

HOME & NEW PRODUCT SHOW

March 27, 28, 29

Star  Advertiser



PACIFIC EXPOS®



A REINEVIGORATED SHOW!

Title Sponsor will partner with Pacific Expos and The Honolulu Star-Advertiser to promote and execute the completely revamped, INNOVATIVE Million Dollar Home and New Product Show in March 2015. It will be a HUGE opportunity for show vendors to do a 3-Day Event Sale and educate attendees about their product(s). The Event will be hyped via a chance to win "One Million Dollars" and super cool "in event" shows like a "Blue Planet Hawaii Shark Tank", Tesla Test Drives, New Product demonstrations presentations, DIY Workshops , The "Inspiration" Man Cave, The "Pampering Zone" for women featuring trendy make up and beauty techniques, and much more!

New Vendors, New Media Partners and Chance to Win \$1,000,000





OBJECTIVES

- Reinvigorate the Pacific Expo Home and New Product Show by adding a huge incentive for consumers to attend-“A Chance to Win a Million Dollars!”
- Target over 90% of the Oahu population. Pacific Expos marketing budget is well over \$250,000.
- Partner with the Honolulu Star-Advertiser, KSSK and iHeart Media.
- You will have over 10,000 people in 3 days to sell your product to.
- Book exciting features like “The Blue Planet Hawaii Shark Tank”, DIY workshops, the Keiki Zone and much more.
- Have a chance to win A Million Dollars. (5) Vendors will automatically make it to the 25 finalists.



90%

of Oahu Residents



Source - Nielsen-Scarborough 2013 Release 2



PREMIUM Zone

Premium Zone Sponsorship Package (*Only 9*)

The Premium Zone packages are in highly visible areas on the Showroom Floor and are mentioned in all the Advertising for the Show.

- Highly Visible 20' X 30' space in high traffic area.
- (20) Event One Day Passes
- (15) Vendor Bands
- WIFI Access
- Full Page Advertisement in the Pacific Expo/Star Advertiser Guidebook
- ½ Page Editorial in the Guidebook about your business and what to expect in your zone.
- Logo and Zone Promotion in all print, online, radio and TV advertising
- Listing on pacificexpo.com show page with link to your website
- A chance to win \$1,000,000. (5) Random Vendors will automatically be finalists.
- Prize Sponsorship optional

INVESTMENT - \$9,800





The Island Scape

Island Sponsorship Package *(Only 5)*

The Island packages are in highly visible areas on the Showroom Floor

- Highly Visible 20' X 20' space in high traffic area.
- (15) Event One Day Passes
- (15) Vendor Bands
- WIFI Access
- Full Page Advertisement in the Pacific Expo/Star Advertiser Guidebook
- ¼ Page Editorial in the Guidebook about your business and what to expect on your Island
- Listing on pacificexpo.com show page with link to your website
- A chance to win \$1,000,000. (5) Random Vendors will automatically be finalists.
- Prize Sponsorship optional

INVESTMENT - \$7,800



Standard Booths

Standard Booth Package

The Standard Booths are purchased on a first come first serve basis.

- 10' X 10' Booth inline or corner
- (10) Event One Day Passes
- (15) Vendor Bands
- WIFI Access
- 2"x3" Advertisement in the Show Guidebook
- Listing on pacificexpo.com show page with link to your website
- A chance to win \$1,000,000. (5) Random Vendors will automatically be finalists.
- Prize Sponsorship optional
- Guidebook Upgrades: ___¼ Page \$1,250 ___½ Page \$2500 ___Full Page \$4500

