



Jackson Hole News & Guide

28th Annual
Home,
Building
And **Recreation**
Show

APRIL 16 & 17 2010

SNOWKINGCENTER

SIGN UP NOW TO RESERVE YOUR BOOTH

DEADLINES

FEBRUARY 22

Return to same booth
Full Payment Due

MARCH 3

All enclosed **Forms Due**
All exhibitors **Paid in Full**
Article & Ad **Copy Deadline**

APRIL 16 & 17

**Home, Building &
Recreation Show**

Please complete enclosed application and return to:

H-B-R SHOW

C/O Jackson Hole News & Guide
P.O. Box 7445, Jackson, Wyoming 83002

Home, Building And Recreation Show

Dear Exhibitor,

Welcome to the 28th Annual Jackson Hole News&Guide Home, Building and Recreation Show, April 16 and 17, 2010 at the Snow King Center. The Home, Building and Recreation Show offers a one stop shopping experience in home products and services to the Jackson Hole public. Additionally, it provides the opportunity for craftsmen and businesses to share their expertise and products. Show attendees are looking for a wide range of home improvements from the smallest kitchen gadget to a complete custom home package. Your added participation along with our informative and wide reaching marketing campaign will help make 2010 the biggest and best show ever!

THE SHOW WILL RUN FROM 11 A.M. TO 7 P.M. ON FRIDAY, APRIL 16, AND FROM 9 A.M. TO 5 P.M. ON SATURDAY APRIL 17, 2010. SHOW TIMES HAVE EXPANDED AN HOUR EACH DAY.

Our marketing efforts draw attention to your booth!

- An upgraded Home & Building Resource Guide publishes April 1st, 2 weeks earlier along with Teton Home and Living magazine and stays in distribution through August
- Month-long newspaper advertising campaign in the Jackson Hole News&Guide and Jackson Hole Daily promoting attendance and exhibitors reaching 10,000 readers per day
- Local TV ads and radio ads on five stations (187 spots)

The first show unveiled a daily Seminar Series which highlighted a wide array of do-it-yourself projects throughout the day. These Seminars were so well received, we are permanently adding this feature to the show. Think you have something to showcase? Submit your entry now as spots are limited.

All exhibitors are encouraged to hold a prize drawing in their booth. It's a great way to generate interest and traffic to your booth as well as gather names for a contact list. If your giveaway prize is at least \$500 in value, we will include your drawing in our show promotional ads.

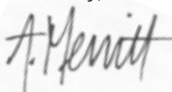
Special Exhibitor Room Rates are available at Snow King for \$65. Call 800-522-5464 for reservations and ask for the 2010 Home Show Rate.

As an exhibitor, you can sell merchandise directly from your booth(s) during the show. If any exhibitors sell merchandise during the show, they are required by Wyoming Department of Revenue and the Town of Jackson to collect and submit 6% sales tax. Forms are available for temporary and permanent vendors at revenue.state.wy.us.

Please read all the information in this packet carefully. If needed, we will be happy to assist you with your layout, newspaper ads and copy. If you should have any questions, please contact your sales representative, email adsales@jhnewsandguide.com, or call 307-732-7070.

We look forward to working with you, and thank you for choosing to participate in this year's show.

Sincerely,



Allison Merritt
Show Director
307-690-9719

Remaining booths are available on a first reserved, first paid basis through **March 3, 2010.**

To return to the same booth location as last year your payment deadline is **February 22, 2010.**

SPECIAL EXHIBITOR ROOM RATE AT SNOW KING

\$65

CALL 800-522-5464 for reservations & ask for the 2010 Home Show Rate

Home, Building And Recreation Show

BOOTH RATES

SINGLE BOOTH
8'x10' space **\$550**

DOUBLE BOOTH
8'x20' space **\$910**

TRIPLE BOOTH
8'x30' space **\$1,260**

Your full payment is required to reserve your booth space(s). Booth construction is pipe and drape on 3 sides, open at front with 3 ft. high sides and 8 ft. high back. Snow King does not provide carpet for booths. You are welcome to provide your own. All booths are 8ft deep. Each space purchased entitles you to color advertising space in the Home & Building Resource Guide. **NEW this year** - the Guide will accompany Teton Home and Living magazine. 10,000 copies of each issue are printed and distributed from April through August for sale at area newsstands and businesses, and delivered to homes by subscription. Teton Home and Living magazine is read by an estimated 50,000 educated, affluent consumers, therefore commanding attention for its entire six-month circulation period to your advertising message. Your company will receive radio mention on local radio ads, as well as support generated through an extensive newspaper ad campaign.

