



Carolina Classic Home & Garden Show Sponsorship Opportunities

NEW DATES: May 20 - 23, 2021

Admission Sponsor - \$5,000

Admission to the Home & Garden Show will be FREE for all attendees thanks to this sponsor. Additional value:

- Your company will be acknowledged as Admission Sponsor in advertising and promotions leading up to and during the show
- Signage located at the entrance to the show
- 10' x 10' booth or credit towards larger booth
- Verbal acknowledgement during the show
- Ability to distribute materials at main entrance

Corporate Sponsors - \$2,500

Customized sponsorships designed to meet your needs as a corporate level sponsor of the Carolina Classic Home & Garden Show. Contact Earl McLeod, (803) 256-6238 for more information.

Additional Value:

- Company Logo on print advertising (as available at time contract is received),
- Signage at the Show,
- Logo and link on show website,
- Up to 20 VIP tickets,
- Up to 10 Preview Party tickets

Seminar Sponsor – Starting at \$750

Give a seminar during the show for \$250 per seminar. It will be listed in the Home Show program, on signage at the show and announced over the PA at the show. Give the same seminar three times or more and you'll also receive priority scheduling, exclusivity of seminar topic and logo/company name recognition as "Home & Garden Show Seminar Sponsor" where the seminars are promoted. Contact Bin Wilcenski for more details.

BIA Member Preview Night Sponsors - \$3,500

A private event where BIA Members and special guests can preview the show before it opens to the public. Your company will be showcased during this popular event in a variety of ways. Additional value:

- Your company logo on invitation sent to all BIA Members
- You may place company signage throughout the venue for this event
- Verbal acknowledgements of sponsors on the PA system during this event,
- Up to 20 Preview Party tickets

BIA Member Preview Night Bar Sponsors - \$2,000

Home Show Exhibitors will no longer be allowed to serve alcohol from their booths during Preview Night UNLESS they are a Preview Night Bar Sponsor. We will provide the full bar including two bartenders, standard beers and liquors, mixers and barware, and set it up in your display area for the event. Special beverages (craft beer, top shelf liquor, etc.) may be added at the sponsor's expense.

Limited to exhibits that are 10' x 20' or larger. Limited number of sponsors per building and area.

Suggestions Welcome!

If you would like to sponsor something that we haven't thought of, we're open for suggestions! Contact Earl McLeod at (803) 256-6238 or e-mail earl@columbiabuilders.com to discuss.

2021 Home & Garden Show Booth/Display Space Pricing

Visit www.BIAofCentralSC.com to see floor plan and available booths.

	Booth Size Depth x Width	BIACSC Member Price	Non-Member Price
INDOOR	6' Table Top	\$370	\$580
	10'x10'	\$760	\$970
		Add \$100 for 10' x 10' corner booths (shaded on diagram)	
	10' x 20'	\$1,680	\$2,155
	Indoor Garden	Contact us for pricing	

	Booth Size Depth x Width	BIACSC Member Price	Non-Member Price
OUTDOOR	Entrance Garden 20'x20' Outdoor Space	\$735	\$1,050
	Entrance Garden Tented 10'x10' Spaces	\$560	\$770
	Outdoor Space	\$21/front foot	\$26/front foot
	Food Vendors	\$31.50/front foot	\$31.50/front foot

New for 2021: Enhanced Web Listing for all Exhibitors (Virtual Home Show)

All exhibitors will have the ability to upload company description, contact info., photos, videos and more to their on-line listing.

This will be on-line from the time you sign up for the show until next year's show.

Enhanced Web Listing ONLY is available for \$760/members and \$970/non-members



APPLICATION TO EXHIBIT

New Dates : May 20, 21, 22, 23, 2021
S.C. State Fairgrounds – Columbia, SC

Visit www.BIAofCentralSC.com to see floor plan and available booths

For Office Use:
BIA MEMBER
NON-MEMBER

Date Received

*Mandatory Items – Application will not be processed if these spaces are empty.
Read and initial Policy Manual on back of this application.