INVESTMENT - Inline for \$675 or Corner for \$825



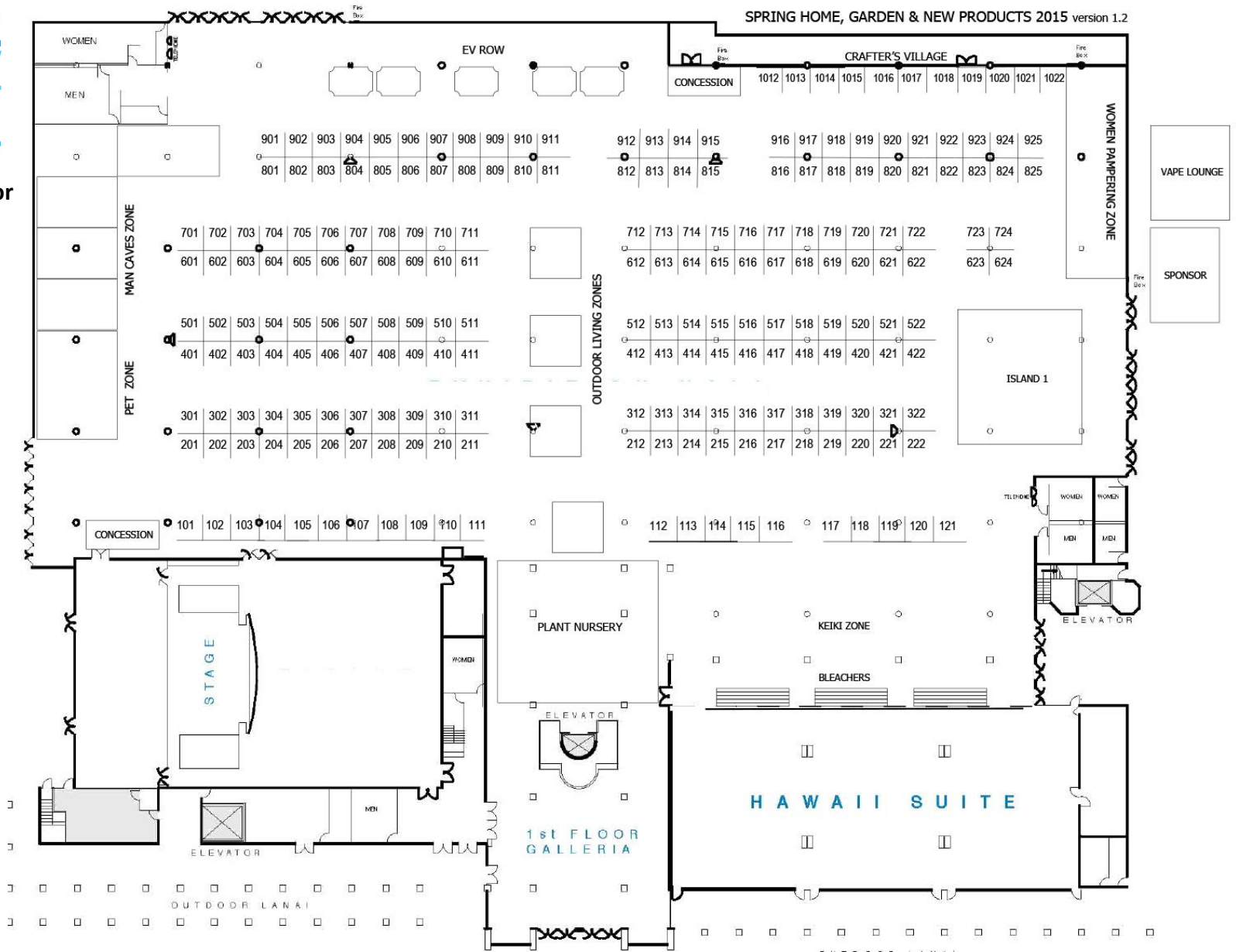
Food / Craft / Non Profit Booths

Food, Crafter and NON-Profit Booth Package

The Food, Crafter and NON-Profit Booths are purchased on a first come first serve basis.

- 10' X 10' Booth
- (10) Event One Day Passes
- (15) Vendor Bands
- WIFI Access
- 2"x3" Advertisement in the Show Guidebook
- Listing on pacificexpo.com show page with link to your website
- A chance to win \$1,000,000. (5) Random Vendors will automatically be finalists.
- Prize Sponsorship optional
- Guidebook Upgrades: ___¼ Page \$1,250 ___½ Page \$2500 ___Full Page \$4500

INVESTMENT - \$550





APPLICATION & CONTRACT

Spring Home & New Product Show March 27-29, 2015

Please fill in **ALL** areas print, initial and sign where requested.

OFFICE USE ONLY:
INV#

Company Name _____

Contact's Email Address _____

Company Website _____

Contact: FIRST NAME _____ LAST NAME _____

P: _____ F: _____ C: _____

Contact's Primary Phone/Fax/Cellular _____

GE Tax License (required for vendors selling on show floor) _____

Mailing Address: Show correspondence will be sent to the above address unless noted City _____ State _____ Zip _____

***Any last-minute changes or notifications will be sent to the On-site Contact at the number and/or email provided below.**

OTHER-Contact Name _____ OTHER Contact Cellular Number _____ OTHER Contact Email _____

PRODUCTS CATEGORY LISTING: Each exhibitor must NOTE ALL product/service. Items not listed may NOT be sold. Use a separate sheet if needed. CIRCLE THE MOST APPROPRIATE CATEGORY YOUR EXHIBIT (S) WOULD APPLY:

FOOD RECREATION WATER SPORTS BEACHWEAR HOME DIY PROJECTS LANDSCAPING FINANCE INSURANCE TRAVEL OTHER

NEW PRODUCT DESCRIPTION:

List ALL products and/or services to be sold/distributed/demonstrated at the show, including brand names if applicable.