RETURNING VENDORS

If you would like to return to the same booth location as last year, **YOUR FULL PAYMENT DEADLINE IS FEBRUARY 22, 2010.** Remaining booths are available on a first come, first reserved basis through March 3, 2010.

SET-UP

Set-up will take place on Thursday 9-5 p.m. and Friday 8-10 a.m. Exhibitors with extensive set-up need to plan on arriving Thursday after 9 a.m. for booth set-up. **ABSOLUTELY NO EXHIBITOR PARKING AT SNOW KING AFTER SETUP.**

SNOW KING CENTER OFFERS

- Fork lift services for \$50 (in & out) sign-up and payment at Snow King upon arrival
- DSL for a fee
- Free wireless internet access

SHOW HOURS

FRIDAY, APRIL 16 11 a.m. to 7 p.m.
SATURDAY, APRIL 17 9 a.m. to 5 p.m.

ABSOLUTELY NO EARLY BREAKDOWN PERMITTED!

A loss in preferred returning booth privileges will result if booth is broken down early.

BUSINESS PROFILE

DEADLINE FOR PROFILE IS MARCH 3, 2010. Typewritten information describing your business, products and what you do. Please include name of business, business addresses, phone number, e-mail addresses and website as part of your description; and 774 characters (not words) maximum, including spaces. Submit via email (preferred) to adsales@jhnewsandguide.com, mail with application or fax to 307-733-2138.

ADVERTISING

DEADLINE FOR AD COPY IS MARCH 3, 2010 Submit ad copy for appropriate ad sizes by March 3, 2010. Show section color ad is included in booth price.

NUMBER OF BOOTHS	AD SIZES	AD SPECIFICATIONS (INCHES)
1 BOOTH	1/4 Page ad	3.6667" x 4.8333"
2 BOOTHS	1/2 Page ad	Horizontal – 7.5" x 4.8333" Vertical – 3.6667" x 9.8333"
3 BOOTHS	Full Page ad	8.5833" x 11.0833"

DRIVE BUSINESS TO YOUR BOOTH AND HELP THEM REMEMBER YOU!

Run additional ads in the *Jackson Hole News&Guide* and *Jackson Hole Daily* at a Home Show discount. To reserve, call your advertising representative or email adsales@jhnewsandguide.com

28th Annual
**Home,
 Building**
 And Recreation
Show

EXIT

65	66	67	68	69	70
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EXIT

97 SEMINAR SERIES STAGE

13

	38
	37
	36
34	35

39	64
40	63
41	62
42	61

71	96
72	95
73	94
74	93

98
99
100
101
102
103
104
105
106
107
108
109
110

**EXHIBITOR
 LOCATOR MAP**
 April 16 & 17, 2010 • Snow King Center

14	33
15	32
16	31
17	30
18	29
19	28
20	27
21	26
22	25
23	24

43	60
44	59
45	58
46	57
47	56
48	55
49	54
50	53
51	52

75	92
76	91
77	90
78	89
79	88
80	87
81	86
82	85
83	84

BLEACHERS

12
11
10
9
8
7
6
5
4
3
2

RESTROOMS

1

ENTRANCE

116	115	114	113	112	111
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EXIT

Home, Building And Recreation Show

SIGN UP NOW TO RESERVE YOUR BOOTH

PLEASE COMPLETE FRONT AND BACK OF FORM AND RETURN TO:

H-B-R SHOW

c/o Jackson Hole News&Guide
P.O. Box 7445, Jackson,
Wyoming 83002

PHONE

(307) 732-070

FAX

(307) 733-2138

To return to the same booth location as last year, your payment DEADLINE IS FEBRUARY 22, 2010.

ATTN: _____
Representative Spoken With

THE FOLLOWING DETAILS WILL BE USED IN YOUR BUSINESS PROFILE LISTING IN OUR NEW DIGEST-SIZED REFERENCE GUIDE.

BUSINESS NAME _____

MAILING ADDRESS _____

PHONE NUMBER () _____ **CONTACT PERSON** _____

TYPE OF BUSINESS _____

WEBSITE _____ **EMAIL** _____

BUSINESS PROFILE: Please provide no more than 774 characters of text, including spaces, describing your business. Utilize the "character count" in your word processing software to ensure your profile does not exceed the character limit. Profiles over the limit will be edited at our discretion. Email your profile to: adsales@jhnewsandguide.com If you do not have email, contact your salesperson.

