

SPRING *Katy*
HOME & GARDEN
January 28-29, 2017 *Show* Merrell Center
& Robinson Pavilion

Dear Exhibitor,

Welcome to the **11th Annual Katy Home & Garden Show** at Merrell Center & Robinson Pavilion, January 28-29, 2017.

We are excited to have you participate in this year's Show! This exhibitor information is provided to help you prepare for a successful event.

Look for information sheets and order forms from our official service contractors on the web-site. Please contact them directly to place any orders.

We look forward to welcoming you personally to the **2017 Katy Home & Garden Show**. If you have any questions, please do not hesitate to contact us at 832-392-0165.

Best regards,

Robyn

Robyn Cade

www.KatyHomeAndGardenShow.com

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Watch your
e-mail for
"Move-in Info"

The message will
have your specific
scheduled
move-in time.

Please bring your
own dollie or push
cart, there will not
be any available at
the facility.

MEDIA

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Deadline Date:
1/19/17

Coverage

The first question the media asks when they get to the show is “What’s new?” Help us direct the media to your booth!

Thousands of homeowners will come to the *Katy Home & Garden Show* this year looking for:

What’s New, What’s Hot, What’s Trendy Today
for their homes and lifestyles.

Let us help you launch your new product or service into the Katy marketplace! Give us the information we can use in press releasesand we’ll help drive more traffic to YOUR booth!

Company Name: _____
Contact: _____ Booth# _____
Phone: _____ Fax: _____
Email: _____

List below your: New Product / New Service / Hot Product / Hot Service:

Send or fax your information, brochures and/or photos TODAY to:

2017 Spring Katy Home & Garden Show
Phone: 281-392-2177 Fax: 713-456-2295
e-mail: robyncade@rjcproductions.com

CALENDAR

- **MOVE-IN**

You will receive an e-mail designating your specific set-up time, depending on your booth location; your move-in will take place on sometime on either:

Thursday	January 26 th	9:30 a.m. - 5:00 p.m.
Friday	January 27 th	9:00 a.m. - 6:00 p.m.

***No vehicles** are allowed on the floor of the Merrell Center. Limited access will be allowed in the Pavilion on Thursday and Friday until Noon only. You must provide your own dolly or push cart for move-in. There will not be any available at the facility.

Installation of exhibits **MUST** be completed by 6:00 pm on Friday, January 27th.

- **SHOW HOURS**

Saturday	January 28 th	10:00 a.m. - 6:00 p.m.
Sunday	January 29 th	11:00 a.m. - 5:00 p.m.

- **ADMISSION PRICES**

Adults	\$9.00*	Military ID*	\$5.00
Seniors	\$8.00*	Kids (12 & under)	FREE!

*Facility charges \$1 per ticket fee which will be added at the time of purchase.

- **MOVE-OUT**

No dismantling of exhibits may take place while the Show is in progress. Please cooperate and keep your exhibit intact until the show closes and visitors have departed. Breakdown of exhibits are as follows:

Sunday	January 29 th	5:05 p.m. - 8:00 p.m.
Monday	January 30 th	8:00 a.m. - 11:00 a.m.

- ◆ **Attendees will be in the building until the show closes at 5:00 p.m.**
- ◆ **Any exhibitor who begins to tear down before 5:00p.m. will be noted; which will affect your renewal status for the 2018 show.**

Cars and trucks will not be allowed in the Merrell Center. Please bring your own dolly or push cart to use during move-out. There will not be any available at the facility. **Your display must be entirely removed by 11 a.m., Monday, January 30th.** Please have a representative from your company at your exhibit by 8:00 a.m., as it is impossible for security to watch all merchandise being packed for removal.

