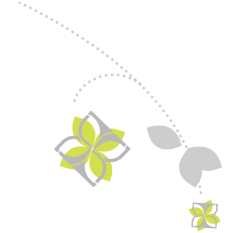




*Homescape Events LLC*



March 18, 19, 20, 2022



# **Exhibitor Final Instructions**

**Sonoma County Fairgrounds  
Santa Rosa, CA**

**[SonomaCountyHomeShows.com](http://SonomaCountyHomeShows.com)**

**EXHIBITORS  
AND  
ATTENDEES**



Welcome to the **33rd Annual Sonoma County Home & Garden Show!** We are pleased that you have chosen to participate in the wine country's most reputable home show. With our joint effort the consumer will experience quality products and services, informative seminars, special features and the latest products. Homescape Events thanks you in advance for your participation.

This e-booklet provides **IMPORTANT FINAL INSTRUCTIONS** and answers to frequently asked questions. In addition, maps, contact numbers and accommodation information are also included.

**PLEASE pass this e-booklet along to the person(s) who will be setting up, manning and breaking down your exhibit!**

### **Check-In and Set-up**

You must check-in at the show office located in the **Garden Building** prior to setting up your exhibit!

#### **CHECK-IN & SET-UP SCHEDULE**

<b>Thursday</b>	<b>March 17th</b>	<b>8a.m. – 8p.m.</b>
<b>Friday</b>	<b>March 18th</b>	<b>8a.m. – 9:30a.m.</b>

ALL EXHIBITORS MUST CHECK-IN AND BE SET-UP PRIOR TO 9:30a.m. FRIDAY, **March 18th, 2022** IF YOU HAVE NOT CHECKED IN OR IF WE HAVE NOT RECEIVED NOTICE BY PHONE, THIS WILL BE CONSIDERED A NO-SHOW AND MANAGEMENT WILL DO WHATEVER IS NECESSARY TO FILL THE EMPTY SPACE.

**To confirm, a company that has not checked in with the show office by 9:30a.m. Friday, **March 18th, 2022**, may be cancelled and will forfeit any payment.**

#### **IMPORTANT - COVID-19 SAFETY PLAN**

Masks and hand sanitizer stations will be available around the show.

## **!!!IMPORTANT!!!**

**Per the Sonoma County Fire Marshall, POP-UP tents, canopies, etc. are not allowed in any of the building.**

**POP-UP tents, canopies are not allowed inside the exhibit buildings.**

**If you have any further questions please contact the City of Santa Rosa Fire Department at 707-543-3500.**

### **Exhibitor Badges/Parking Passes will be issued upon check in.**

Limit four badges/two parking passes per booth. Additional parking passes can be purchased for **\$8** each. Badges are not for friends, family members or employees who are not working at the show.

**Parking During Show:** On set up days enter through the gate on Bennett Valley Road to check in at the show office in The Garden Building and we will direct you. Exhibitor parking during the show will be in the Redwood Lot east of Hall of Flowers. There will be signs and attendants to help direct you

You will receive a Gate parking pass when you check in Thursday or, Friday before 9:30 a.m . at the show office. Please show your exhibitor badge along with your parking pass to enter exhibitor parking during the show. If you do not have your parking pass with you after 10 a.m . Friday,

Saturday, or Sunday, parking is available for a fee in the public parking lots.

### **EXHIBITION RULES:**

**Solicitation:** For purposes of solicitation to the public, exhibitors are limited to their individual exhibit areas. **No exhibitors will be allowed to solicit at the main gate, doorways, aisles or other areas of the show not assigned to them.**

**Music/Video/PA System:** Exhibitors utilizing music as part of their exhibit or display must have written permission from an appropriate music-licensing

source (i.e. BMI, ASCAP). Evidence of such permission must be available upon request. In the event written confirmation cannot be confirmed, the exhibitor will be considered not in compliance with show management policy and may be removed from the show.

Exhibitors utilizing music, video or PA systems must keep such devices at a sound level that does not preclude neighboring exhibitors from communicating with the attending public. Simple courtesy and common sense should be observed at all times.

## **EXHIBIT DISPLAY**

**Booth Construction:** Refer to diagram on the last page.

Basic Booth Size: 10'x10'

Draperies Color: Black (pipe/drape in selected outdoor areas)

Electrical: One 500w, 120v outlet to be shared with other exhibitors  
Please Note: Bring extension cords/power strips.  
(Additional power must be purchased separately by contacting show management prior to show.)