SINGLE PACKAGE \$550 \$ _____

- Exhibitor Supplied Listing in the Home & Building Resource Guide
- 1/4 page color ad in the Home & Building Resource Guide • One 8' x 10' booth
- Two chairs • One 8' table • Radio mentions • A listing on the floor plan handout

DOUBLE Package \$910 \$ _____

- Exhibitor Supplied Listing in the Home & Building Resource Guide
- 1/2 page color ad in the Home & Building Resource Guide • One 8' x 20' booth
- Four chairs • Two 8' tables • Radio mentions • A listing on the floor plan handout

TRIPLE BEST PACKAGE \$1,260 \$ _____

- Exhibitor Supplied Listing in the Home & Building Resource Guide
- Full page color ad in the Home & Building Resource Guide • One 8' x 30' booth
- Six chairs • Three 8' tables • Radio mentions • A listing on the floor plan handout

WILL YOU NEED ELECTRICITY? (circle one) YES NO
Electricity to booth \$25 \$ _____

NOTE: Please supply your own extension cords. They are not available at the Snow King Center

SHOW TOTAL (paid by March 19) \$ _____

NAME BADGES - NAMES OF EXHIBITORS ATTENDING _____

ESTIMATED TIME NEEDED FOR UNLOADING EXHIBIT _____

ESTIMATED TIME FOR BREAKDOWN (NO EARLY BREAKDOWN ALLOWED) _____

NOTE: Exhibitors with extensive set-up need to plan on arriving Thursday after 9 p.m. to move items into booth space. Set-up will take place from 9-5 p.m.

I WOULD LIKE TO PARTICIPATE IN THE SEMINAR SERIES AND PRESENTATIONS ON THE FOLLOWING: _____

(OVER)

Home, Building And Recreation Show

PAYMENT INFORMATION

The Jackson Hole News&Guide requires full payment be paid at the time your booth is reserved. Please make your checks payable to the Jackson Hole News&Guide and mail to: H-B-R Show c/o Jackson Hole News&Guide, P.O. Box 7445, Jackson, WY 83002.

TO PAY BY CREDIT CARD:

BUSINESS NAME _____

CREDIT CARD NUMBER _____ Authorized Amount \$ _____

EXPIRATION DATE _____ BILLING ADDRESS _____

SIGNATURE _____

VISA, MC, AMEX ACCEPTED

28TH ANNUAL HOME, BUILDING AND RECREATION SHOW REGULATIONS:

1. Participants will be responsible for any damages to their displays or caused by their displays.
2. Participant agrees to hold harmless the Jackson Hole News&Guide and the Snow King Center for any theft, loss or damage to any equipment or product displayed during the Jackson Hole News &Guide's Home, Building and Recreation Show.
3. Participant must occupy his/her booth at all times during the Show.
4. Participant agrees to cooperate with Show Director, providing all necessary information pertaining to materials to be displayed, lighting and electrical or flammable equipment to be contained within the booth. Participant further agrees to furnish any extension cords and install them in a safe manner.
5. Participant will observe and cooperate with all rules and regulations of the Snow King Center concerning smoking and the consumption of alcoholic beverages in the Center.
6. Participant agrees **NOT** to park in the upper parking lot adjacent to the front of Snow King Center. This leaves prime parking available to the show attendees. Please park at the baseball field.
7. NO glitter, helium balloons, hay bales, or pets are permitted in the Snow King Center.
8. Participant agrees to not breakdown any part of his/her booth until 5pm Saturday April 17. Failure to meet this regulation will result in loss of your preferred returning booth privilege at next year's show.

Please sign and return agreement by March 3, 2010, WITH YOUR FULL PAYMENT.

Agreement: I, _____, of _____, have received a copy of and agree to abide by all the rules and regulations stated above in the Home, Building and Recreation Show regulations section. I also agree **NOT** to park in the upper parking lot during public show hours and **NOT** to breakdown early.

SIGNED _____ DATE _____

FOR OFFICE USE ONLY

LISTING _____

AD COPY _____

PAYMENT _____



28th Annual
Home, Building
 Recreation
SHOW
 APRIL 16 11AM-7PM
 APRIL 17 9AM-5PM
SNOWKINGCENTER
 Jackson Hole News & Guide

FREE
ADMITTANCE



Home, Building
 And Recreation
SHOW
 APRIL 16 11AM-7PM
 APRIL 17 9AM-5PM
SNOWKINGCENTER
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