

FREE
TO THE PUBLIC!

49TH ANNUAL FREDERICK HOME & GARDEN

EXPO • 2024



2024 EXHIBITOR PACKET

March 16 & 17 | Frederick Fairgrounds



Welcome to the 49th Annual Frederick Home & Garden Expo!

We are thrilled to have your participation this year and excited to partner with you to market and grow your business in Frederick County and beyond. Frederick is a beautiful, thriving community; residents have continued supporting face-to-face interaction and community events. In addition to our highly successful Home & Garden Expo Exhibitor Breakfast on Sunday, we are pleased to share that we have added the Sandy Spring Bank Hospitality Suite for exhibitors only, located in the extended space in Building 12! You can also expect exciting family activities, trades education events, and entertainment in the Kids Fun Zone. Be sure to encourage your family, team, and contacts to attend!

Our goal is to create a quality Home & Garden Expo that you, as the Exhibitor, have come to expect. Please read through this Exhibitor Packet, which will make your planning and participation a success!

Here for you!



Danielle Adams

Executive Director

Frederick County Building Industry Association





Exhibitor Schedule – At a Glance

Set Up Date & Times

Thursday, March 14 | 2:00 p.m. - 5:00 p.m.

Friday, March 15 | 8:00 a.m. - 5:00 p.m.

Home & Garden Expo Dates & Times

Saturday, March 16 | 9:00 a.m. - 5:00 p.m.

Sunday, March 17 | 10:00 a.m. - 4:00 p.m.

EXHIBITOR NETWORKING BREAKFAST – BUILDING 9

Sunday, March 17 | 8:00 a.m. - 9:30 a.m.

EXHIBITOR HOSPITALITY SUITE – BUILDING 12

Saturday, March 16 | 9:00 a.m. - 5:00 p.m.

Sunday, March 17 | 10:00 a.m. - 4:00 p.m.

Tear Down Dates & Times

Sunday, March 17 | 4:05 p.m. - 6:00 p.m.

Monday, March 18 | 8:00 a.m. - 12:00 p.m.

Note: Building 12 Exhibits must be removed by 8:00 a.m. Monday, March 18. Sunday 4 p.m. Breakdown is preferred.

Booth Judging

Judging of exhibits will take place on the evening of Friday, March 15, beginning at 6:00 p.m.

Exhibits will be judged on overall appearance, product display, and product & company identification.

Award Certificates will be presented to the winners Saturday, March 16, and pictures will be taken.

Opening Ceremonies & Ribbon Cutting

Saturday, March 16 | 9:00 a.m.
Building 9



Details – At a Glance

Staffing

Booths **MUST** be staffed at all times when the expo is open to the public

Security

Security will be provided during non-expo hours | 7:00 p.m. Friday - 7:00 a.m. Monday.

Parking

During the expo, parking is available in Lots Q, F, A, B, C.

Positively NO parking during expo hours will be permitted in front of Buildings

13, 14 and 14-A or adjacent to any exhibits in this general area.

Trash

Environmental Alternatives, Inc. will be furnishing two dumpsters for use during the Expo.

These are the only two dumpsters that we are allowed to use!

One dumpster will be adjacent to Building 14A near the Builder Olympics tent, and the other will be between

Building 12 & 13 near the **back parking** area. ***Anyone caught using the fairgrounds dumpsters will be charged!***



**Environmental
Alternatives™**
Construction & Demolition Debris
Roll-Off and Recycling



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FREDERICK
LIFESTYLE™

EXHIBITOR NETWORKING BREAKFAST

The Frederick Home & Garden Expo Committee invites you to join us for our second Annual Exhibitor Breakfast before the expo opens to the public.

SUNDAY, MARCH 17 | 8:00 AM-9:30 AM

Meet other exhibitors and enjoy light refreshments and coffee in Building 9. Sponsored by Frederick Lifestyle!

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Sandy Spring **Bank**

From here. For here.

