

CENTRAL COAST
HOME
GARDEN
CULINARY
 **&WINE**
EXPO 2012

SATURDAY & SUNDAY • MARCH 24 & 25

The **2012 Central Coast Home, Garden, Culinary & Wine Expo** is a broad-based consumer show focusing on sustainable living, home improvement, interior design, gardening, and landscaping. It is an excellent opportunity for businesses that provide home improvement, interior design, gardening, landscaping, kitchenware, household textiles, environmentally-friendly and cutting-edge alternative living concepts and related products and services to showcase their work. The Expo is held in the beautiful Cocconut Grove overlooking the Monterey Bay.

Be a part of the **2012 Central Coast Home, Garden, Culinary & Wine Expo**:

- We plan a comprehensive media and marketing campaign with advertising and promotion valued at over \$45,000 to reach consumers in the Santa Cruz, Monterey, and Salinas markets.
- The **Central Coast Home, Garden, Culinary & Wine Expo** was attended by over 2,000 people last year.
- The Expo provides an excellent opportunity to profile your company, reach new customers, extend your business, promote your brand, and showcase any new products or services you have.
- There will be a full complement of innovative presentations and demonstrations on the Culinary Stage and the Gardening/Landscaping Stage.

If marketing to active consumers interested in sustainable living, home improvement, gardening, interior design, kitchen & culinary concepts, and related topics is important to your company's sales and growth, the **2012 Central Coast Home, Garden, Culinary & Wine Expo** is the place to be.

WINE TASTING
SPAS
DECKING
INTERIOR DESIGN
UNIQUE GIFTS
KITCHENWARE
HOUSEHOLD PRODUCTS
LANDSCAPING
GARDENING
PLANTS & FLOWERS
CULINARY PRODUCTS
FLOORING
WINDOW COVERINGS
KITCHEN & BATH
DOORS & WINDOWS
HOME ENTERTAINMENT
ROOFING
SKYLIGHTS
SOLAR ENERGY
SECURITY SYSTEMS
HOME FINANCING



cocoanutgrovesantacruz.com/hgexpo

EXHIBIT BOOTHS

Exhibit booths are 8' x 10' and include:

- Standard pipes and drapes
- One (1) 2-1/2' x 6' draped table and two chairs

EXHIBITORS

Will receive:

- Four exhibitor badges per exhibit booth
- Two free parking passes for each day
- Business listing in the **Central Coast Home, Garden, Culinary & Wine Expo** Program

ELECTRICAL POWER

- 10 amp electrical service available for \$30.00
- Electrical power must be ordered in advance

BOOTH LOCATION

Booth assignments will be based on the date the application is received and the availability of booth(s) requested. The final booth(s) placement will be determined by Cocoanut Grove management based on product/service offered and best placement for the overall Expo.

BOOTH FEE/DEPOSIT

- 8' x 10' booth fee is \$525.00
- 8' x 10' corner booth fee is \$600.00
- \$300 deposit per booth is required with application
- Balance of fee due by March 1, 2012

CANCELLATION POLICY

- Deposits will be refunded if application is not accepted
- No deposits/payments will be refunded if application is withdrawn
- If full payment is not received by March 15, 2012, the application will be withdrawn and the deposit retained by the Santa Cruz Seaside Company

EXPO DATES & HOURS

Vendor Setup 9:00 a.m. – 5:00 p.m. Friday, March 23
7:30 a.m. – 9:00 a.m. Saturday, March 24

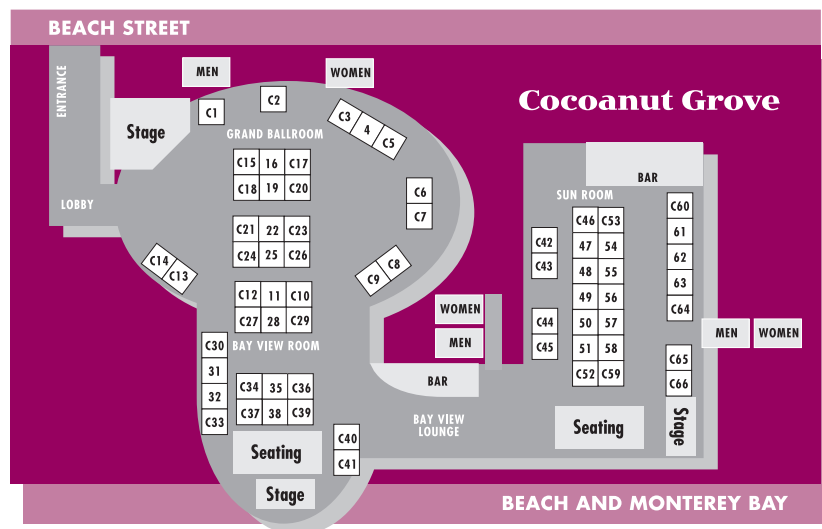
Expo Open 10:00 a.m. – 5:00 p.m. Saturday, March 24

