

# *Kelly Simon* EVENT MANAGEMENT

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Greensburg, PA 15601

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**www.simoneventmanagement.com**

## — MONROEVILLE — HOME SHOW 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 20<sup>th</sup> 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 100<sup>th</sup> 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 and the Monroeville Convention Center. They are both 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 a special **advance reservation discount** is being offered through July 10. There are plenty of corner spaces and we do not charge extra for these 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

**SAVE MONEY  
ADVANCE RESERVATION  
DISCOUNT**

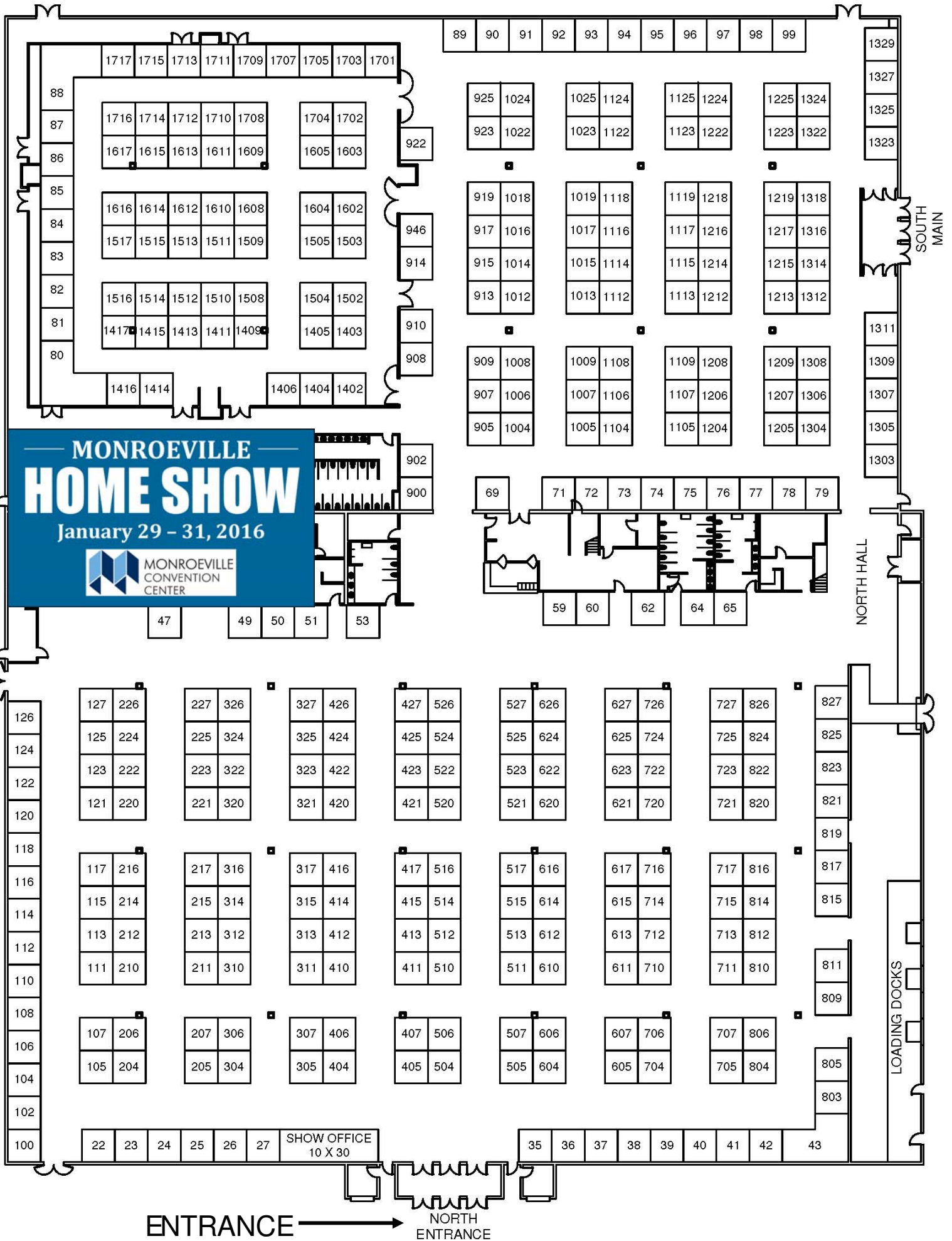
A COST EFFECTIVE INVESTMENT PROVIDES EVERYTHING YOU NEED, THERE ARE NO HIDDEN COSTS. <u>No Extra Charge For Corner Locations!</u>	Reserve Your Space By June 30... Deduct 10% From Your Booth Price!	
	BOOTH PRICES:	
YOUR BOOTH PRICE INCLUDES: <ul style="list-style-type: none"><li>• 8' High Drape Backdrop &amp; 3' High Drape Side Rails</li><li>• 1 Table, Covered &amp; Skirted</li><li>• 2 Chairs</li><li>• Exhibitor ID Badges</li><li>• Exhibitor I.D. Sign</li><li>• Listing in the Show Program &amp; Buyers Guide</li><li>• Listing On The Website With A Link To Your Site</li><li>• Free Parking</li></ul>	By June 30	After June 30
	10 X 10.....	\$ 720 \$ 800
	10 X 20.....	\$1,290 \$1,440
	10 X 30.....	\$1,830 \$2,040
	10 X 40.....	\$2,300 \$2,560
	20 x 20.....	\$2,300 \$2,560
	20 x 30.....	\$3,450 \$3,850
	Electric is available through the Convention Center starting at \$80 for standard 110	
	Exhibit In Two Or More Of Our Shows... Save An Additional 10 – 25%	