Venue: Neal Blaisdell Center Exhibition Hall
777 Ward Avenue, Honolulu, Hawaii 96814

Move-in: Thursday, 3/26/15, 5pm to 9pm
Friday, 3/27/15, 8am to 4pm
NO DRIVE-INS PERMITTED

Expo: Day 1, Friday, 3/27/15 5pm to 10pm
Day 2, Saturday, 3/28/15 10am to 9pm
Day 3, Sunday, 3/29/15, 10am to 5pm
*vendors may enter at 8am on show days

Move-out: Sunday, 3/29/15, 5:30pm to 9pm
*All vendors must be out by 10 pm;
NO EXCEPTIONS.

***Booth includes:** 10'x10' space w/ 3' side rail, 8' back drape
***Booth does not include:** Tables, chairs, wastebasket, carpet, electricity (all these items can be rented from ICES if needed)
***Overnight security on Friday and Saturday nights only.**

Parking: Vendors responsible for fees.
Decorators: ICES is the show decorator. Please contact at 808-832-2430 for your show needs, including FORKLIFT SERVICES. Vendor will be invoiced for these services.
Vendor Bands: 5 issued per day per booth. Bands must be worn before entry granted on show days. Bands will be distributed on Friday and must be worn before entering on show days.

Each booth will also receive 10 complimentary admissions

Star Advertiser will feature event guides inserts in both statewide circulation and during show. Ads for booths space purchased is included.

QTY	TYPE	PRICE PER	TOTAL
<u>AREAS & SPONSORS</u>			
_____	Zones 30'x20' x	\$9800.00 =	\$ _____
_____	Island 20'x20' x	\$7800.00 =	\$ _____
<u>BOOTHS</u>			
_____	Corner 10'x10' x	\$825.00 =	\$ _____
_____	Inline 10'x10' x	\$675.00 =	\$ _____
_____	Crafters & Non-Profits	\$550.00 =	\$ _____
<i>Star Advertiser Ads are included See Attached Fact Sheets for more information.</i>			
Value Added Services: (Check)			
_____	Star Advertiser Ad Upgrades		
	<input type="checkbox"/> 1/4 page \$1,250	<input type="checkbox"/> 1/2 page \$2,500	
	<input type="checkbox"/> Full Page \$4,500		\$ _____
_____	Booth Décor Rental (see attached)		
_____	Grp. Liability Insurance Add \$55 \$ _____		
	(optional if you already have; refer to page 3, #7)		
	SUBTOTAL		\$ _____
	4.712% Hawaii GE Tax		\$ _____
	TOTAL DUE		\$ _____

BOOTH CHOICES: 1st _____ 2nd _____ 3rd _____ (Crafters & Non-Profits not included)

Booths are not confirmed until full payment and all completed documents have been submitted.

Booth fees are non-refundable or non-transferable.

PAYMENT METHODS: checks, (No AMEX/Discover)

CHECK # (payable to Pacific Expos) _____ in the amount of \$ _____

CREDIT CARD CARDHOLDER NAME: _____

CREDIT CARD # _____ Exp _____ / _____

Amount to be charged \$ _____ Sec.Code _____ Billing Zip Code _____

CASH. Amount \$ _____

OFFICE USE ONLY:

Application

Contract

Insurance

Payment

Sales Logged

Finance Logged

Sales _____

Booth # _____

PACIFIC EXPOS- GENERAL BOOTH RESTRICTIONS – ALL SHOWS

All terms in this section must be agreed to before booth is confirmed

****Management reserves the right to restrict or reject any exhibit which may be objectionable or not in keeping with the quality or character of the Expo. Points not specifically noted are subject to the review of Management.***

* **SIGHT LINE RULE.** To preserve the aisle sight line, ensure visibility of each Exhibitor, and encourage successful exchanges with other exhibitors and the public, each Exhibitor must comply with the sight line restrictions on page 4 of this agreement. Your signature below indicates acceptance of these sight line restrictions.