EXHIBITOR HOSPITALITY SUITE

The Frederick Home & Garden Expo Committee invites you to enjoy the first ever Exhibitor Hospitality Suite, located in Building 12! Enjoy a cup of coffee and meet other exhibitors as you recharge. Sponsored by Sandy Spring Bank!

SATURDAY, MARCH 16 | 9:00 AM-5:00 PM

SUNDAY, MARCH 17 | 10:00 AM-4:00 PM

*Wristbands will be distributed at check-in to gain admittance to exhibitor-only areas.
If replacement wristbands are needed, please refer to FCBIA Staff in Building 9.*



Expo Staff & Facility Contacts

Expo Management

The 49th Annual Home & Garden Expo is produced and managed by:



Frederick County Building Industry Association
203-B West Patrick Street
Frederick, MD 21701
301-663-3599 | www.FrederickBuilders.org

Expo/FCBIA Staff



Danielle Adams
FCBIA Executive Officer
301-730-0035



Kimberly Mazziott
Marketing/Communications
443-519-3276

Facility Information

The Frederick Fairgrounds
797 E Patrick St
Frederick, MD 21701

www.thegreatfrederickfair.com

Michelle Lowe,
Rental Coordinator of *The Frederick Fairgrounds*
301-663-5895

mloew@thegreatfrederickfair.com



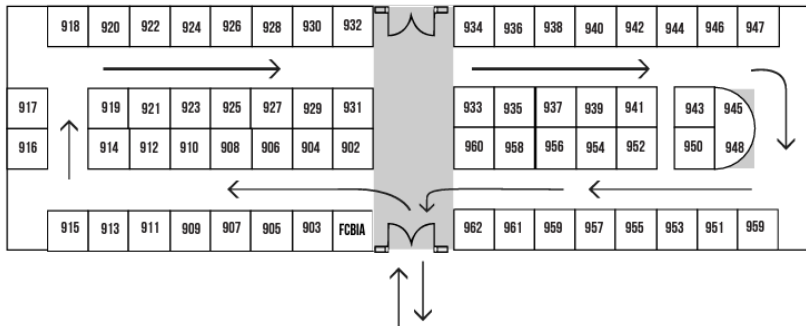
Next Steps

Booth Assignments & Map

The Home & Garden Expo will take place in 6 Buildings at the Frederick Fairgrounds: Buildings 8, 9,12,13, 14, and 14a.

Your booth assignments will be emailed – didn't receive an email? Contact events@frederickbuilders.org.

View the Expo Map at FrederickExpo.org/exhibitor-info



Outstanding Balance

Please note, all accounts must be paid in full before you move-in – NO EXCEPTIONS!



Next Steps

Certificate of Insurance

Did you provide FCBIA with your updated Certificate of Insurance?

Please do so 10 days before the event!

Email Info@FrederickBuilders.org

A certificate of insurance (COI) is a document from an insurer to show proof of business insurance. This is also called a certificate of liability insurance or proof of insurance. You can get one from your insurance company.

The following information must be included in the COI: Certificate holders: **FCBIA, Frederick Co. Agricultural Society, Inc., and the Great Frederick Fair**