# MONROEVILLE HOME SHOW

January 29 - 31, 2016



MONROEVILLE  
CONVENTION  
CENTER



**MONROEVILLE  
HOME SHOW**

**January 29 – 31, 2016**  
**MONROEVILLE CONVENTION CENTER**  
Monroeville, Pennsylvania

**Call Toll Free:**  
**800-747-5599**  
**Local:**  
**724-837-7979**

**1** DATE \_\_\_\_\_ APPLICATION & CONTRACT FOR EXHIBIT SPACE

Company \_\_\_\_\_ Contact \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_ Cell (\_\_\_\_\_) \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_

**2** PLEASE DESCRIBE YOUR PRODUCT/SERVICE FOR YOUR FREE LISTING IN SHOW PROGRAM & BUYERS GUIDE:

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

BOOTHS	BY JUNE 30	AFTER JUNE 30
10 x 10	___\$ 720	___\$ 800
10 x 20	___\$1,290	___\$1,440
10 x 30	___\$1,830	___\$2,040
10 x 40	___\$2,300	___\$2,560
OR		
20 x 20	___\$2,300	___\$2,560
20 x 30	___\$3,450	___\$3,840

**EXHIBIT SPACE INCLUDES:**

- 8' High Backdrop and 3' High Side Rails
- (1) Table, Covered & Skirted
- (2) Chairs
- Carpeting (South Hall only)
- Exhibitor ID Badges
- Exhibitor ID Sign
- Listing in the Show Program & Buyers Guide
- Listing and Link on the Show Website
- Free Parking

**4** Choose Your Preferred Booth Location:

1<sup>st</sup> Choice \_\_\_\_\_  
2<sup>nd</sup> Choice \_\_\_\_\_

**5** SPONSORSHIP & ADVERTISING

**OPTIONS:**

**SPONSORSHIP (call for details)**

Bronze \$4,000 Includes 10 x 20 Booth  
Silver \$6,000 Includes 10 x 30 Booth  
Gold \$8,000 Includes 20 x 20 Booth  
Platinum \$15,000 Includes 20 x 30 Booth

**SHOW PROGRAM & BUYERS GUIDE**

**- Distributed to attendees at the door**

\_\_\_\_\_ Quarter Page Ad (4" w x 2.5" h) \$100  
\_\_\_\_\_ Half Page Ad (4" w x 5" h) \$180  
\_\_\_\_\_ Full Page Ad (4" w x 10" h) \$350  
\_\_\_\_\_ Inside Front Cover \$400  
\_\_\_\_\_ Inside Back Cover \$400  
\_\_\_\_\_ Back Cover \$500

**6** **TOTALS**

Exhibit Space \$ \_\_\_\_\_  
Advertising \$ \_\_\_\_\_  
TOTAL \$ \_\_\_\_\_

**FOR OFFICE USE ONLY**

Date Rec'd \_\_\_\_\_  
Amount Rec'd \_\_\_\_\_  
\_\_\_\_\_ CC \_\_\_\_\_ CK \_\_\_\_\_  
Balance Due \_\_\_\_\_

Date Rec'd \_\_\_\_\_  
Amount Rec'd \_\_\_\_\_  
\_\_\_\_\_ CC \_\_\_\_\_ CK \_\_\_\_\_

Notes: \_\_\_\_\_

**7** **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 \_\_\_\_\_

**8** 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 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 the reverse side of this contract.

Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_ SEM Initials \_\_\_\_\_

**9** Authorization To Charge  
Credit Card For Balance  
\_\_\_\_\_ I authorize Simon  
Event Management to  
charge the remaining  
balance on the due date  
of November 29, 2015.