- **SHOW STAFF**

Below is a list of staff assigned to the **2017 Spring Katy Home & Garden Show.**

Robyn Cade.....	President/Show Director
Julie Robinette.....	Sales Manager
Jennifer Thomson.....	Floor Manager
Ed Martin.....	Floor Manager
Lynn Beck	Customer Service

GENERAL INFORMATION

• BOOTH GUIDELINES

- ◆ **Exhibitors must provide their own floor covering for their booth space.**
- ◆ **Linear Booths** (8x10, 8x20, etc) may be built to maximum height of 8 ft. on the back. **Any signage must be displayed BELOW the 8 ft height. No signs may be hung or suspended above linear booths.** The only exception to this rule occurs when a linear booth backs up to wall and not another exhibit. For exception approval – contact your sales rep. Sidewalls may be 8ft. high, ½ way to the aisle from the back wall. **The next ½ may not exceed 3ft high.**
- ◆ **Black side and back drape** will be provided by show management in the linear booths only.
- ◆ **Bulk Spaces** (Islands) are open on all four sides.
- ◆ All **boxes, wires, storage materials, etc., must be kept out of sight.** It is the responsibility of exhibitors to provide Pipe & Drape if needed to cover these items.
- ◆ Any **Pipe & Drape used in bulk space** is the financial responsibility of the exhibitor.
- ◆ **Tables** used in exhibits must be draped to the floor & look professional.

• CLEANING

Show management will arrange for cleaning of the aisles, but exhibitors will be responsible for keeping their booth clean and vacuumed.

• CREDENTIALS

- ◆ Please pick-up **exhibitor badges** when you arrive to set-up.
- ◆ Badges are available at show office located just inside the Merrell Center.
- ◆ 4 badges will be issued for 6x10 booths, 6 badges for 8x10, 8x20 and 16x20 booths.
- ◆ **Up to 8** badges are available for bulk spaces.
- ◆ Will-Call for badge pick-up (1hr prior to show opening) will either be located at the North Roll-up Door for the Merrell Center exhibitors and at the Pavilion Box Office for Pavilion exhibitors. Be sure to confirm which one at move in.
- ◆ Exhibitor Badges are to be used/worn ONLY by exhibitors working in booth, not family or friends.
- ◆ You will receive 6 VIP Tickets upon check-in to give to family or friends.
- ◆ Additional badges are available for \$9.00 each.
- ◆ Additional VIP Tickets are available to Exhibitors at ½ price (\$4.50).

• DECORATION

All materials used for decoration of displays must be flame proof.

Please note: Unfinished tables must be draped to the floor and look professional.

NO HELIUM TANKS OR HELIUM BALLOONS WILL BE ALLOWED IN THE HALL.

- **ELECTRICITY**

There is a charge for electric based on the amount you need. If you didn't order when you signed up, please contact Lynn Beck at lynnie@rjcproductions.com to order electric. **Deadline to order is Tuesday, January 17, 2017. A late fee of \$50.00 will be charged after this date.** If you intend to use extension cords, please note that they must be 3 prong, outdoor, heavy duty and UL approved.

- **FIRE AND BUILDING REGULATIONS**

- ◆ Parking on ramps is permitted only for loading and unloading and will be regulated by Show Management.
- ◆ All draping materials, etc. **must be flame retardant.**
- ◆ All plantings, foundations, etc. should have waterproof plastic materials underneath.
- ◆ Exhibits are not allowed to block or obstruct any fire fighting equipment or emergency exits.

- **HEALTH PERMITS & FOOD SELLING & SAMPLING**

The exhibitor must present a temporary health permit when selling or providing any food and/or beverage. All booths selling and/or sampling food and/or beverages are responsible to obtain the proper temporary Health Permits. Temporary health permits will be issued by the Harris County Public Health Dept. (713) 274-6300.

Here are the directions to apply:

- Go to www.hcphe.org, then select Online Services (on right side of screen).
- Select Food Permits, then Temporary Event Permit and select temporary event: 1/28/17 Katy Home and Garden Show; fill out form and apply.
- Fee: \$80.00, deadline to apply at this rate is Tue 1/24/17. After this date the cost is \$160.
- **You may apply online but must do so by 1/9/17, after this date you must go and apply in person.**
- Phone number for questions is: 713-274-6300
- Additional information on page entitled: Sampling Guidelines.

- **INSURANCE**

In addition to policy requirements set forth in the Exhibit Space Contract, for your protection exhibitors are advised to have a rider on their insurance policies covering the travel to and from the Show. Exhibitors should be aware that neither Show management, the Security Contractor, nor K.I.S.D – operators of the Leonard E Merrell Center are responsible for any losses incurred as a result of exhibiting at the Show.

