

Kelly Simon EVENT MANAGEMENT

645 East Pittsburgh Street, #357
Greensburg, PA 15601

800-747-5599 Fax 724-219-3570

kelly@simoneventmanagement.com

www.simoneventmanagement.com

— MONROEVILLE — HOMESHOW

January 29 – 31, 2016



PLATINUM SPONSORS



Greetings!

I am proud to announce that Simon Event Management has acquired the annual Home Show at the Monroeville Convention Center in Monroeville, Pennsylvania on January 29 – 31, 2016.

This is great news for you, our clients, and many other companies who we have not had the pleasure of working with in the past. The event will undergo several changes and improvements to make your exhibiting experience profitable and successful.

The show will be renamed to reflect exactly where it takes place. Our new show will be called the Monroeville Home Show. This simple change will eliminate any question of which "Pittsburgh" home show is being represented to exhibitors and the consumers who attend.

Based on our 33 years of trade show production and management with shows in Monroeville, Greensburg and Western Pennsylvania, we know exactly how to advertise and promote events in this region. We have strong ties with the media and know how to maximize our spending to attract the quantity of attendees and the quality of the buyer. Every campaign includes strategic marketing with newspaper, direct mail, radio, road signs, social media and in some cases, television. For your information, below are several of the shows and events we have produced over the past three decades.

- **The Fire Expo has been in Monroeville since 1988 and is the third largest show of its kind in the nation. The Expo attracts over 10,000 attendees and over 200 exhibitors.**
- **The Westmoreland County Home Show celebrated its 20th Anniversary in Greensburg. The Home Show attracts over 7,000 attendees and over 150 exhibitors.**
- **We have launched several newer shows at the Monroeville Convention Center that are now successful annual events including the Wine Festival, Tri-State Alternative Fueling Expo and Powersports Show West. Our 2015 Concert Series includes Billy Gardell Stand Up Comedy, the Polka Festival and Sinatra's 100th Birthday.**
- **In fact, Simon Event Management produces more events at the Monroeville Convention Center than any other company with 10 events in 2015 and 15 scheduled for 2016.**

Since 1982, we have procured a high quality group of home and garden industry clients. The Monroeville Home Show will now become a locally managed event that will primarily highlight locally owned home and garden companies. That is our goal and we will succeed in making this work for everyone.

Our enthusiastic commitment is set for a minimum of three years beginning in 2016. The Monroeville Home Show is being sponsored by Visit Monroeville, the Monroeville Chamber Of Commerce and the Monroeville Convention Center. They are all very eager to assist us in assuring the success of the future home shows in Monroeville.

Furthermore, we are pleased to announce you can participate in the Monroeville Home Show without any effect on your Priority Ranking at the Pittsburgh Home & Garden Show.

Our goal is to make this one of your most successful shows of the year and we promise an event that is exceptionally exhibitor-friendly and an enjoyable experience for our attendees. That will be accomplished with smart marketing, exciting special attractions and most of all, participation by the area's premier home and garden companies.

The Monroeville Home Show floor plan and application is enclosed. The booth prices are cost effective and there are plenty of corner spaces which are priced the same as inline booths - we do not charge extra for corner locations. We expect a huge response and the space will be sold on a first-come, first-served basis. Please complete the application and return it to me or feel free to call me to select your favorite location.

We encourage you to review your event calendars for the upcoming year and make plans to participate. It will be our pleasure to work with you in 2016!

Kindest personal regards,



Kelly Simon

**ARE YOU LOOKING
FOR HOMEOWNERS
IN WESTMORELAND COUNTY?**
Make Plans To Join Us At The
21st Annual Westmoreland County
Home Show – April 9-10, 2016