*Cardboard boxes must be kept out of public view.

*All trash, including pallets, must be removed from the show floor before show opens. DO NOT place in bins on the show floor.

*NO helium balloons allowed.

*Venue policy: All decorative material must be flame resistant, or treated with a flame retardant.

*Venue policy: No sticker giveaways; selling is OK. Exhibitor assumes responsibility for any stickers found stuck on the property.

*Venue policy: All carpeting must be taped down or will not pass Blaisdell inspection. Use of duct tape is prohibited. Blaisdell will do booth inspections before doors open on Fri.

*Venue policy: Once show doors open and the general public is on the floor, no wheels are allowed on the floor (with the exception of wheelchairs, strollers, and walkers) for liability purposes.

*Venue recommends all structures (including displays and banners) have a height restriction of 12 feet from the floor. Structures taller than 12 feet will be evaluated on a case-by-case basis.

*Bare EZ corner tent frames (metal) are not permitted. If this is part of your display, poles must be covered.

*All folding tables must be draped with tablecloth and/or skirt; tablecloth/skirt must reach ¾ of the way between tabletop and the floor.

Booths must have professional signage (BANNERS). No handwritten signs. (Exhibitors are required to display proper signage, i.e. printed banner)

*Tables, chairs, carpet & electricity are **NOT** included. You may bring own tables, chairs, carpet or order from ICES (808-832-2430). Electric must be ordered through ICES.

*Forklift services must be pre-ordered through ICES (808-832-2430). Forklift service NOT guaranteed on-site if you did not place an order.

*No sharing booth space, advertising, promoting outside companies, or selling any product or service not provided by company occupying booth space. If you are affiliated with more than one company (example: independent representatives of 2 or more companies), WITH MANAGEMENT APPROVAL, no more than TWO companies may be represented in booth space, and all products must be related, or in similar product categories. Call our office for details.

*Booth displays must remain intact for all show hours. Early breakdown could affect participation in future shows.

GE License is required for all sales transactions on the show floor. License must be displayed in booth. Exhibitors responsible for ensuring compliance with the State of Hawaii Department of Taxation Cash Economy Enforcement Act of 2009 (Act 134). Contact the Department of Taxation for more information.

*All decorative and display material must be appropriate for the theme and venue. Attractive booths attract customers.

*Exhibitors have the right to display their services to the best of ability, but not to interfere, disrupt or cause a problem for other Exhibitors due to microphones, loud music, lighting, or other demonstration/pitch elements.

FOOD EXHIBITORS: Must provide a copy of approved temporary food permit. Only prepackaged items may be sold. Absolutely NO dishwashing or dumping of food or grease in custodial and bathroom sinks. Exhibitors found dumping will be held responsible for any fines or fess associated with unclogging or snaking the drain. Prepackaged and ready-to-eat foods are acceptable. Other foods prepared and consumed onsite are allowed on a limited basis pre-approved by management, additional fees applicable.

ALCOHOL CONSUMPTION: Exhibitors are restricted from bringing in alcoholic beverages for personal consumption at the show. Any alcohol sampling must be done at the alcohol Exhibitors booth ONLY.

USE OF MICROPHONES: Management reserves the right to restrict the use of microphones in certain areas of the show. Exhibitors using microphones/speaker systems must notify Management and agrees to comply with noise restrictions set by Management. Please note use of these items may affect booth placement.

PLEASE COMPLETE THE FOLLOWING:

ARE YOU DOING PRODUCT DEMONSTRATIONS: Yes ___ No ___
If yes, which of the following do you utilize? Microphone Sprays (fumes) Music Speaker system Water
Will you be using a subcontractor to set up your display? Yes ___ No ___

I agree to the Contract Terms & Conditions _____ Date _____
Signature

PACIFIC EXPOS - GENERAL CONTRACT TERMS & CONDITIONS - ALL SHOWS

IMPORTANT: READ ALL YOUR MATERIAL CAREFULLY
YOUR SIGNATURE ON THE CONTRACT INDICATES THAT YOU ACCEPT ALL THE TERMS OF THIS CONTRACT, PACIFIC EXPOS POLICIES, AND ANY FINES THAT MAY BE ISSUED. WE WILL NOT BE RESPONSIBLE FOR EVENTS THAT MAY OCCUR DUE TO LACK OF KNOWLEDGE OF POLICIES & PROCEDURES.

VIOLATION OF TERMS MAY AFFECT FUTURE PARTICIPATION.