- **LOCATION**

The Merrell Center is located at 6301 S. Stadium Lane, Katy, TX 77494. See enclosed information sheet for directions.

- **MUSIC, PHOTOGRAPHS AND OTHER COPYRIGHTED MATERIAL**

Each exhibitor is responsible for obtaining all necessary licenses and permits to use music, photographs or other copyrighted material in their booth or display. No exhibitor will be permitted to play, broadcast or have performed any music or use any other copyrighted material, such as photographs or other artistic works, without first presenting to RJC Productions, proof satisfactory that the exhibitor has, or does not need, a license to use such music or copyrighted material. RJC Productions holds the right to remove from the exhibit hall all or any part of any booth or display which incorporates music, photographs or other copyrighted material and for which the exhibitor fails to produce proof that the exhibitor holds all required licenses.

- **PAGING POLICY**

There will be **no paging** during Show time. (We only page for emergencies and lost small children.)

- **PARKING**

There is no charge for parking at the Merrell Center. **Exhibitor Parking is behind the Merrell Center at Katy High School, enter the parking lot on North Stadium drive. See parking map on page 17.** Parking spaces at the Merrell Center are limited, so please adhere to policy and have anyone working your booth park in the designated Exhibitor Parking Lot. Any exhibitors violating this policy will be asked to remove their vehicle by officers patrolling the lots.

NOTE: This policy is in the place so YOUR customers will have ample parking.

- **PRESS OFFICE**

During the Show, our Public Relations Team will be available for media inquiries at the Merrell Center. Exhibitors are urged to have press information there, and to report visiting VIP's, new products, or other newsworthy items.

- **PRODUCT SELLING & SALES RECEIPTS**

It is important for exhibitors to give receipts to customers purchasing items during the Show. This is an additional security measure and will eliminate embarrassment to the customer who may be asked to present proof of purchase when leaving the Show.

- **RE-ENTRY TICKETS**

Tickets are available to your customers who would like to return the next day to continue discussions on your product. Please send them to the Show Information Office located in the lobby.

- **SECURITY**

While Show Management will exercise reasonable care in safeguarding your property, neither Show Management, nor the Facility, nor the Security Contractor assumes any responsibility for such property. Exhibitors are required to have insurance for any loss that may occur before, during or after the Show. **NOTE:** There are security cameras pointed at the show floor.

- **SERVICE CONTRACTOR CENTER**

The exhibitor service center will be located inside the Merrell Center in the NW entry hall.

- **SHIPPING**

Advance shipments should be sent to Lone Star Decorating at the following address:

**Lone Star Decorating c/o YRC
Katy Home & Garden Show 2016
Company Name and Booth Number
9415 Wallisville Rd
Houston, TX 77013**

**Advance Shipment
Deadline: January 23, 2017**

Shipments made directly to the Merrell Center must arrive no earlier than the first day of move-in (**Thursday, January 26, 2017**), and the exhibitor **must be** present to accept shipment. Any shipment arriving prior to the first day of move-in (**Thursday, January 26, 2017**) will incur a \$75.00/day charge by the Merrell Center.

**Your company and booth #
Katy Home & Garden Show
Attn: Lone Star Decorating
Leonard E. Merrell Center
428 FM 1463
Katy, TX 77494**

- **SHOW OFFICE**

Our experienced staff is always available to assist you. If you need help during the event please visit the Show Office, located inside the Merrell Center Lobby - behind Booths L-2 and L-3.

- **SIGNS**

Hanging signs are permitted over bulk spaces only and must not exceed 50% of your booth dimension. Exhibitors may not affix signs to any walls, drapery, columns or hang from the ceiling. For your convenience, *Lone Star Decorating Service* will be available to hang signs for your exhibit space **using a cross section of piping**. Signs **will not** be hung from the ceilings. Any damages to facility will be billed to the exhibitor by the Merrell Center.

- **STAFFING YOUR EXHIBIT**

Every exhibitor is responsible for having his/her display manned at all times. We suggest a member of your staff be present at your display area during move-out.