<div><div>A COST EFFECTIVE INVESTMENT PROVIDES EVERYTHING YOU NEED, THERE ARE NO HIDDEN COSTS. <u>No Extra Charge For Corner Locations!</u></div></div>	<div>BOOTH PRICES:</div> <div><div>10 X 10. \$ 800</div><div>10 X 20. \$1,440</div><div>10 X 30. \$2,040</div><div>10 X 40. \$2,560</div><div>20 x 20. \$2,560</div><div>20 x 30. \$3,850</div><div>Electric is available through the Convention Center starting at \$80 for standard 110 service</div><div>Exhibit In Two Or More Of Our Shows... Save An Additional 10 – 25%</div></div>	
<div>YOUR BOOTH PRICE INCLUDES:</div> <div><div>• 8' High Drape Backdrop & 3' High Drape Side Rails</div><div>• 1 Table, Covered & Skirted</div><div>• 2 Chairs</div><div>• Exhibitor ID Badges</div><div>• Exhibitor I.D. Sign</div><div>• Listing in the Show Program & Buyers Guide</div><div>• Listing On The Website With A Link To Your Site</div><div>• Free Parking</div></div>		

MONROEVILLE HOME SHOW

January 29 - 31, 2016



2015 - 2016 APPLICATION FOR EXHIBIT SPACE – PAGE 1 OF 3

1 DATE _____

Company _____ Contact _____
 Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____ Cell _____
 Email _____ Website _____

2 **PRODUCT/ SERVICE TO BE EXHIBITED (for FREE LISTING in Show Program & Buyers Guide)**

3 **EXHIBIT SPACE – Check the size space(s) you are reserving:**

2015 EVENTS

STYX – FOREIGNER JOURNEY SHOWS SEPTEMBER 26	PARADISE PARK ROCKTOBERFEST OCTOBER 10
10 x 10 ___\$300	10 x 10 ___\$200
10 x 20 ___\$540	10 x 20 ___\$360
10 x 30 ___\$760	10 x 30 ___\$510
10 x 40 ___\$960	10 x 40 ___\$640
SINATRA'S 100TH BIRTHDAY PARTY DECEMBER 11 – 12	COUNTRY NEW YEAR'S EVE PARTY DECEMBER 31
10 x 10 ___\$300	10 x 10 ___\$300
10 x 20 ___\$540	10 x 20 ___\$540
10 x 30 ___\$760	10 x 30 ___\$760
10 x 40 ___\$960	10 x 40 ___\$960

2016 HOME SHOWS – WINE FESTIVAL – POLKA FESTIVAL – ENTERTAINMENT

WINE FESTIVAL & COMEDY SHOW JANUARY 9	MONROEVILLE HOME SHOW JANUARY 29 – 31	WESTMORELAND HOME SHOW: APRIL 9 – 10	POLKA FESTIVAL MAY 14 – 15
10 x 10 ___\$300	10 x 10 ___\$ 800	10 x 10 ___\$ 800	RETAIL FOOD
10 x 20 ___\$540	10 x 20 ___\$1,440	10 x 20 ___\$1,440	10 x 10 ___\$300 ___\$ 500
10 x 30 ___\$760	10 x 30 ___\$2,040	10 x 30 ___\$2,040	10 x 20 ___\$540 ___\$ 900
10 x 40 ___\$960	10 x 40 ___\$2,560	10 x 40 ___\$2,560	10 x 30 ___\$760 ___\$1,200
			10 x 40 ___\$960 ___\$1,600
BILLY GARDELL COMEDY SHOWS MAY 20 – 22	HOME SHOWS / WINE FESTIVAL / POLKA FESTIVAL / ENTERTAINMENT		
RETAIL FOOD	EXHIBIT SPACE PRICING INCLUDES:		
10 x 10 ___\$300 ___\$ 500	- 8' High Backdrop and 3' High Side Drape - (1) Table, Covered & Skirted		
10 x 20 ___\$540 ___\$ 900	- (2) Chairs - Electric (Westmoreland Home & Paradise Park Only)		
10 x 30 ___\$760 ___\$1,200	- Exhibitor ID Sign - Staff Badges		
10 x 40 ___\$960 ___\$1,600	- Listing in the Program & Buyers Guide		
	- Listing On Website And Link To Your Site - Free Parking		

2016 RIB FESTIVALS

RETAIL	GREENSBURG	PARADISE PARK	LAKEMONT PARK
	JUNE 24 – 26	JULY 29 – 31	AUGUST 5 – 7
10 x 10 ___\$300	___\$300	___\$300	___\$300
10 x 20 ___\$540	___\$540	___\$540	___\$540
10 x 30 ___\$760	___\$760	___\$760	___\$760
10 x 40 ___\$960	___\$960	___\$960	___\$960