*Company Name _____

Name for marketing purposes:
(If different from Company Name) _____

*Authorized Contact Name: _____ *Phone: _____

*Mailing Address: _____
Street/P.O. Box _____ City _____ State _____ Zip _____

*E-mail: _____ Website: _____

Exhibitor Contact Name: _____ Phone: _____
Person working the show, if different from above. Mobile number preferred.

Exhibitor E-mail Address(es): _____

*Product/Service to be displayed: _____

*Location and Amount of Space Desired: (See booth/display space pricing chart on opposite page)
__ Outdoor Space - __ 10'x10 tented __ 20'x20' __ By the Front-footage: _____ ft. __ Other: _____

*Top three choices: 1. _____ 2. _____ 3. _____

Same as last year. (Subject to priority rules) **Visit www.BIAofCentralSC.com to see floor plan and available booths.**

A deposit of one-half (1/2) must accompany application.
DEPOSITS ARE AUTOMATICALLY FORFEITED AND SPACE RELEASED
IF PAYMENT IN FULL IS NOT RECEIVED BY APRIL 20, 2021

NOTE: 2020 Home & Garden Show exhibitors will receive a 10% discount in the 2021 Show. **Were you in the 2020 Show: __ Yes __ No**

*At this time, we are paying: __ Full Booth Rental of \$ _____ __ Deposit Only of \$ _____
Made Payable to **BIA** Deduct 10% from rental fee if you were in the 2020 Home Show Deposit is ½ total

Credit Card: __ Visa __ MasterCard __ AmEx *A 3% convenience fee will be added to all CC purchases*

Card Number: _____ Exp Date: _____ CRV: _____

Name as it appears on card: _____

Signature: _____ \$ _____ Deposit or Full Rental
Indicate amount to be charged at this time (add 3%)

Questions? Contact us at (803) 256-6238 or e-mail homeshow@columbiabuilders.com

Return to: BIA, 625 Taylor St., Columbia, SC 29201 Fax to: (803) 779-0635

Administrator Use ONLY:

Previous Space: _____ Space Assigned: _____ Balance Due: \$ _____

HOME & GARDEN SHOW EXHIBITOR RULES & REGULATIONS



The following rules and regulations have been adopted for the Home & Garden Show and are applicable for all future Home & Garden Shows unless and until such time as they might be amended or revised by the Building Industry Association of Central South Carolina (to be referred to as BIA) or any of its related agents or committees. The full Home & Garden Show Policy Manual will be provided to Exhibitors

prior to the show or by request at any time.

The Exhibitor agrees to be bound by the rules and regulations as established herein, by the show decorator, and by all applicable rules set forth by the property owner (SC State Fairgrounds) and any public safety organization. The exhibitor further agrees that the BIA shall resolve questions pertaining to any of these rules and their decision shall be final and binding.

Hours of Operation - *Subject to change by the BIA at any time.*

Move In: New Dates

Tuesday, **May 18** – 8:00 a.m. to 8:00 p.m.

Wednesday, **May 19** – 8:00 a.m. to 8:00 p.m.

Thursday, **May 20** – 8:00 a.m. to 3:00 p.m.

Show Times:

Thursday, **May 20** – 6:00 p.m. to 9:00 p.m. (BIA Member Preview Night)

Friday, **May 21** – 11:00 a.m. to 7:00 p.m.

Saturday, **May 22** – 9:00 a.m. to 6:00 p.m.

Sunday, **May 23** – 11:00 a.m. to 5:00 p.m.

Subject to change by the BIA at any time.

All exhibitors must have their displays set up and ready to show for all show hours as posted above, including BIA Member Preview Night. Exhibitors will be allowed admission to the building thirty minutes before the show opens to the public each day in order to prepare their exhibits for public viewing. Exhibitors are responsible for security in their booth(s) starting at that time.

For BIA Member Preview Night, open bars will be provided by the BIA of Central SC. Exhibitors are not allowed to serve alcohol from their booth(s) at any time during the Preview Night or the show. Exhibitors may be able to provide food during Preview Night subject to rules set forth by the CDC at the time of the event.