- **TELEPHONE SERVICE**

Telephone service for your booth may be purchased by contacting Linnie Beck at lynnie@rjcproductions.com. **To ensure availability, orders must be received no later than Jan 6, 2017.**

- **VIP (FREE) TICKETS**

Additional VIP Tickets for your clients may be purchased **at ½ price (4.50)** in advance of the show by contacting Linnie Beck at lynnie@rjcproductions.com or by visiting her at the show office during move-in. **Deadline to purchase is: Jan 27th at 5pm.**

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EXHIBITOR CHECKLIST

For your convenience, we have included this Exhibitor Check List of items you may need for your booth. **Order forms have been e-mailed for Lone Star Decorating.** Please be sure to order **directly from Lone Star Decorating.** Additionally, please keep copies of all your orders and bring them to the Show.

TO BE ORDERED

Service/Item

Booth Furnishings
(Carpet, Tables, Chairs, etc.)

Supplier

Lone Star Decorating
PO Box 1890
Lubbock, TX 79408
Fax (806)762-4099
orders@lonestardecorating.com

Electric

APS
c/o Katy Home & Garden Show
lynnie@rjcproductions.com

Forklift Service

Lone Star Decorating
PO Box 1890
Lubbock, TX 79408
Fax (806)762-4099
orders@lonestardecorating.com

Health Permit

Harris County Health Dept.
2223 West Loop South
Houston, TX 77027
(713) 274-6300

Signs

X4 Media Designs
Jeff Cade
jeff@x4mediadesigns.com
(281) 851-4885

Telephone

Merrell Center
c/o Katy Home & Garden Show
lynnie@rjcproductions.com

How to Maximize Your Profits Exhibiting at the *Spring Katy Home & Garden Show*

6 Ways to Increase Traffic to Your Booth...Before the Show

1. Gear All Outside Business Contact to Show Promotion
-Show Name -Location -Dates -Booth Number- “See us at the...”
2. Send Press Releases/Literature to Media & Prospects or Show Mgmt.
3. Send Invitations to Clients & Prospects **(5% - 10% respond!)**
4. Phone Clients & Prospects **(5% - 10% respond!)**
5. Advertise in Show Program / Web Site / Become a Sponsor
6. Offer a Service/Discount/Special Demo/ with any of the Above

The Pre-Show Meeting

1. Reiterate goals to staff – “This is why we are exhibiting and this is what we intend to do.”
2. Go over scheduling of staff, travel, & accommodation, etc.
3. Discuss common question & problems
4. Nail down pricing, and be consistent
5. Handling leads – decide on box location, have computer-mailing system ready to go

Your Booth is Your Bait.

Some companies use new bait. Some use old bait.
Some use fresh bait. Some use dead bait.

The 3 –Second Rule: In a glance, your exhibit should tell people three things in three seconds:

- Your Company Name
- Exactly what it is you do
- At least one benefit of your product or company

10 Easy Ways to a Better Exhibit

1. Sell benefits, not just your product
2. Sell your company too
3. Have a professional, attractive sign
4. Select the proper setting for your product
5. Invite people into your exhibit – don’t block access
6. Build, buy, or rent a full backdrop
7. Stand up, SMILE and greet people
8. Include some greenery in your exhibit
9. Involve people in your exhibit/product
10. Create a formal/informal closing area

The 6 Essential Qualifying Questions

1. **Thank you for stopping, how are you familiar _____?**
Or,
What attracted you to our display? Or, What do you see that you like? (Gives history of prospect, tells you where to start selling)
2. **What is your situation now?**
 (Tells you if prospect has a need, begins to define degree)
3. **What would you like to achieve/change?**
 (Further defines prospect's application of your product)
4. **What are your concerns as to budget?**
 (Tells you if prospect has the money)
5. **How does your timetable look on all of this?**
 (Gives you the prospect's timetable for buying or acting)
6. **How would you like to proceed from here?**
 (Lets the prospect take over and close him/herself!)

Sample Lead Card

Star Remodeling Co.

Brings You? _____

Situation Now? _____

Achieve/Change?