EXHIBIT PRICE INCLUDES:

- Staff ID Badges
- Listing in the Program
- Listing on the Website
- Free Parking

**All Rib Festival space is outdoors
therefore we recommend that
you bring a tent or canopy.**

FOOD VENDOR	GREENSBURG	PARADISE PARK	LAKEMONT PARK
	JUNE 24 – 26	JULY 29 – 31	AUGUST 5 – 7
15 x 30 ___\$ 500	___\$ 500	___\$ 500	___\$ 500
15 x 60 ___\$ 900	___\$ 900	___\$ 900	___\$ 900

EXHIBIT PRICE INCLUDES:

- Electric
- Water
- Staff ID Badges
- Listing in the Program
- Listing on the Website
- Free Parking

**If serving sodas in Greensburg, Coca-Cola products only.
If serving sodas in Altoona, Pepsi products only.*

4 **Choose Your Preferred Location(s) For Each Event:**

SHOW _____	1 st Choice _____	2 nd Choice _____
SHOW _____	1 st Choice _____	2 nd Choice _____
SHOW _____	1 st Choice _____	2 nd Choice _____
SHOW _____	1 st Choice _____	2 nd Choice _____
SHOW _____	1 st Choice _____	2 nd Choice _____
SHOW _____	1 st Choice _____	2 nd Choice _____

RIB VENDOR	GREENSBURG	PARADISE PARK	LAKEMONT PARK
	JUNE 24 – 26	JULY 29 – 31	AUGUST 5 – 7
30 x 30 ___\$1,200	___\$1,200	___\$1,200	___\$1,200
30 x 40 ___\$1,600	___\$1,600	___\$1,600	___\$1,600

EXHIBIT PRICE INCLUDES:

- Electric - Water - Grey Water Removal - Grease Trap
- Staff ID Badges
- Listing in the Program
- Listing on the Website
- Free Parking

APPLICATION & CONTRACT FOR EXHIBIT SPACE – PAGE 2 OF 3

COMPANY _____

5 **OPTIONAL ON-SITE ADVERTISING:**
SHOW PROGRAM & BUYERS GUIDE ADS

The Show Program & Buyers Guide is distributed to all attendees and exhibitors at each event. This exclusive Guide includes exhibitor listings, the schedule of events and other vital information. Attendees and exhibitors retain this Guide for up to nine months after an event. Enhance your participation with a display ad for your company. **ALL ADS ARE BLACK AND WHITE**

___ Quarter Page \$100 4" wide x 2.5" high
 ___ Half Page \$180 4" wide x 5.25" high
 ___ Full Page \$350 4" wide x 10.5" high
 ___ Inside Front \$400 4" wide x 10.5" high
 ___ Inside Back \$400 4" wide x 10.5" high
 ___ Back Cover \$500 4" wide x 10.5" high

7 **OPTIONAL PRE-SHOW ADVERTISING:**
ATTENDEE DIRECT MAIL ADS

An attendee direct mail brochure or post card is mailed to past and prospective attendees for every event. This is your opportunity to promote your company's products and services in advance of the event! We print and mail 20,000 for each event. The following prices are all inclusive – printing and postage included! **ALL ADS ARE FULL COLOR!**

___ Quarter Page \$800 4" wide x 5.25" deep

8 **MULTI-SHOW DISCOUNTS AND TOTALS:**
2 shows 10% ■ 3 shows 15% ■ 4 shows 20% ■ 5 + shows 25%

Exhibit Space \$ _____ Discount \$ _____ Subtotal \$ _____
 Show Program Advertising \$ _____
 Attendee Direct Mail Advertising \$ _____
 Premium Level Sponsorship \$ _____
TOTAL AMOUNT DUE \$ _____

10 **PAYMENT AMOUNT:** ___ Payment in full ___ 50% Deposit (**BALANCE DUE 60 DAYS PRIOR TO EVENT DATE**)
TYPE OF PAYMENT: ___ Credit Card ___ Check (**FAX or EMAIL A COPY OF THE CHECK AS THEY ARE PROCESSED ELECTRONICALLY**)