ACORD		CERTIFICATE OF LIABILITY INSURANCE			DATE (MM/DD/YYYY) Month/Date/Year	
PRODUCER Insurance Agent/Broker Name Insurance Agent/Broker Street Address or P.O. Box Insurance Agent/Broker City, State & Zip Code Contact & Phone Number		THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.				
INSURED Vendor Name Vendor Street Address or P.O. Box Vendor City, State & Zip Code		INSURERS AFFORDING COVERAGE			NAIC #	
		INSURER A: Name of Insurance Company			Enter NAIC#	
		INSURER B: Name of Insurance Company (if applicable)			Enter NAIC#	
		INSURER C: Name of Insurance Company (if applicable)			Enter NAIC#	
		INSURER D: Name of Insurance Company (if applicable)			Enter NAIC#	
		INSURER E: Name of Insurance Company (if applicable)			Enter NAIC#	
COVERAGES THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. AGGREGATE LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
RSR LTR	AD01 INSRD	TYPE OF INSURANCE	POLICY NUMBER	POLICY EFFECTIVE DATE (MM/DD-YY)	POLICY EXPIRATION DATE (MM/DD-YY)	LIMITS
A	<input checked="" type="checkbox"/>	GENERAL LIABILITY <input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS MADE <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> <input type="checkbox"/> GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC	Enter Policy #	Enter Effective Date	Enter Expiration Date	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$/N/A PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$2,000,000 PRODUCTS - COM/POP AGG \$1,000,000 \$

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FCBIA Home & Garden Expo
Setup Information

Setup Procedure

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Setup Date & Times

Thursday, March 14 | 2:00 p.m. - 5:00 p.m.

Friday, March 15 | 8:00 a.m. - 6:00 p.m.

Notes

- **Staff/Expo Info will be in Building 9**
- Booths will have pipe and drape as well as your booth number and company name labeled when you arrive.
- If your Booth is in Building 9 (Null Building), please reference the Null #9 Building Guidelines on the following page.
- Please adhere to all signage and parking guidelines for set up and tear down as we have some large outdoor exhibits surrounding the Expo buildings

Parking

No parking is permitted in posted or marked fire lanes. Exhibitors may temporarily park to unload during move-in, but no vehicle shall remain in the area after it has been unloaded.

On Home & Garden Expo Days: Positively **NO** parking will be permitted in the exhibit area in front of Buildings 13, 14 and 14A or adjacent to any exhibits in this general area only; handicapped parking spaces will be reserved strictly for handicapped drivers only; Exhibitors will be encouraged to park on the back side of Buildings 13, 14 and 14A.





Building 9 Guideline Checklist



- ✓ **To eliminate unnecessary dust and exhaust fumes, construction of booths requiring power tools should be made outside.**
- ✓ Booths/exhibits utilizing hardscaping landscape materials and waterfall features must have prior approval by The Great Frederick Fair management before construction
- ✓ **No mulch/dirt/sand/stones/etc. in this building without prior permission**
- ✓ Use of paint, chalk and/or duct tape on floors or walls is prohibited; however, marking of booth spaces with blue painter's or electrical tape that does not leave a residue is permissible
- ✓ **Use of the following items inside the building is prohibited without prior permission:**
 - ✓ **Forklift**
 - ✓ **Skid-loader**
 - ✓ **Leaf blower**
 - ✓ **Vehicles of any sort (including golf carts)**
- ✓ Hand carts with rubber casters/wheels are permissible
- ✓ **No tape / nails/ screws/ fasteners of any kind allowed on walls, windows or doors. Magnets are acceptable on metal doors.**
- ✓ No items can be suspended from the ceiling
- ✓ **Tables and chairs must have non-marking/scratch-free feet**

Questions concerning these guidelines, or items not covered in these guidelines, should be directed to Michelle Lowe, Rental Coordinator of *The Frederick Fairgrounds*. Michelle may be reached at 301-663-5895 or email, mlowe@thegreatfrederickfair.com.

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FCBIA Home & Garden Expo Booth Regulations

Display Requirements, Demonstrations,
Electrical Notes



Home & Garden Expo Regulations

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Thirty (30) days before the Home & Garden Expo, all Exhibitors MUST provide FCBIA with an insurance certificate naming FCBIA, Frederick Co. Agricultural Society, Inc. and, the Great Frederick Fair, Inc. as certificate holders. Contact your insurance agent for more information.

2. Exhibitors must hold all necessary lien and/or registrations as may be required by local and/or Federal government agencies to conduct or perform his/her business or trade. Land and/or registrations should be accessible should anyone ask to see them.