Bathroom Bedroom Kitchen
 Family room Basement Deck
 Garage Porch Windows

Budget? _____

Buying Time Frame?

___ NOW! ___1 ___2 ___3 ___4 ___5 ___6 ___1yr.

Longer? _____

How to Proceed?

Appointment set for _____

___ Phone for appointment ___ Supply bid

Other: _____

Name: _____

Address: _____ Ph _____

City: _____ St: _____ Zip: _____

E-Mail _____

The Two-Year Pinpoint Plan

Jump on your hot leads – set appointments at the show, and call other good prospects while the show is in progress. At show close, you're left with names of good prospects who weren't quite ready to buy... yet. Here's what you do back at the office afterwards:

Mail them FIRST CLASS:

- *Immediately after the show*
- *Two weeks after*
- *Three months after*
- *Six months after*
- *One year after*
- *Eighteen months after*
- *Two years after*

The above was devised and credit is given to Dr. Alan Konopacki, Incomm International, Chicago, Illinois.

**Ask Short, open-ended questions then
SHUT UP AND LISTEN.**

Exclusive Offer to Exhibitors **Half Price Admission Tickets!**

As a token of our appreciation, the
2017 Spring Katy Home & Garden Show
offers exhibitors the option to
Purchase tickets before the show at half price (\$4.50)

A **great** marketing tool, they can be used for:

- Thank-you for Good Customers
- Invitations to Hot Prospects
- Invoice/Statement Stuffers
- Gifts to Return Customers at the show

The **Katy Home & Garden Show** is committed to superior customer service. We want to make doing business with us as convenient and pleasant as possible. We would like to give you answers before you have questions.

- Badges can be picked up during move-in.
- You can pay for your tickets with a check or credit card.
- Orders received by January 13th will be mailed to the address you list below.
- Orders received after January 13th can be picked up during move-in.
- Please fax or mail your request along with your payment to:

RJC Productions, LLC
23501 Cinco Ranch Blvd
Suite H120-627
Katy, TX 77494

Fax: 713-456-2295

Company Name: _____ Contact Name: _____

Address _____ City _____ State _____ ZIP _____
(No PO Boxes)

I would like to purchase _____ # of tickets. Total due \$ _____

VISA MC AMEX Card # _____ Expiration Date: _____

CVVC Code _____

Cardholder: _____ Signature: _____
(please print)

If you have any questions please contact Lynnne: lynnie@ricproductions.com

HOTEL & RV PARK INFO

We are including a list of hotels in the area to assist you in planning your accommodations for the show. Please make your reservations directly with the hotel.

Accommodations within easy access of the Merrell Center

Best Western PLUS Katy Inn & Suites	(281) 395-6200
Comfort Inn and Suites	(281) 574-5900
Hampton Inn & Suites	(281) 392-1000
Hilton Garden Inn	(281) 644-2400
Holiday Inn Express Hotels	(281) 395-4800
La Quinta	(281) 646-9200
SpringHill Suites by Marriott	(888) 287-9400
Super 8 Motel	(281) 395-5757

Katy Lake RV Restort	(281) 492-0044
Houston West RV Park	(281) 375 - 5678
Cinco Ranch RV Park	(281) 829-909

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FRIENDLY REMINDER....

Important Exhibitor Rules

In an effort to provide high quality exhibits in the *Spring Katy Home & Garden Show*, we are asking all exhibitors to achieve the following:

- All tables must be skirted & look professional. Skirting must be provided for all exposed areas of the table. Skirting must go to the floor. All skirting must be pressed and neat. Plastic tablecloths and pieces of fabric are not permitted.
- All signs must be professionally prepared. **No handwritten signs are allowed.**
- All exhibit booth walls are to be completely finished. No wires, frames, wood etc... should be exposed for the public or for your neighbor to see.
- The standard booth includes 8' high back wall and 3' side rails. **Tables, chairs, electric, phone lines, water, etc... are NOT included with the price of your exhibit space.**

Please Note: Should RJC Productions have to provide skirting, masking drape, signage etc...**this will be done at the exhibitors' expense.**

**Thank you for your support and participation in the
2017 Spring Katy Home & Garden Show.**

We appreciate your business!