I agree to have Show Management charge my: ___ MasterCard ___ VISA ___ AmericanExpress ___ Discover
 Amount of charge \$ _____ Account # _____ Expiration date _____ Security code _____
 Billing address: ___ Same as above ___ Other Address, City, State, Zip: _____
 Name on Card _____ Signature _____

I understand that I have contracted for exhibit space by signing this contract. I understand that the final location will be determined by show management upon receipt of a 50% deposit or payment in full. The undersigned represents that he / she is fully authorized to execute and complete this contract and agrees to the rules and regulations on page 3 of this contract.

Authorized Signature _____ Print Name _____ Simon _____

6 **OPTIONAL:**
PREMIUM LEVEL SPONSORSHIPS

Place your company in the spotlight with a Sponsorship! These exclusive levels include valuable promotional amenities including your logo in all of the advertising, ads in the attendee direct mail and show program, guest passes and more. Call Kelly at 800-747-5599 for details!

SILVER SPONSORSHIP
 ___ \$3,000 Monroeville Home Show
 ___ \$3,000 Westmoreland County Home Show
 ___ \$2,000 Wine & Comedy Festival
 ___ \$500 Polka Festival
 ___ \$1,000 Billy Gardell
GOLD SPONSORSHIP
 ___ \$5,000 Monroeville Home Show
 ___ \$5,000 Westmoreland County Home Show
 ___ \$3,000 Wine & Comedy Festival
 ___ \$1,500 Polka Festival
 ___ \$2,000 Billy Gardell
PLATINUM SPONSORSHIP
 ___ \$7,000 Monroeville Home Show
 ___ \$7,000 Westmoreland County Home Show
 ___ \$4,000 Wine & Comedy Festival
 ___ \$2,000 Polka Festival
 ___ \$3,000 Billy Gardell

----- **FOR OFFICE USE ONLY** -----

Date Received _____
 Amount Received _____
 ___ Credit Card ___ Check # _____
 Balance Due \$ _____

 Date Received _____
 Amount Received _____
 ___ Credit Card ___ Check # _____
 Balance Due \$ _____

9 **Authorization To Charge Balance:**
 ___ I authorize Show Management to charge the remaining balance on the same credit card when due.