3. No booth space may be assigned, sublet, or shared with another firm, either partially or in its entirety, without written consent from FCBIA. In addition, no Exhibitor shall exhibit in his/her space any other goods, apparatus, service, advertising signs, or distribute brochures, business cards, etc., other than those sold, manufactured or issued by him/her in his/her regular course of business without the express written consent from the expo management or FCBIA. Violation of this rule shall be cause for eviction from the expo with a out refund.

4. Only products or services pertinent to or closely related to the theme of the expo will be permitted.

5. Due to the number of companies exhibiting similar or related product lines, FCBIA cannot guarantee that a company exhibiting the same or similar products will not be located in an adjoining or nearby booth space.

6. FCBIA reserves the right to change the floor plan without notice if it deems it necessary to do so to provide a more satisfactory, attractive, and successful expo.

7. FCBIA reserves the right to prohibit any exhibit that violates the spirit or letter of these rules, regulations, stipulations, and the character of the Home expo.

8. EXHIBITORS MUST ABIDE BY ALL FIRE REGULATIONS AND/OR DECISIONS OF REPRESENTATIVES OF THE LOCAL FIRE DEPARTMENT. ALL MATERIALS AND DECORATIONS USED IN BOOTHS MUST MEET FREDERICK COUNTY FIRE DEPARTMENT STANDARDS FOR INFLAMMABILITY. NO EXHIBIT IS ALLOWED TO EXTEND BEYOND THE PRESCRIBED DIMENSIONS AND FLOOR SPACE OF THE ASSIGNED BOOTH(S), NOR SHALL IT IN ANY WAY INTERFERE WITH DESIGNATED FIRE OR EMERGENCY EGRESS OR ACCESS. ABSOLUTELY NO OPEN FLAMES ARE PERMITTED INSIDE ANY OF THE EXHIBIT BUILDINGS.

9. The Fairgrounds/buildings are a Drug-Free facility. Exhibitors shall comply with all local laws, rules, regulations, and ordinances in force. Smoking tobacco and any smoking-associated Paraphernalia, including e-cigarettes and similar devices, are strictly prohibited in any of the buildings located on the fairgrounds. The Fair Management reserves the right in its sole discretion to interpret, amend, or add to the rules and regulations at any time.



Booth Regulations

- Booth space rental **INCLUDES** pipe and drape dividers and one exhibit location sign (7"x44") attached to the top of the back draped wall with the company name of the Exhibitor. **Additional furnishings such as tables and chairs, carpeting, lighting, etc., are the sole responsibility of the Exhibitor**
- **All exposed areas of your exhibit space must have finished surfaces, including back and sides. Graphics, logos, or wiring that faces into your neighbor's booth will not be allowed.**
- Nothing shall be nailed, stapled, or otherwise attached to walls, floors, or other parts of the exhibit buildings or to drapes furnished by FCBA. If damage should occur, Exhibitor shall be invoiced for any and all expenses involved in the repair or replacement of any and all damaged property.
- **Americans with Disabilities Act (ADA)** – Exhibitors are required to construct displays that are accessible by people with disabilities and to comply with the ADA rules.
- **Water:** Exhibitors requiring water for their displays must make their own arrangements to get water. The fairgrounds will no longer allow us to use their water to fill displays.
- **Sound:** The use of loudspeakers, radios, televisions, or other audio equipment, or the use of operating machinery or other items that is of sufficient volume or nuisance to annoy neighboring exhibitors will **NOT** be permitted.
- **Copyright Infringement** – Exhibitors are responsible for securing any and all necessary licenses and consents for any use of copyright works owned by any third party which may be used directly or indirectly by Exhibitor. Playing of copyrighted music at events is prohibited by federal copyright laws unless written and signed permission is obtained from the author or composer, or an agreement with music licensing organizations is obtained.
- Exhibits must be open and staffed **AT ALL TIMES** during the Home expo hours. Exhibitors are responsible for keeping their area clean and neat at all times.
- The Frederick Fairgrounds does **not** provide Wi-Fi/Internet access.