Expo Open 10:00 a.m. – 5:00 p.m. Sunday, March 25

Vendor Teardown 5:00 p.m. – 10:00 p.m. Sunday, March 25
9:00 a.m. – Noon Monday, March 26

GENERAL INFORMATION & CONDITIONS

- Exhibitors agree to occupy exhibit space and remain open and staffed during all show hours.
- The exhibitor releases the Santa Cruz Seaside Company from all liability for any damage, injury, or loss to any person or goods that may arise from the rental and occupation of the exhibit booth.
- Exhibitors are responsible for delivery and handling of their own displays and materials. Advance deliveries will not be accepted by the Santa Cruz Seaside Company.
- Exhibitors may not assign, sublet, or share their booth without the knowledge and written consent of the Santa Cruz Seaside Company.
- Exhibitors will be required to have all business licenses and other permits needed for their operations.
- A food concession and beverage bar will be operated by the Santa Cruz Seaside Company and all receipts retained by the Santa Cruz Seaside Company.
- Please do not tape, tack, or nail anything to painted or papered surfaces. Any damages to the Cocoanut Grove facility caused by an exhibitor will be the responsibility of the exhibitor.
- No handmade signs will be permitted.
- No smoking will be allowed in any portion of the Cocoanut Grove.
- The Santa Cruz Seaside Company retains the right to deny the distribution of any item deemed inappropriate or dangerous to consumers.
- Promotional transactions and demonstrations are to be confined to the booth limits. No activity that may cause any aisle congestion is allowed outside of the assigned space. Each exhibitor must provide for the safety, comfort, and consideration of persons watching the promotional demonstrations.
- Sound systems with headsets for attendees are permissible. All other sound systems must be pre-approved by the Santa Cruz Seaside Company.
- Promotional literature may not be distributed at any location other than assigned booth.
- Vendors (non-wineries) will not be allowed to serve alcoholic beverages. Wine vendors will be allowed to pour wine tastings as one (1) ounce pours per varietal per person.





**SAT. & SUN.
MARCH 24 & 25**



APPLICATION FORM

- RETURN THIS PAGE WITH PAYMENT ENCLOSED •

_____ Yes, I/we would like to participate in the **2012 Central Coast Home, Garden, Culinary & Wine Expo**

_____ No, I/we cannot participate in this event but would like to be notified of future events.

COMPANY NAME

CONTACT NAME

PHONE (DAY)

PHONE (EVENING)

ADDRESS

CITY/STATE

ZIP

E-MAIL ADDRESS

CALIFORNIA TAX RE-SALE NUMBER

Type of products/services to be exhibited (brand names, type of product):

Please reserve the following booth(s) for me at **Home, Garden, Culinary & Wine Expo 2012:**

8' x 10' = \$525.00 Corner 8' x 10' = \$600.00

Note: All vendors must submit an application. Application and payment must be received by March 1, 2012 to be listed in the official 2012 Expo program.

• Please give three choices for booth location: 1st____ 2nd____ 3rd____

• Please indicate preferred booth setup:

Full booth Back only Space only 6' table 2 chairs

I will require electrical power and have enclosed \$30.00

• My check for \$_____ (\$300.00 deposit fee per booth plus other charges as indicated above) is enclosed.

NO PERSONAL OR COMPANY CHECKS WILL BE ACCEPTED AFTER **March 15, 2012**. THEREAFTER, EXHIBIT FEES MUST BE PAID BY CASH, MONEY ORDER, OR CASHIER'S CHECK. Make checks payable to the **Santa Cruz Seaside Company** and mail payments with applications to:

Attn: Coconut Grove, 400 Beach Street, Santa Cruz, CA 95060-5491.

For more information, please call Gary Green at (831) 460-3346 or fax (831) 460-3334.

I/we have read the General Information and Conditions and agree to same.

Signature

Date