2016 SIMON EVENT MANAGEMENT RULES AND REGULATIONS • Please Read and Sign Page 2

1. **SET-UP AND TEAR DOWN:** Exhibit space will be accessible to exhibitors for erecting displays in accordance with time and dates listed on the show schedule. Setup must be done the day prior, or the morning of the opening of the show, as provided by Simon Event Management. Final preparation must be completed by the starting time on the opening day of the show. A \$250 penalty fee will be charged for any set-up or construction of exhibits after said time. Exhibitors must use only the entrances designated for set-up. Removal and packing may not commence until the final day at the close of the show. Displays must be removed by date and time listed. Each exhibitor must name at least one individual to be the exhibitor's authorized agent for installation, operation and removal of the exhibit. No part of the exhibit may be removed after set up except with written permission from show management. A \$250.00 penalty fee will be charged for any exhibit that is removed before the final tear down time.
2. **LOCATION / DATES:** Simon Event Management reserves the right to determine an exhibitor's final location, the location of the Show and the dates of a show. The location of assigned space may be changed by the management to prevent congestion; avoid confusion in firm names; solve competitive conditions; or to benefit the overall production of the show.
3. **SUBLETTING:** An exhibitor may not share or sublet any portion of their booth space with another company.
4. **FIRE HAZARD:** All exhibit and booth materials must be flame proof and otherwise must comply with federal, state and local fire laws, insurance underwriting requirements and other applicable site regulations. All packing containers, excelsior and similar materials are to be removed from the exhibition area upon completion of set-up and prior to the opening of the show. Exhibitors are restricted to the use of materials which would pass a fire inspection.
5. **HEIGHT RESTRICTIONS:** Exhibits, back walls and decorations shall not exceed 15 feet. Permission must be obtained from show management to exhibit equipment which exceeds the height restriction.
6. **LOUD SPEAKERS AND SOUND DISPLAYS:** Loud speakers and loud sound displays are prohibited; exhibitors must receive advance permission from show management to exhibit any type of sound display.
7. **NON-CONFORMING EXHIBITS:** Simon Event Management reserves the right to refuse any exhibitor which does not, in show management's judgment, conform to the general theme of the show.
8. **SOLICITATION:** Exhibitors are prohibited from soliciting business in the aisles or in other exhibitor booth areas. Samples, pamphlets, publications and catalogs, etc. may only be distributed by exhibitors from within the confines of their own booth area. Exhibitors must obtain prior permission from the show management to conduct any other type of promotional activities during show hours.
9. **MISCELLANEOUS:**
 - (a) Serving alcoholic beverages by exhibitors in any part of the show premises is prohibited.
 - (b) Booths should be attended by the exhibitor during all show hours, in their own best interest.
 - (c) Vehicles must enter through the loading dock areas and must have protection on the floor under the engine and keep a minimum amount of gasoline.
 - (d) Absolutely nothing may be taped to facility fixtures, floors or columns.
 - (e) Electrical cords may not be run along facility floor in customer traffic walkways.
 - (f) Facility floor wax finishes and carpeting are delicate and easily damaged. Exhibitor is responsible for damage to facility floor caused by dragging of displays across the floor, driving vehicles across the floor or use of sprays that may damage the finish of the floor.
 - (g) Solicitation must be confined to the exhibitor's booth space; soliciting in the aisles or any other area of the show is prohibited.
10. **SIGNS AND NOTICES:** All signs and notices shall be professionally lettered and any sign or notice which does not conform to the above shall be removed immediately. **HANDWRITTEN SIGNS ARE PROHIBITED.**
11. **SECURITY AND LIMITATIONS OF LIABILITY:** Show management will engage security guards but nevertheless assume no liability for loss damage from any cause whatsoever. Exhibitor understands and agrees that said security personnel are independent contractors and that any such security is provided by Simon Event Management solely as a courtesy. Exhibitor further agrees that Simon Event Management shall incur no liability and/or responsibility resulting from the acts or omissions of such security personnel. Simon Event Management shall not be responsible for injury that may occur to an exhibitor or his employees, nor for the safety of any exhibit against theft, fires, accident or any other cause of loss or damage. If an exhibitor damages the building, he shall reimburse the owners of the building for the cost of repairing the damage. Simon Event Management shall cooperate fully at all times but shall not be responsible for (a) damage to exhibitors property, lost shipments either coming in or going out, moving costs; or (b) any damage loss, delays, etc. Any damage to transported property is solely exhibitor's responsibility. In light of the above, we recommend that exhibitors purchase adequate insurance coverage against these risks and on equipment and exhibits with their regular insurance carrier.
12. **BREACH OF CONTRACT:** If an exhibitor cancels for any reason whatsoever with a signed contract, they shall be held liable for the full amount of the booth cost. They shall also forfeit all monies which have been paid to reserve the space and be liable for the full cost of the space. The exhibitor will also be liable for all costs incurred by management in consideration of the exhibitor including, but not limited to tables, coverings, skirting, chairs, signage, chairs, signage and exhibitors listings in advertising placed on behalf of the exhibitor. **NO REFUNDS WILL BE ISSUED.** Show management will also have the right to use the space as it deems necessary to eliminate blank spaces in the show.
13. **CANCELLATION:** In the event that a show is not held for any reason and rescheduled, Simon Event Management will transfer all monies paid for exhibit space rental to the rescheduled show. In the event that any show is not held for any reason and is never to occur, Simon Event Management will issue a credit for all monies paid for exhibit space rental to be applied to another trade show. The credit amount does not have an expiration date and may be used at any time. In either of the foregoing situations, exhibitor hereby waives any claim of damage, compensation or refunds.
14. **UNETHICAL CONDUCT:** Unethical conduct or any infraction of the rules by the exhibitor, his agents or employees will subject the exhibitor to exclusion from the exhibitor area. In the event of such exclusion it is agreed that no refund shall be made to the exhibitor and Simon Event Management shall not be liable for any damages or expenses incurred by the exhibitor as a result of such exclusion.
15. **DISPUTE RESOLUTION:** Any and all matters, questions and or topics not specifically discussed or addressed in the foregoing rules and regulations shall be subject to the decision of show management, which decision shall be final.
16. **AGREEMENT TO TERMS:** By erection of exhibit, exhibitor expressly consents to and accepts the foregoing rules and regulations and represents that full compliance therewith has been made by exhibitor.