Demonstration/Distribution Regulations

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- **Product demonstrations** shall not obstruct the aisles or interfere with the orderly business transaction in neighboring exhibits.
- Exhibitors shall distribute printed matter or other appropriate material **ONLY** within the limits of their space. Exhibitors may use no aisle space or other public areas, including, without limitation, handing out or distributing material(s) in other public areas at the Home & Garden Expo.
- Dispensing or serving food or beverages from the booth must be approved by FCBIA in advance of the Home & Garden Expo. It is the responsibility of the Exhibitor to obtain the required health permit, if applicable, from the Frederick County Health Department (Ph: 301-600-1029) or other required permits from any governmental agencies.





Booth Design Recommendations

Tables & Skirting

- It is recommended that all tables are professionally skirted.
- If storing boxes under your table, please be sure to have a professional tablecloth that goes to the floor

Signage

- All exhibitors are encouraged to have a professional sign identifying their company for consumers. Handwritten signs will not be permitted.
- Professional signage only -if using a “banner” style sign, please make sure it is fastened tightly and not wrinkled
- Pop up banners must be placed within your booth area and must not impede traffic

* TENTS OR CANOPIES ARE PERMITTED only with permission from the Fire Marshal – See their Guide at

<https://www.thegreatfrederickfair.com/wp-content/uploads/2018/06/FCFR-Special-Events-Guide.pdf>

Kenny Poole, Battalion Chief/Fire Marshal | kpoo1e1@frederickcountymd.gov **5370 Public Safety Place** | **Frederick, MD 21704** | **Ph: 301-600-1479 Ph: 301-600-1603**

Need Tables, Chairs, or Accessories?

Consider Home Expo Partner- Grand Rental Events



[View Rental
Price Sheet](#)

Name of Exposition: FREDERICK HOME SHOW 2024
Booth #: _____ **Building #:** _____

PLEASE SUBMIT ORDERS BY WED., MARCH 13th @ 12 NOC
DELIVERIES WILL BE MADE THURSDAY, MARCH 14th
CALL-IN OR EMAIL ORDERS TO:

MICHELLE@GRANDRENTALEVENTS.COM

SEATING	PRICE	QTY
Chair - White Plastic Folding	\$2.25	
Chair - Black Plastic Folding	\$2.00	
Chair - Fruit Wood Padded	\$4.50	
Chair - Natural Wood Padded	\$4.50	
Chair - White Resin Padded	\$4.00	
Chair - Black Resin Padded	\$4.00	
Chair - Pecan Cross Back	\$8.00	
Chiavari Bar Mahogany w/cushie	\$15.00	
Barstool (Natural Wood)	\$10.00	

STAGING	PRICE	QTY / COLOR
4' X 8' Section (8" High)	\$75.00	
Stage Skirting (16' Sections)	\$25.00	
STAGE SKIRTING COLOR OPTIONS		
BLACK (B)	WHITE (W)	ROYAL BLUE (RB) BURGUNDY (BR)
MORE COLORS AVAILABLE		

CARPETING	PRICE	QTY
Carpet	\$2.00 / SQ. FT.	SQ. FT.
CARPET COLOR OPTIONS		
BLACK (B)	BLUE (BU)	MORE COLORS AVAILABLE
Green Astro Turf	\$1.50 / SQ. FT.	SQ. FT.
Black Astro Turf	\$1.50 / SQ. FT.	SQ. FT.

