples, catalogues, pamphlets, publications, and any other promotional material may be distributed by an Exhibitor only from within his/her booth(s).
3. Unethical or inappropriate conduct, or infractions of these Guidelines and Regulations by an Exhibitor or by an Exhibitor's representative(s), may result in dismissal from Show. Show management reserves the right to stop or if necessary, remove from the Show an Exhibitor, or their representative(s) performing an act or practice that, in the opinion of Show Management, is objectionable or detracts from the dignity of the show. In such an event, it is specifically understood by the Exhibitor that no refund will be made, and that no demand for redress will be honored from the Exhibitor, the Exhibitor's representative, or any agent for the Exhibitor.

### C. Security:

1. Exhibitors are urged to remove valuable property from the premises during non-exhibit hours of the Show. The Show and Venue are not responsible for lost or stolen property.
2. Exhibitors shall use the designated exhibitor parking lot during exhibit hours.

### D. Liability:

1. Exhibitors are liable for any damage to the exhibit hall floors, walls, or columns; to standard booth equipment rented or provided; and to the property of other Exhibitors that they may damage.
2. Exhibitors are responsible for their own insurance to cover all contingencies including, but not limited to, fire, theft, property damage, public and private liabilities, and worker's compensation.
3. The Show, Show Management and Venue will not be responsible and does not guarantee against loss, damage, or injury that may occur to the Exhibitor; the Exhibitor's employees, representatives or agents; or any property related thereto; from any cause whatsoever prior, during, or subsequent to the Show. The Exhibitor expressly releases the Show, Show Management and Venue, and agrees to indemnify the same against all claims for such loss, damage, or injury. If any action by the Exhibitor before, during, or after the Show causes legal action against the Show, Show Management or Venue, the Exhibitor will be solely responsible for any and all resulting legal costs.

### E. Insurance:

1. A Certificate of Insurance naming the Pocono Builders Association, Landmark Event Management and Split Rock Resort as additional insured is required of all exhibitors 30 days prior to the opening of the Show.

### F. Set Up/Tear Down:

1. Exhibit times are Saturday, April 17 from 10:00 a.m. to 5:00 p.m. and Sunday, April 18 from 11:00 a.m. – 4:00 p.m.
2. Installation and Booth Set up will be Friday, April 16 from 9:00 a.m. to 6:00 p.m. If an Exhibitor fails to occupy space assigned for the Show by 6:00 p.m. Friday, April 16 or fails to comply in any other respect with the terms set forth for the Show, the Show reserves the right to use such space in any manner whatsoever, without releasing the Exhibitor from the financial obligation agreed upon when the Exhibitor's reservation was accepted, from infraction of these Guidelines and Regulations, or from any other financial obligations incurred through the Exhibitor's anticipated occupancy in the Show.
3. Dismantle and Tear Down begin at 4:00 p.m. on Sunday, April 18 and must be complete prior to 7:00 p.m. Exhibitors shall keep their displays and products fully assembled until the end of the show. **Do Not Pack Up Early!** Exhibitors who pack up early will be ineligible to participate in future events.
4. If an Exhibitor fails to remove any item from the exhibit hall by 7:00 p.m. on Sunday, April 18, the Show in its sole discretion will remove the item. The Show, Show Management or the Venue is not responsible for any loss or damage that may occur to any item during this process. It is the Exhibitors responsibility to reimburse Show Management a removal fee of \$250 plus any cost associated with the removal and/or storage of the item, prior to Show Management releasing the item to the Exhibitor.

### G. Other:

1. All matters and questions not covered by these regulations are subject to the decision of the Show and Show Management. Show Management may amend these rules and regulations at any time and all amendments that may be made shall be equally binding upon publication on all parties affected by them as the original regulations.
2. The decision of Show Management is final in any disagreement between Exhibitors.
3. Show Management reserves the right to modify the floor plan at any time and alter locations of exhibitors or booths or show activities, without notice, to present a more successful show if deemed in the best interest of the show.
4. In the event that the Show shall be partly or totally destroyed by fire, or the elements, or by any other cause, or in case any other circumstances shall make it impractical for the Show Management to permit the contracted space to be occupied by an Exhibitor, then this agreement shall terminate, and the Exhibitor shall waive any claim for damages or compensation except the prorated return of the amount for space rental.

Presented By



# GREATER POCONO HOME SHOW

Date: April 17 & 18, 2010  
Location: Split Rock Resort in Lake Harmony, PA

The Greater Pocono Home Show continues its tradition of excellence offering an unparalleled opportunity to showcase your company as a sponsor, exhibitor or both. Home Shows are the only sales and marketing venue where you are able to engage all five senses of the prospective client and the GPHS is the region's most prestigious venue to introduce your company's products and services to the general public in one unique setting.