## **2016 SIMON EVENT MANAGEMENT RULES AND REGULATIONS • Please Read and Sign Page 1**

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 refund of money paid to Simon Event Management except to the extent agreed to above.
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.





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## 2015 SCHEDULE OF EVENTS

### **FEBRUARY 24 – 26**

#### **2<sup>ND</sup> ANNUAL**

#### **TRI-STATE ALTERNATIVE FUELING EXPO**

Monroeville Convention Center ■ Monroeville, PA

### **FEBRUARY 28 – MARCH 1**

#### **28<sup>TH</sup> ANNUAL**

#### **PITTSBURGH FIRERESCUE & EMS EXPO**

Monroeville Convention Center ■ Monroeville, PA

### **APRIL 18 – 19**

#### **20<sup>TH</sup> ANNUAL**

#### **WESTMORELAND COUNTY HOME SHOW**

Westmoreland Fairgrounds ■ Greensburg, PA

### **APRIL 24 – 25**

CO-PRODUCED WITH LATSHAW PRODUCTIONS

#### **BILLY GARDELL COMEDY NIGHTS**

Monroeville Convention Center ■ Monroeville, PA

### **MAY 2 – 3**

#### **MONROEVILLE EMERGENCY RESPONSE TRAINING CONFERENCE & EXPO WEEKEND**

Monroeville Convention Center ■ Monroeville, PA

### **MAY 30 – 31 (NOT MEMORIAL DAY WEEKEND)**

CO-PRODUCED WITH LATSHAW PRODUCTIONS

#### **PENNSYLVANIA POLKA & ETHNIC FOOD FESTIVAL**

Monroeville Convention Center ■ Monroeville, PA

### **JUNE 26 – 28**

#### **2<sup>ND</sup> ANNUAL**

#### **WESTERN PENNSYLVANIA RIB FEST**

Westmoreland Fairgrounds ■ Greensburg, PA

### **JUNE 27**

CO-PRODUCED WITH STARR HILL WINERY

#### **WINE FESTIVAL & COMEDY SHOW**

#### **EAT – DRINK – SHOP – LAUGH**

Monroeville Convention Center ■ Monroeville, PA

### **JULY 31 – AUGUST 2**

CO-PRODUCED WITH LATSHAW PRODUCTIONS

#### **PARADISE PARK RIB FEST**

Paradise Park ■ Cowansville, PA

### **AUGUST 7 – 9**

SPONSORED BY ABC23/FOX8/THIS10

#### **CENTRAL PENNSYLVANIA RIB FEST**

Lakemont Park ■ Altoona, PA

### **AUGUST 15**

CO-PRODUCED WITH LATSHAW PRODUCTIONS

#### **COMEDY SHOW**

Monroeville Convention Center ■ Monroeville, PA

### **SEPTEMBER 26**

CO-PRODUCED WITH CLASSIC ENTERTAINMENT  
& SPORTS

#### **STEEL CITY COMBAT**

Monroeville Convention Center ■ Monroeville, PA

### **OCTOBER 16 – 18**

HOSTED BY THE PENNSYLVANIA STATE  
SNOWMOBILE ASSOCIATION

#### **2<sup>ND</sup> ANNUAL**

#### **POWERSPORTS WEST SHOW**

Monroeville Convention Center ■ Monroeville, PA

### **OCTOBER 30 – NOVEMBER 1**

#### **25<sup>TH</sup> ANNUAL**

#### **POWERSPORTS EAST SHOW**

HOSTED BY THE PENNSYLVANIA STATE  
SNOWMOBILE ASSOCIATION

UTZ Arena At The York Expo Center ■ York, PA

### **DECEMBER 11 – 12**

CO-PRODUCED WITH LATSHAW PRODUCTIONS

#### **SINATRA'S 100<sup>TH</sup> BIRTHDAY PARTY**

Monroeville Convention Center ■ Monroeville, PA

### **DECEMBER 19**

CO-PRODUCED WITH CLASSIC ENTERTAINMENT  
& SPORTS

#### **BOXING EVENT**

Monroeville Convention Center ■ Monroeville, PA

### **DECEMBER 31**

#### **COUNTRY NEW YEAR'S EVE PARTY**

Monroeville Convention Center ■ Monroeville, PA

**Exhibit Space And Sponsorship Opportunities  
Are Available For Your Company!**

**Take Advantage Of Our Multi-Show Discounts On Your Booth And Sponsorship Pricing:**

**Exhibit In TWO Shows – DEDUCT 10%**  
**Exhibit In FOUR Shows – DEDUCT 20%**

**Exhibit In THREE Shows – DEDUCT 15%**  
**Exhibit In FIVE OR MORE Shows – DEDUCT 25%**