TABLES & OPTIONAL LINENS	PRICE	QTY / COLOR
6' Wood Banquet - 30" W x 72" L x 30" H	\$12.00	
Poly Linen (only) - Floor-length	\$16.00	
8' Wood Banquet - 30" W x 96" L x 30" H	\$12.00	
Poly Linen (only) - Floor-length	\$17.00	
3' Round	\$10.50	
Poly Linen (only) - Floor-length	\$9.25	
4' Round	\$11.00	
Poly Linen (only) - Floor-length	\$12.00	
24" Cocktail - 42" H	\$12.00	
Poly Linen (only) - Floor-length	\$12.00	
30" Cocktail - 42" H	\$12.00	
Poly Linen (only) - Floor-length	\$14.25	
36" Cocktail - 42" H	\$12.00	
Poly Linen (only) - Floor-length	\$14.25	
30" Pub Table - 42" H	\$25.00	
36" Pub Table - 42" H	\$25.00	

Wood laminate finish on Pub Tables, no linen needed

MANY LINEN COLORS AVAILABLE - PLEASE NOTE COLOR CHOICE

MISCELLANEOUS ITEMS	PRICE	QTY / COLOR
Easel - Stainless Steel	\$20.00	
Uplighting (Single Light)	\$35.00	
Stanchion, Black Retractable (Set, 10')	\$30.00	
Stanchion, Chrome/Red Rope (Set, 6' or	\$26.50	
Popcorn Machine, Tabletop	\$102.43	
Includes approx. 100 servings & 100 8oz. popcorn bags		
Popcorn Cart/Stand	\$25.00	
Extra Popcorn & 8oz. Bags (100 serving):	\$37.43	

PAYMENT

MASTERCARD	VISA	AMEX	DISCOVER
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[View Rental
Price Sheet](#)



Electrical

Exhibitors that require electricity must supply their own 50-foot, 15-amp professional grade extension cord, and are solely responsible for connecting it to the nearest power source. An extension ladder may be necessary if your booth space(s) is a center aisle booth. FCBIA does not provide extension cords, power strips, ladders or assistance with installation of the same. Currently there is no charge for electric.

In the event an Exhibitor requires upgraded electric lines or if upgraded electric lines need to be provided to an Exhibitor, the lines shall be provided by an authorized vendor of the Fairgrounds and the Exhibitor shall be responsible for any and all fees or charges associated with the installation and removal of the same.

- Extension cords must be sized (minimum 16 gauges, grounded) to the device in use. Small household cords shall not be used.
- Extension cords shall not be spliced together.
- Outlets may be shared between exhibitors; a power strip is recommended.
- Cords should be visible or accessible along their entire length so that any damage can be detected.
- Only extension cords rated for exterior use shall be used outdoors.

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FCBIA Home & Garden Expo
Tear-Down



Tear-Down Procedure

Tear-Down Dates & Times

Sunday, March 17 | 4:05 p.m. - 6:00 p.m.

Monday, March 18 | 8:00 a.m. - 12:00 p.m.

Note: Building 12 Exhibits must be removed by 8:00 a.m. Monday, March 18. Sunday 4 p.m. Breakdown is preferred.

FCBIA's Home & Garden Expo is open to the public for two (2) days only. Make every minute count. It is mandatory to stay until the Expo closes at 4:00 p.m. Sunday. Early exit from the Expo may prevent you from displaying in next year's Expo!

- Exhibitors who rush to leave the Expo early make not only a wrong impression but also undermine the integrity of the Expo.
- Research has shown that 30% of all business is conducted in the last two hours of the Expo. Most people walk the Expo first to survey the exhibits and then return to those that offer what interests them most.
- It is extremely difficult to talk with a potential client when a neighboring exhibitor is dismantling their exhibit.
- Early tear-down can create possible safety hazards for Expo attendees and other exhibitors.
- All exhibit material must be removed from your booth space –any trash or residue left on the floor will result in extra charges to your company.

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FCBIA Home & Garden Expo Marketing Opportunities

Media Partners, Sponsorships,
Grassroots Marketing, Assets



Media Partners

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Have a Radio Remote
During the Expo!
See next page for details.



Thanks to our Home & Garden Expo 2024 Media Partners

**The Frederick
News-Post**



Frederick
magazine


 March
16th and 17th
2024

When you connect with your customer, magic happens!