ID Sign: One Black on white ID Sign will be provided. (**No signs will be provided for outdoor exhibits or late exhibitor registrants.**)

**Exhibit sidewalls over 3 feet in height must not come out more than 5 feet from the back wall of the booth. All precautions should be taken to keep from blocking off neighboring exhibitors. All tables should be draped with fireproof certified material. A professional appearance is recommended in all areas of the exhibit/display visible to attendees.**

**Two-sided banners may not be used** unless you are occupying the booth behind you

**Supplies:** Remember to bring all necessary supplies with you. Items such as ladders, hand trucks, hammers, brooms, pencils, scotch tape, electrical cords, etc., will not be provided by the Show Office or fairgrounds.

## **DELIVERIES:**

We recommend that any company sending product to the **Sonoma County Home & Garden Show** to use a private party.

If you do not wish to use the above service, please include your company name and booth number when sending your product to:

The Sonoma County Home & Garden Show  
c/o Sonoma County Fairgrounds  
1350 Bennett Valley Road  
Santa Rosa, California 95402

Deliveries are accepted Thursday, **March 17th, 2022** during the hours the buildings are open to exhibitors. For security reasons, it is best to be on-site to receive your own shipments. Show management cannot be held responsible for lost, damaged, misplaced or stolen shipments. C.O.D. shipments will be rejected!

**TELEPHONE & INTERNET CONNECTION:**

**Telephone:** Contact the fairgrounds for recommendations.

**Internet:** Internet access is limited at the fairgrounds.

**MAINTENANCE OF EXHIBIT AREAS:**

Fairgrounds maintenance will provide clean up each morning for common areas only. Please maintain exhibit areas in showroom condition. Trash should be placed in receptacles found in the buildings and outside for pickup by the maintenance crew each morning.

**FORKLIFT:**

Exhibitors must arrange for forklift rental **PRIOR** to the show.

Forklift will be provided by the show decorator at the rate:

Off-Load                      \$100

Reload                         \$100

Off-load & Reload:        \$150

Please contact

**Homescape Events at (877) 794-4710**

## **STOVE & BBQ COMPANIES!!!:**

You must exhibit a sign warning consumers of the danger of all products that are hot and in use (fire, electric grills, gas burners) that could cause injury or damage if touched.

## **SALES TAX:**

The sales tax in Santa Rosa, CA is 9%.

## **SECURITY:**

Show security (gate and/or roving) is provided 24 hours per day from 8:00pm Thursday, **March 17th** to 8 a.m., Monday **March 21st**. However, we recommend that you use wisdom and appropriate caution to protect your valuables.

## **RV ACCOMODATIONS:**

Reservations can be made by calling the Camp Host @ 707-293-8410 between the hours of 10:00 am and 6:00 pm.

## **SHOW DECORATOR:**

Sonoma County Event Center will be setting up the pipe and drape.

It is recommended that you place all orders for furniture, tables, chairs, carpet and any other special needs prior to the show. If you need additional decorating information contact them here:

\_\_\_\_ Sonoma County Event Center: 707-545-4200

## **BOOTH TEAR DOWN:**

**Removal of Exhibits:** Removal of exhibits will be prohibited during the course of the show. Absolutely **NO exhibit is to be dismantled before 5:00 p.m.** Sunday March 20th. Emergency arrangements can only be made with Show Management.

This is to ensure the integrity of show dates and times and the safety of all exhibitors and attendees.

**Tear down will proceed according to the following schedule:**

<b>Sunday</b>	<b>March 20th</b>	<b>5p.m. - 8p.m.</b>
<b>Monday</b>	<b>March 21st</b>	<b>8a.m. - 11a.m.</b>

**ADDRESSES:**

**Location:** Sonoma County Fairgrounds  
1350 Bennett Valley Road  
Santa Rosa, California 95402

**Directions:** From Highway 101 North, take Highway 12 Freeway East, take first exit,  
Fairgrounds are in sight at bottom of ramp.