## TITLE SPONSORSHIP

**Investment of \$3,000**

Promoted as Title Sponsor of GPHS  
Double booth, premium location  
300 tickets to GPHS  
Name mentioned throughout event on PA

Logo/name in all print media  
Logo/name on selected show signage  
Name mentioned on all radio spots

## GOLD SPONSORSHIP

**Investment of \$1,500**

Single booth in premium location  
Logo/name on selected show signage

Name prominent in print media  
150 tickets to GPHS

## SILVER SPONSORSHIP

**Investment of \$1,000**

50% off booth rental  
Logo/name on selected show signage

Name listed in print media  
100 tickets to GPHS

## FRIEND OF THE SHOW SPONSORSHIP

**Investment of \$500**

Name listed in print media  
50 tickets to GPHS

Logo/name on selected show signage

## EXHIBITOR RECEPTION SPONSOR

**Investment of \$500/\*\$1,500**

Company banner at reception  
\*Welcomes exhibitors to the reception

Mailing list of all exhibitors  
25 tickets to GPHS

## SPECIAL ACTIVITY SPONSOR

**Investment of \$500/\*\$2,000**

Logo/name at activity site  
Participation in selecting activity

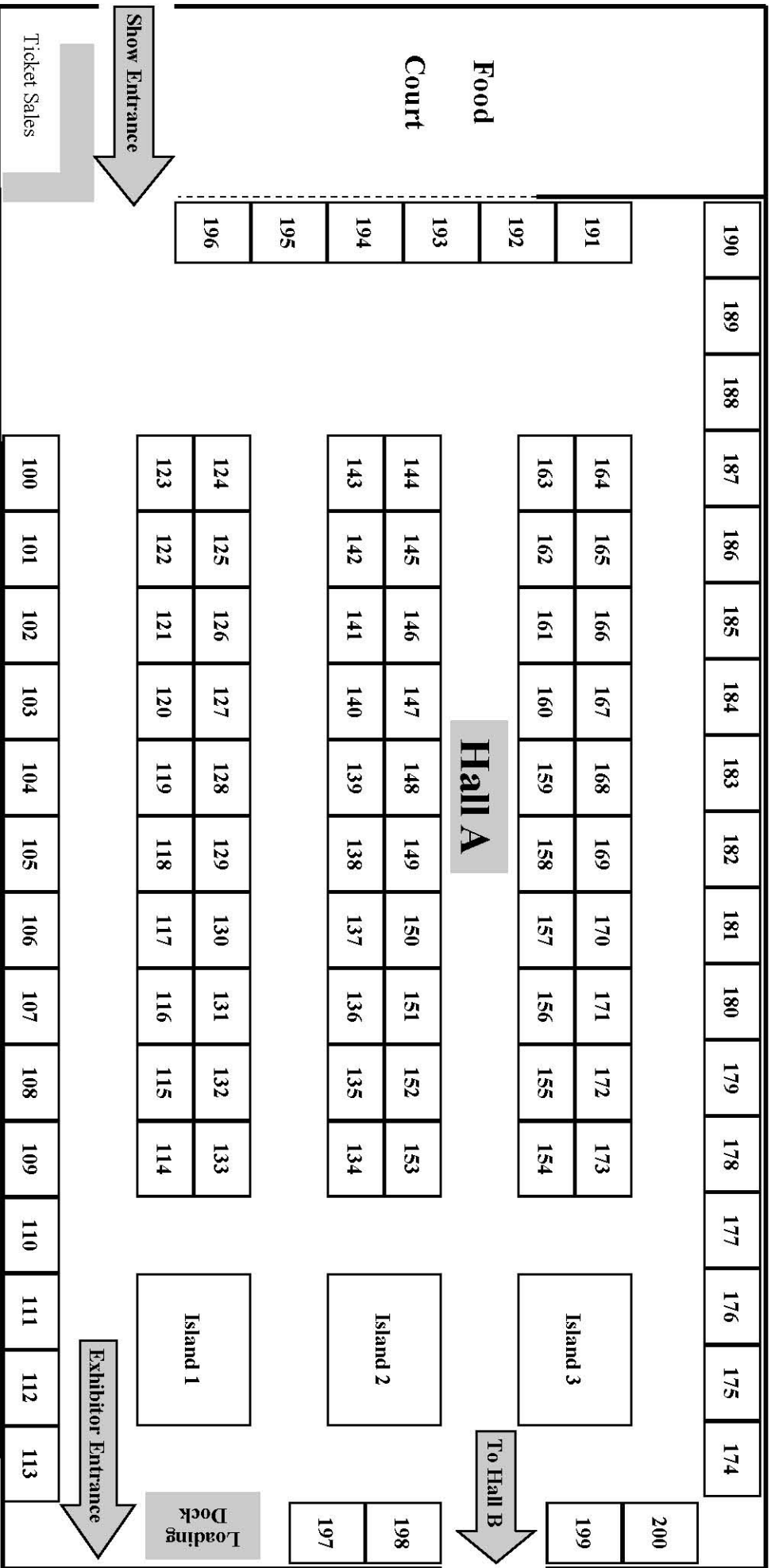
Logo/name in selected print media  
25 tickets to GPHS

Company Name \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ Sponsor Level \_\_\_\_\_

Due to the limited quantity of opportunities, sponsorships will be awarded on a first-come, first-paid basis.  
Payment is due prior to inclusion in any advertising.

Please direct all sponsorships questions to Chris at 570-972-0904 or email [info@landmarkexpos.com](mailto:info@landmarkexpos.com).

Please make your checks payable to and mail to: Pocono Builders Association (memo:Home Show), 745 Main Street, Ste 203, Stroudsburg, PA 18360.



- Indoor booths are 10' w x 8' d
- Island Displays are 20' w x 16' d
- Outdoor displays are 10' w x 10'

*Floor plan is not to scale*