That's what the FCBIA Home & Garden Expo is all about! That's also what you can do with RADIO!
WFMD & WFRE partner with the FCBIA to provide advertising for you and the 2024 Home & Garden Expo!

Stand-Out at the Home & Garden Expo

Bring the Power of WFRE and WFMD to Your Display Booth!

Schedule Your 1 Hour Live Broadcast With WFRE OR WFMD At Your Booth.

**Please allow space within your area for US to set up a small table for the remote.*

You'll receive:

- WFRE or WFMD Personality at your booth.
- 3 live 60 second on location commercials during the remote broadcast talking specifically about your business and your Home & Garden Expo specials.
- 15 pre-remote promotions three days out naming Your Business and Your Home & Garden Expo Specials.
 - 20 :15 Commercials the week before the event letting our listeners know you will be there!

Investment:

Home & Garden Expo Special: \$500 WFMD OR \$850 WFRE (Includes Talent Fee)

Email: daphnemckee@wfre.com Phone: 301-663-4181 and ask for Daphne McKee

Authorization _____ Business _____
Date and time for your remote _____ Booth Location _____



Grassroots Marketing



Social Media

- Tag the Frederick County Building Industry Association on your Facebook Posts. A social media graphic will also be provided from FCBIA.
- Post your booth number and Expo hours so your followers can find you
- Use **#FrederickHomeGardenExpo #FCBIAHomeExpo #FrederickFairgrounds**

Email Marketing

- Send an e-blast to your marketing list encouraging them to come to the Expo
- Include a link to the Home & Garden Expo Website or Facebook Event

www.frederickexpo.org



Frederick County Building
Industry Association



@thefcbia



Frederick County Building
Industry Association

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FCBIA Home & Garden Expo
Security, Insurance, Liability



Security & Insurance

Security

Security will be provided during non-expo hours from 7:00 p.m. Friday until 7:00 a.m. Monday. Please contact Expo Management if something is lost or damaged.

Exhibitors are encouraged to not leave anything of value in their booth(s) at any time. All furnishings provided and installed by the Exhibitor should be marked clearly with the name of the Exhibitor to prevent theft and/or loss. Exhibitors shall insure their own exhibits and display materials. FCBIA shall not be responsible for any damage to or for the loss, theft or destruction of the Exhibitor's property.

Insurance

Expo Management is insured against public liability and property damage claims arising out of the conduct of the Expo. This insurance does not, however, cover the exhibitor's properties, which are placed on display at the exhibitor's own risk. Every reasonable precaution will be taken to protect exhibitors' properties, but Management assumes no responsibility for any losses due to fire, theft, robbery, damage, accident, or other causes.

Did you provide FCBIA your updated Certificate of Insurance? Please do so 10 days prior to event!

Email info@FrederickBuilders.org

A certificate of insurance (COI) is a document from an insurer to prove you have business insurance. This is also called a certificate of liability insurance or proof of insurance. You can get one from your insurance company.



Liability

Neither FCBIA, the owner of the facility, members of the Home & Garden Expo Committee, nor their respective officers, directors, employees, or any of their agents shall have any liability for any personal injury to the Exhibitor or its officers, guest, agents, or employees or to any other person in attendance at the Home & Garden Expo; or for any damage or loss to any property of the Exhibitor or any of its officers, agents or employees or of any person in attendance at the Home & Garden Expo; whether such injury, damage or loss occurs prior to, during, or after the Home & Garden Expo, unless such injury, damage or loss is the direct result of the gross negligence or willful act of one or more of such parties. It is the Exhibitor's responsibility to take all necessary precautions to secure their exhibit and display items.

If your assigned exhibit space becomes unavailable due to Fairground construction, weather, or other unforeseen circumstances, and it impacts your reservation, FCBIA agrees to renegotiate your booth location, if possible, or refund payments made in full. FCBIA will not be held liable for loss or damage due to weather.