- 1. EXHIBITOR QUALIFICATION:** To participate in this show, Exhibitors must have a product or service **NEW TO THE SHOW**. Pictures and additional information may be requested. Show management reserves the right to refuse applications for non-related businesses or products, as deemed by management.
- 2. APPLICATION FOR SPACE:** Except by written consent from Management, Exhibitor will not sublet the exhibit space contracted for and shall not exhibit or permit any merchandise other than specified on the Exhibitor Contract. No sharing booth space, advertising, promoting outside companies, or selling any product or service not provided by company occupying booth space. Management reserves the right to designate where exhibitors may present their displays. **Booth space is only confirmed after full payment and all necessary paperwork has been received.** No set-up allowed if balance is owed. Pacific Expos reserves the right to terminate any exhibitor contract for just cause. **All payments are non-refundable, non-transferable.**
- 3. PARKING.** Exhibitors are responsible for parking fees, and will adhere to the parking rules of the venue. Overnight parking requests must be made with Diamond Head Parking.
- 4. CHECK-IN & EXHIBITOR WRISTBANDS:** Check-in at show office before setting up exhibits. Wristbands to be worn by all Exhibitors staff snugly on wrist for identification purposes. Entry not granted without wristband. FIVE (5) colored bands per booth, per day will be provided. Bands will be distributed at check-in on Friday. Additional bands will not be issued.
- 5. ANIMALS:** Pets and/or other animals are prohibited unless service animal with proper identification or animals used within exhibits and must be preapproved and conform to additional rules and regulations.
- 6. FINES IMPOSED FOR VIOLATIONS:** A fine of \$100.00 per infraction will be charged if exhibitors are found violating any of the following: A) If booth opens later than scheduled opening time on show days; B) If exhibitor closes/breaks-down earlier than closing time on any one of the three show days C) If exhibitor trash is found in trash bins on show floor, or if exhibitor is found dumping into trash bins on show floor. Bins in the hall are strictly for customer use; D) if residue is left on floor from the use of duct tape; E) if exhibitor is found soliciting outside booth after one warning.

7. GENERAL LIABILITY INSURANCE: In accordance with the terms of the Exhibitor Contract, **all exhibitors (returning and first-timers)** must submit a certificate of insurance. Must be received BEFORE start of show. Please name **PACIFIC EXPOS, c/o The AMP Group, LLC 1125 N. King St. Suite 302 Honolulu HI 96817** as additional insured. If needed, the following information can be forwarded to your insurance agent: "Said policy shall not contain less than the following limits of liability: for bodily injury liability or loss sustained in one occurrence, \$1,000,000; for personal injury liability sustained in one occurrence, \$1,000,000; for damage or loss of use of property in each occurrence, \$1,000,000." **One-time general liability coverage available for \$55.00 and may be requested up to 15 business days before show starts.** Call the Pacific Expos office for more information or email sales@pacificexpos.com One-time coverage, **subject to approval**, requires the following information: Legal Business Name, owner(s), business address, business phone, and authorization to charge \$55 to your credit card. NOTE: Alcohol companies and any product or service demonstrations that include physical involvement with the public do not qualify for the group insurance policy and must provide their own coverage.

8. ASSUMPTION OF RISK DISCLAIMER: Exhibitor has sole responsibility and expressly assumes all risks for its property, including, without limitation, any products displayed and/or left at the show, and any theft, damage or other loss to such property. Management accepts no responsibility, nor is bailment created, for such property of Exhibitor.

9. SOLICITATIONS: By Non-Exhibitors. Unauthorized solicitation within the exhibition space by individuals who did not buy booth space is strictly prohibited; report all non-exhibitor solicitations to Management immediately. **By Exhibitors.** Distribution of materials outside of your booth space is prohibited. All sales activities must remain **inside** your booth.

10. WITHDRAWAL/CANCELLATIONS: A full refund will be given if Exhibitor has informed Pacific Expos in writing no later than 4 weeks prior to show date. No refund will be given after 4 weeks. Failure to utilize booth space does not relieve the Exhibitor of its obligation for full payment. After execution, this contract cannot be revoked or cancelled—unless by mutual agreement and Exhibitor shall be liable for the full amount of this contract, plus interest at the maximum amount allowed by law and reasonable attorney fees and court costs if necessary, for collection purposes.

