

TWENTY-NINTH ANNUAL

# Franklin County Home Show and Green Fair

Franklin County Fairgrounds

89 Wisdom Way, Greenfield

Presented by Franklin County Chamber of Commerce  
and the Greenfield Business Association

## April 17 & 18

A terrific opportunity to showcase your business!



**THE 2010 FRANKLIN COUNTY HOME SHOW AND GREEN FAIR**, *Encouraging Innovation Today For a Greener and More Prosperous Tomorrow*

29 years and 8 years ago respectively, the Better Living Show and Green Fair began inviting local and regional businesses to showcase their wares and services in order to expand their markets and develop new customers. The two events operated separately; times were different, "Green" was new to the general population (though we know many Franklin County residents and businesses have been thinking and acting in Green ways forever) and physically there was a clear division of the vendors.

It is 2010 and time to meld new ways of thinking. So many businesses are becoming uber conscious of resource use in their operations, for financial and environmental reasons and for plain good stewardship. We are blending the event this year. Our customers will have the benefit of exposure to all our fine services and products, traditional & cutting edge, next to one another, without the obvious split of years past.

This means some changes in booth fees, placement and space design. So, as a vendor at the 2010 Franklin County Home Show and Green Fair, either new or repeat, we ask that you read over the guidelines for this year's event carefully and join us in welcoming a fresh vision of a traditional event for Franklin County and the region.

### **THE 2010 FRANKLIN COUNTY HOME SHOW AND GREEN FAIR IS HOST TO A BROAD RANGE OF EXHIBITORS INCLUDING BUT NOT LIMITED TO:**

- Leisure and Recreation
- Home Security
- Energy Production and Conservation
- Crafts, Recycled Arts and Foodstuffs
- Heating and Cooling Products and Services
- Green Thinking
- Banking and Investments
- Business and Home Office Equipment
- Transportation Ideas and Innovations
- Home Entertainment
- Health and Fitness Products and Services
- Home Improvement Design and Equipment
- Home Appliances
- Senior Living Innovations and Products
- Gardening and Farming
- Lifestyle and Resource Improvement Services
- Locavore Living Products and Services

Exhibit at the Franklin County Home Show & Green Fair and boost your company image, build a new customer base and be part of a strong business community! Some facts that may help you decide to join us:

- In 2009 we had over 5,000 guests at the event.
- We offer free parking and admission is free (though we do accept donations).
- We create a game card for the event that encourages guests to visit all of the vendors.

## *Buy local, Sell local!*

[www.franklincc.org](http://www.franklincc.org)



# Franklin County Home Show and Green Fair



## April 17 & 18

(413) 773-5463 • [gba@franklincc.org](mailto:gba@franklincc.org)

### GUIDELINES AND POLICIES

#### EXHIBITOR SET-UP

Exhibitors may set-up on Friday, April 16th between 2pm and 7pm  
Or Saturday, April 17th between 7am-9am  
All vehicles must be out of the show area by 9am sharp on Saturday.

#### EXHIBITS AND BOOTH DÉCOR

- Exhibitors will be housed in a combination of buildings and tents on the grounds, which will be heated with traditional propane heaters.
- Single booth space is 8' x 10' and there will be a clear chalk or tape line to specify each space with a sign for each business. Space can be designed with your own side separators within the allowed footprint.
- The location of each exhibit will be at the discretion of the Show Committee as applications are received.
- There will be a Food Court offering many diverse food options. Please plan to eat with us.

#### SELLING AND DEMONSTRATION

Must be confined to respective booths, orders may be taken and goods sold. Canvassing may not be done by anyone other than an exhibitor. Radios and other sound equipment must be kept at a minimum volume. No solicitations will be allowed at the main gate. Maps and general show information will be distributed at the entrance.

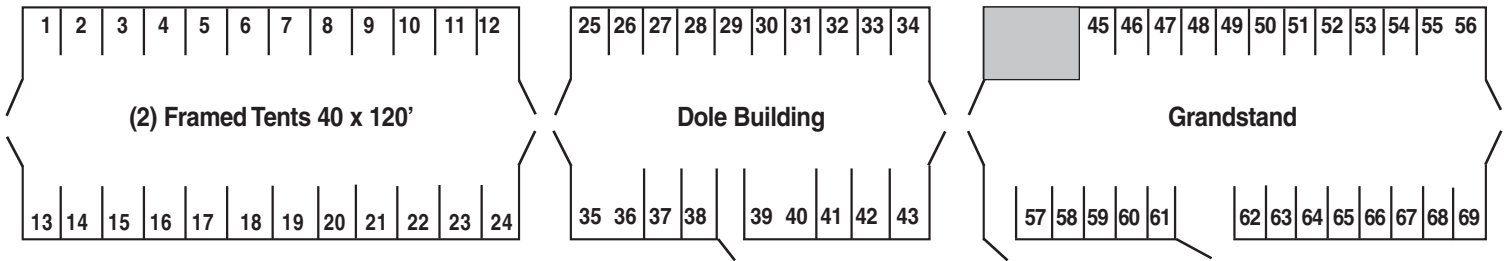
#### REMOVAL OF GOODS

Exhibits and staff must remain throughout the entire show and displays must not be dismantled until closing at 4pm on Sunday, April 18th.