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FOOD AND BEVERAGE SAMPLING GUIDELINES

- 1) There are two types of sampling that can be done.
 - An Exhibitor samples food and beverage so that the consumer may purchase the product by mail or other retail outlet.
 - An Exhibitor samples food and beverage so that the consumer may purchase the product on premise.
- 2) Any food and beverage product must have some relevancy to the type of show or the social make-up of the expected clientele.
- 3) Any food or beverage product that will be sampled from an Exhibitor must be germane to that Exhibitor's business.
- 4) If a food or beverage product is to be sampled and/or sold by an Exhibitor, it must meet the following criteria:
 - All sample sizes must be small enough so that it will not be considered to have a competitive nature with the sizes of products sold by the facility's food and beverage outlets. Allowable sizes are; 2-oz. Food item and 2-oz. of non- alcoholic beverage.
 - All food and beverage products that are to be sold, must be a large enough size so that they will be considered for at- home consumption.
- 5) Exhibitor is responsible for obtaining any permits required by the health department. Harris County Health Dept – 713-274-6300.**
- 6) When a violation is discovered, show Mgmt or the Health Dept. will approach the Exhibitor and all unapproved items must be removed from the facility immediately.

I have read and agree to the above guidelines.

Company Representative

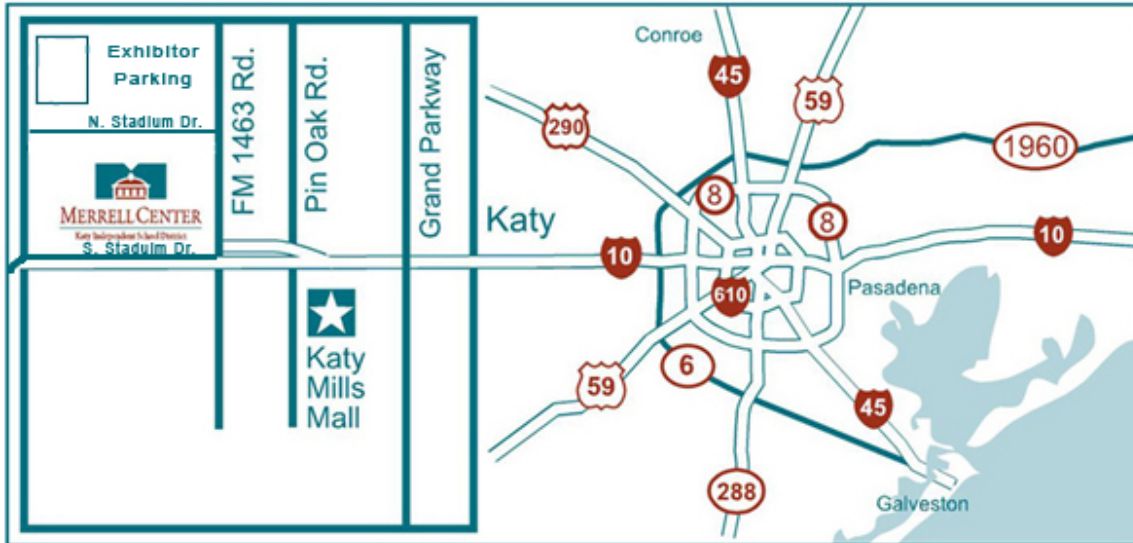
Date

Show or Event Name: _____ Event Date: _____

Name: _____ Phone: _____

Address: _____ Fax: _____

City/ St/ Zip: _____ E-mail: _____



[Directions to Merrell Center for Move-In](#)

From I-10 West –Brookshire/Sealy

I-10 Eastbound, exit FM-1463 at Katy. Turn left (North) under I-10. The Merrell Center is on the left – go to the entrance by the electronic sign (2nd entrance).

From I-10 East - Houston

I-10 Westbound, take Pin Oak Rd & FM 1463. Exit onto the feeder. Stay on the feeder and go through Pin Oak Road intersection. At FM-1463 turn right (North). The Merrell Center is on the left – go to the entrance by the electronic sign (2nd entrance).

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When you are finished moving in, please move your vehicle to the exhibitor parking.