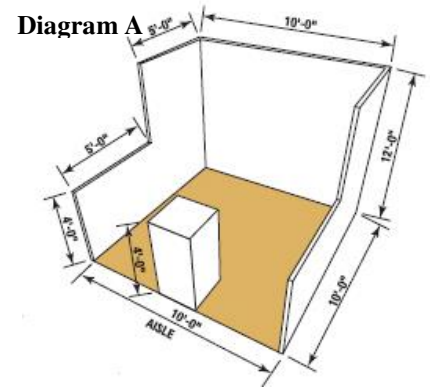
11. REASSIGNMENT: If Exhibitor's booth is empty* at 4:00pm on Friday, Pacific Expos reserves the right to reassign the booth without refund (* = Exhibitor not checked in at show office and booth has no signs of commenced set-up, product, or display.)

12. LATE FEES, BALANCES, DISCOUNTS: A late fee of \$10.00 per booth will be assessed to all new or unpaid booths after cut off date. Deposits and any other discounts may be forfeited and booth resold without full payment.

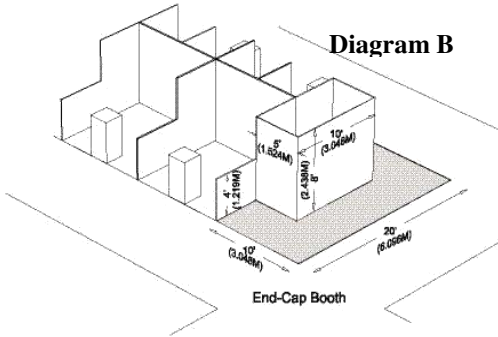
13. CONDUCT: Exhibitors are expected to act professional at all times in sales presentations.

To preserve the aisle sight line, ensure visibility of each Exhibitor, and encourage successful exchanges with other exhibitors and the public, each Exhibitor must comply with the sight line restrictions.

INLINE & CORNER BOOTHS: any part of your display in the front half of the booth must not exceed 4' (see diagram A). In the rear half of the booth, display (including banners) must not exceed 12'. 10x10 pop up tents OK but sidewalls must still comply with this sightline rule.



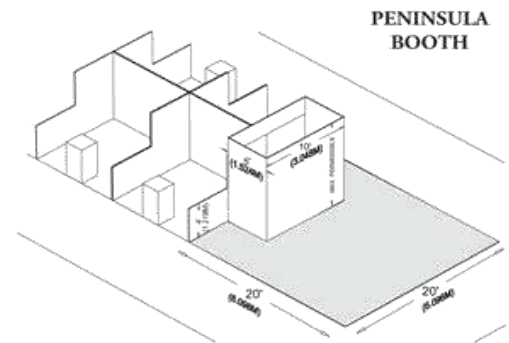
END CAP BOOTHS: end cap booths are exposed to the aisle on three sides and are made up of two booths. Booth display may not exceed 8' in the rear half of the booth and within 5' of the two side aisles. Any part of the display in the 5' closest to the aisles must not exceed 4' (see diagram B).



BOOTHS: peninsula booths are exposed on three sides and made up of 4 booths. Booth display must not be higher than 12' within 5' from the back wall. Display must not exceed 4' within 5' of each aisle (see diagram C). **All materials must be built so as not to obstruct the sight line of neighboring Exhibitors.**

PENINSULA (ISLANDS)

Diagram C



THIS AREA BLANK INTENTIONALLY FOR YOUR NOTES



Increase Your Sales, Decorate Your Booth!

THE STORE FIXTURE OUTLET

875 Waimanu St #321
Honolulu Hawaii 96813

DERRICK HASEGAWA
PH 808 593.0711
EM derrick@87zerohi.com



PACIFIC EXPOS™
Show Special Prices

A. WHITE SHELF 2OR 4'	\$4
B. PEGS HOOKS	\$1
C. 6-BALL WATERFALL	\$1
D. 12" STRAIGHT ARMS	\$1
E. 5-HOOK WATERFALL	\$1
F. GRID LEGS	\$4
G. GRIDWALL	\$16
H. SHOWCASE 4'	\$165
I. SHOWCASE 6'	\$195
J. ROLLING RACK	\$24
K. SHIRT HANGER (150 PS)	\$14
L. PANTS HANGER (150 PC)	\$14
M. FULL BODY MALE	\$65
N. FULL BODY FEMALE	\$65
O. CHILD	\$36
P. TORSO MALE	\$36
Q. TORSO FEMALE	\$36
GRID CONSTRUCTED	\$19

Minimum Order \$50

Call for inquiries
Deliveries available.