Mark Your Calendar Now For These Exciting Events!

EXHIBIT SPACE AVAILABLE

2015 REMAINING EVENTS

SEPTEMBER 26

STYX – FOREIGNER – JOURNEY TRIBUTE SHOW

WITH BEER & SPIRITS TASTING

Monroeville Convention Center ■ Monroeville, PA

OCTOBER 10

PARADISE PARK ROCKTOBERFEST

Paradise Park ■ Cowansville, PA

OCTOBER 16 – 18

2ND ANNUAL

POWERSPORTS WEST SHOW

HOSTED BY THE PENNSYLVANIA STATE SNOWMOBILE ASSOCIATION

Monroeville Convention Center ■ Monroeville, PA

OCTOBER 30 – NOVEMBER 1

25TH ANNUAL

POWERSPORTS EAST SHOW

HOSTED BY THE PENNSYLVANIA STATE SNOWMOBILE ASSOCIATION

UTZ Arena At The York Expo Center ■ York, PA

NOVEMBER 25

HILLBILLY WAY CD RELEASE PARTY

Monroeville Convention Center ■ Monroeville, PA

DECEMBER 11 – 12

SINATRA'S 100TH BIRTHDAY PARTY

Monroeville Convention Center ■ Monroeville, PA

DECEMBER 31

COUNTRY NEW YEAR'S EVE PARTY

Monroeville Convention Center ■ Monroeville, PA

2016 SCHEDULE

JANUARY 9

5TH ANNUAL

WINE FESTIVAL & COMEDY SHOW

Monroeville Convention Center ■ Monroeville, PA

JANUARY 29 – 31

MONROEVILLE HOME SHOW

Monroeville Convention Center ■ Monroeville, PA

MARCH 5 – 6

29TH ANNUAL

PITTSBURGH FIRERESCUE & EMS EXPO

Monroeville Convention Center ■ Monroeville, PA

2016 SCHEDULE CONTINUED

APRIL 9 – 10

21ST ANNUAL

WESTMORELAND COUNTY HOME SHOW

Westmoreland Fairgrounds ■ Greensburg, PA

MAY 14 – 15

2ND ANNUAL

PENNSYLVANIA POLKA FESTIVAL

Monroeville Convention Center ■ Monroeville, PA

MAY 20 – 22

CO-PRODUCED WITH LATSHAW PRODUCTIONS

BILLY GARDELL COMEDY SHOWS

Monroeville Convention Center ■ Monroeville, PA

JUNE 24 – 26

3RD ANNUAL

GREENSBURG RIB FEST

Westmoreland Fairgrounds ■ Greensburg, PA

JULY 29 – 31

PARADISE PARK RIB FEST

Paradise Park ■ Cowansville, PA

AUGUST 5 – 7

SPONSORED BY ABC23/FOX8/THISTV/Satellite TV

LAKEMONT PARK RIB FEST

Lakemont Park ■ Altoona, PA

DECEMBER 31

COUNTRY NEW YEAR'S EVE PARTY

Monroeville Convention Center ■ Monroeville, PA

Visit www.SimonEventManager.com

For More Events To Be Announced Soon!

Email Kelly@simoneventmanagement.com

Take Advantage Of Our Multi-Show Discounts:

Exhibit In TWO Shows – DEDUCT 10%

Exhibit In THREE Shows – DEDUCT 15%

Exhibit In FOUR Shows – DEDUCT 20%

Exhibit In FIVE OR MORE Shows – DEDUCT 25%

**CALL KELLY AT 800-747-5599
TO RESERVE YOUR SPACE!**