Exhibitor Badges will be supplied. All exhibitors are required to wear this badge while at the show during show hours.

Parking passes will be supplied to all exhibitors and must be properly displayed in order to enter the Exhibitor Parking Areas.

Move-out and Removal of Displays

Displays must remain in place and in show-condition for the show hours as posted above. Failure to do so will result in loss of priority booth selection in future shows. All exhibits must be removed by 3:00 p.m. on the Monday following the final show day. The buildings will be open from 8:00 a.m. to 3:00 p.m. on Monday for Exhibitor move-out. Exhibit materials not removed by this time will be removed by the property owner and stored at the expense of the Exhibitor.

Exhibit and Use-of-Space Guidelines

All exhibits in the Home & Garden Show must pertain to products or services pertinent to home building, remodeling, furnishing, or home/outdoor living. The BIA reserves the right to reject a proposed exhibit as not being in keeping with the tenor of the exhibition.

The Home & Garden Show will furnish complete booths ready to move in with flameproof backgrounds eight feet high, side railings three feet high and a sign with your company name (given enough time to do so). These will be suspended on metal standards.

Exhibitors are responsible for covering the back of any walls or other construction that exceeds the eight feet in the rear and three feet on the

sides. Tables, chairs, carpet, tents and custom signs **are not furnished**, but are available for rent from the show decorator or may be brought by the exhibitor.

ELECTRIC POWER

Electricity and one 120V electrical outlet are included with indoor booth rental. An extension cord may be required to reach the outlet (cord not provided). Any extra electrical wiring or exhibit lighting will be charged to the exhibitor at the regular rate by an electrician approved by the South Carolina Fair Association. Power for outdoor exhibits is not provided. Cost for power through the SC State Fair Association is \$20/day for 120V hookup; \$40/day for 240V hookup or \$50/day for two 240V hookups in one location.

SECURITY

The Home Show Committee will exercise all reasonable care for the protection of exhibitors' materials and displays, including the use of a guard service when appropriate. However, no liability for loss will be assumed or implied.

LIABILITY

In exchange for being allowed to participate, the exhibitor, its agents, Employees, and representatives (collectively known as the exhibitor) agrees as follows:

1. To hold harmless and indemnify the SC State Fair, the Building Industry Association of Central South Carolina, the Home & Garden Show, and respective employees, officers, directors, and volunteers (each collectively known as indemnify parties) against:
 - a) Any loss or damage to property of the exhibitor due to fire, theft, vandalism, or any cause whatsoever while such property is on the designated premises and
 - b) Any claims of bodily injury or property damage liability, including attorney's fees, arising out of the sole or partial negligence of the exhibitor while on the designated premises.
2. The exhibitor shall carry the following insurance policies and provide evidence of insurance if requested: a) Property Insurance for personal property off premises to cover the replacement cost value of all of exhibitor's property on designated premises against the Special cause of loss perils. The exhibitor and its insurance carrier shall waive subrogation rights against all indemnified parties. b) General Liability insurance with an Each Occurrence limit of at least \$1,000,000 including coverage for contractual liability. c) list the BIA of Central SC as an Additional Insured.

DEFAULTS

1. Any exhibit space assigned to an exhibitor for which rent has not been paid in-full by final payment deadline may be reclaimed by Show Management and reassigned. Rent paid for such space will be forfeited by the exhibitor without recourse or refund.
2. Exhibit space leased but not occupied at 10:00 am on the day of the Preview Showing may be considered forfeited and subject to use or reassignment by Show Management. All monies paid for such space will be forfeited by the exhibitor without recourse or refund.

EVENTUALITIES

Should the facilities at the SC State Fairgrounds be destroyed by fire, the weather or any cause, or if any circumstance including COVID 19 restrictions makes it impracticable for Show Management to permit the contracted space to be occupied by the exhibitor, the exhibitor waives the right of any claim for damages or compensation except the prorated return of the amount paid for space rental.

Initial: _____ Date: _____

This must be completed and returned with Exhibitor Application.

Subject to Change