**Show Dates/Times:**

Friday, March 18th, 2022  
**10a.m. - 5p.m.**

Saturday, March 19, 2022  
**10a.m. - 5p.m.**

Sunday, March 20, 2022  
**10a.m. - 5p.m.**

**Producer:** Homescape Events - (877) 794-4710

**Exhibits:** [www.SonomaCountyHomeShows.com](http://www.SonomaCountyHomeShows.com)  
Info@HomescapeEvents.com

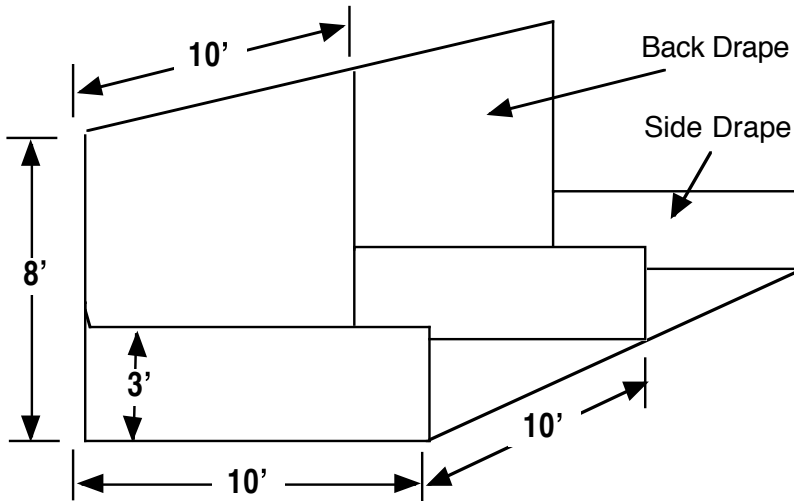
**Set-Up/Rental:** Santa Rosa Event Center 707-545-4200

**Sponsorships:** For sponsorships, contact Tammie at  
Info@HomescapeEvents.com  
or call (877) 794-4710 .



Homescape Events

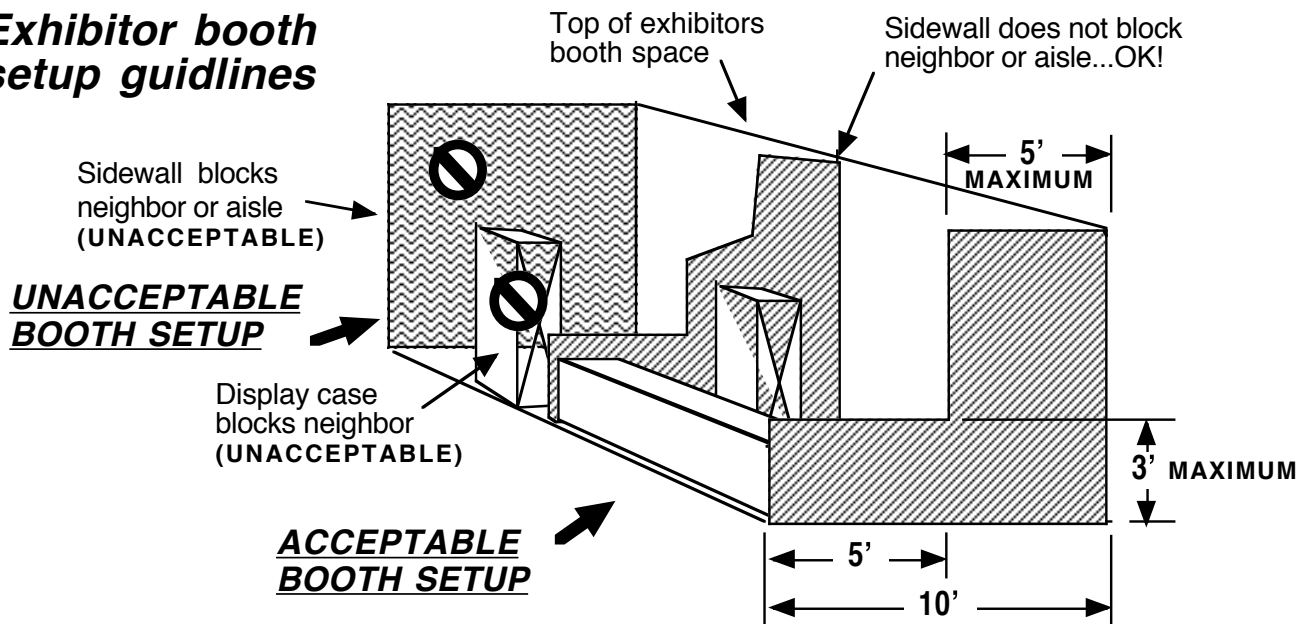
# Exhibit Booth Setup



### *Empty booth prior to exhibitor setup*

These are examples of standard 10x10 exhibit booths erected prior to exhibitor setup. Three foot side drapes may only be removed from the end of a row, next to an aisle. Please request side drape removal at the Show Office and the Show Decorator will gladly help you.

### *Exhibitor booth setup guidelines*



Everything, including all sales activity, must be within each exhibitors contracted space only. This includes all displays, wall banners, video projections, balloons, etc. Any requests for exceptions must be in writing and must arrive at Homescape Events business office 10 working days prior to the show. If an exception is granted, Homescape Events reserves the right to rescind any exception on site at any time prior or during the show.