**ALL EXHIBITS MUST BE REMOVED BY NOON ON MONDAY, APRIL 19th**

#### EXHIBITION & SPACE RESERVATION POLICIES

- 1.** The Franklin County Home Show and Green Fair is open to all businesses who produce or sell products or services in the Franklin County Area. Previous exhibitors will have first option on exhibit space until Monday, March 1st.
- 2.** All exhibit space reservations received after March 1st will be filled on a first-come, first-served basis. Members of the Franklin County Chamber of Commerce and/or the Greenfield Business Association qualify for a member discount; dues must be current and paid in full at the time of reservation.
- 3.** There are no exclusive exhibitor rights. The show is open to all firms, whether physically in Franklin County region or not. If there is a conflict for booth space, preference will be given to those businesses located in Franklin County. Final decisions rest with the Show Committee. Once exhibitors are informed of booth space location they are considered accepted for the show.
- 4.** The Franklin County Home Show and Green Fair is an exhibition for commercial enterprises primarily. Non-profit and service, civic and fraternal organizations may exhibit as space allows and will be placed at the discretion of the Show Committee.
- 5.** Exhibit booth may be sublet upon approval of the Show Committee.
- 6.** Packaged commodities and products may be sold to the public. Perishable food may not be sold within the exhibit space, although food samples may be distributed as part of a demonstration



**BOOTH FEE INCLUDES:**

- 8' deep by 10' wide space with printed sign for each business
- Random chance to be included in the Game Card handed out at Main Gate (will notify those chosen)
- On-grounds parking permit
- Extensive media advertising in Western Massachusetts, Southern Vermont and New Hampshire
- Electrical power where possible (extraordinary use exempted and a small fee will be applied)

**MAKE YOUR BOOTH MORE SUCCESSFUL**

- Plan ACTION exhibits where possible-interacting with the public produces good results
- Offer door prizes and conduct individual drawings at your booth
- Friendly and outgoing booth personnel focused on the customer get the best response
- Inviting booth design and good materials to hand out are an obvious choice.
- Advertise in advance at your place of business that you will be with us at the show, use your website to encourage visitors to the show (we will supply logos and links), ask us for advance materials to have available to others

**SHOW DATES & TIMES**

**Saturday, April 17 10 am - 7 pm**

**Sunday, April 18 10 am - 4 pm**

**THOUSANDS OF POTENTIAL CUSTOMERS!**

Reserve space now by returning the attached form.

**EXHIBIT SPACE RESERVATION FORM**



- Please fill out and return as soon as possible
- Previous exhibitors will have first option on exhibit space until Monday, March 1st
- 10% discount is available only if paid in full by March 15th

Mail to: Franklin County Home Show  
P.O. Box 898  
Greenfield, MA 01302

*Attention:  
Becky George*

Phone: 413-774-2791 Fax: 413-773-7008 Email: gba@franklincc.org



**EXHIBIT FEES**

- FCCC / GBA members, \$300 for first booth \$250 for ea. additional space
- Non-Member, \$350 for first booth \$300 for ea. additional space (membership information is available by request)
- Not for Profit Organizations: \$200 for single space
- 6 foot table and 2 chairs are available for \$25 per space

*Yes, we will be there and have read and agree to the show guidelines and policies.*

Name of Business (as printed on sign for show)

Nature of Business

If chosen, we would like to be on game card yes\_\_\_\_\_ no\_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website: \_\_\_\_\_

Contact person \_\_\_\_\_

Signature \_\_\_\_\_

**RESERVATIONS / NEEDS**

Please reserve \_\_\_\_\_ exhibit booth(s)

Table and chairs \_\_\_\_\_ set(s)

Electrical needs \_\_\_\_\_

Preference for previous space (if applicable)  
yes\_\_\_\_\_no\_\_\_\_\_, (form must be received by March 1st)

**PAYMENT**

**A NON-REFUNDABLE \$50 DEPOSIT PER BOOTH**, payable to FCCC/GBA, must accompany reservation form. Deposit will be credited to total booth fee(s). All fees must be paid by Friday, April 9th to secure space.

Total Fee: \_\_\_\_\_

Balance owed: \_\_\_\_\_

Check \_\_\_\_\_ Credit Card \_\_\_\_\_\*

\*CC# \_\_\_\_\_

Exp. date \_\_\_\_\_

Billing zip code \_\_\_\_\_

Name on card \_\_\_\_\_

**Franklin County Chamber of Commerce / Greenfield Business Association**  
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