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FCBIA Home & Garden Expo
Quick Tips

Quick Tips

The primary reason that most companies participate in a consumer expo such as FCBIA's Annual Home & Garden Expo is to generate qualified leads. However, your success in obtaining qualified leads will depend on the interactions you and your sales staff have with the individual attendees. We hope the following tips will help you convert expo traffic into qualified leads.

Pre-Expo Promotions and Marketing

The more people who stop by your booth, the more qualified leads you are likely to generate. Promoting your company's participation at the Expo equals more visits to your booth.

1. Consider sending pre-Expo mailers to former and prospective customers. Offer a special promotion or discount as an incentive to visit your booth. If known, include your building and booth numbers on your mailers.
2. Full-color Expo flyers will be provided from FCBIA. Display flyers in your business, especially if you have a retail location. With permission, posters can also be displayed at your favorite coffee house, grocery store, etc.
3. A social media graphic will be provided from FCBIA. When sharing this graphic, tag the Frederick County Building Industry Association, and use hashtags: **#FrederickHomeGardenExpo #FCBIAHomeExpo #FrederickFairgrounds**
4. Advertise your company's participation in the Home & Garden Expo tabloid, published Tuesday before the Expo, as a supplement to the Frederick News-Post (FNP) on Facebook, our website, and your email marketing.



Frederick County Building
Industry Association



@thefcbia



Frederick County Building
Industry Association



Quick Tips – Your Booth & Brand Ambassadors

Design and Working the Booth:

Booth design & staffing can make or break the Expo for an exhibitor!

1. Consider your booth as an extension of your expo room or office. How your booth looks to reflect your company's image. Your booth is an introduction to your product or service. **Remember, first impressions count!**
2. The essential feature in the design of your booth should be your company name and logo. These should be prominently displayed and the first thing people see when they approach your booth.
3. Keep your booth design clean and simple, ensuring it conveys a professional image and depicts what your company offers or does.
4. Invite people into your booth by avoiding unintentional barriers across the front of your booth. If you must use a table, place it along your booth's back or side wall.
5. Seated sales staff gives the impression that their comfort is more important than your business. Eliminate chairs from your booth.
6. Don't waste money on beautiful, complete color sales materials which may end up in the trash. Instead, bring only enough brochures and catalogs for "qualified" prospects.
8. Do not crowd your booth with too many staff persons. This may intimidate potential clients from stopping in. Work in shifts during Expo hours if necessary.
9. Have everyone dressed in synch with your theme and colors. Have your company name exhibited on the left breast pocket and your reputation on the right.
10. Anticipate questions and practice answers in advance of the Expo. **Role playing is beneficial!**
11. If you are speaking with someone when someone else stops by your booth, wait for a pause in your conversation, excuse yourself, greet the newcomer, and explain that you will be with them momentarily or turn them over to another staffer if available.
12. **TURN OFF CELL PHONES!** Ignoring those passing by your booth could mean that you need to pay attention to potential clients. It's bad manners and shows a lack of interest to those who might be interested in your product if you are talking on your cell phone. Cell phones should be put on "silent" or "vibrate" mode while in the exhibit area.



Quick Tips – Home Expo Don'ts

Home Expo Don'ts

Remember, first impressions are hard to change.

1. Don't use swear words or any other questionable language, as this can be offensive to those around you or to those visiting your booth. Remember, this Expo is a family-friendly environment.
2. Don't eat at your booth if at all possible. It may turn away those interested in speaking with you as they may feel uncomfortable interrupting your meal.
3. Don't forget to get names, addresses, and phone numbers for follow-up after the Expo. A short note reminding them of where you met and your conversation can go a long way.
4. Don't just have anyone staff your booth without training. Knowledge of your product or service is vital.
5. Don't forget to introduce yourself to other exhibitors, as they could be potential clients or may know of someone who might be.