



32nd Annual Southwestern Michigan Home, Garden and Leisure Show

March 16 - 18, 2012, Mendel Center, Lake Michigan College

Exhibitor Information

The 2012 Southwestern Michigan Home, Garden & Leisure Show promises to be another great show, our 32nd offering overall and seventh at the Lake Michigan College Mendel Center. Hosted by the Southwestern Michigan Association of REALTORS® and the Southwestern Michigan Home Builders Association, the early spring show is sure to provide visitors both inspiration and endless possibilities for their home, landscaping or leisure life.

This year, we're offering show visitors the opportunity to have their antiques and works of art appraised for FREE by nationally known art historian and certified antiques appraiser **Dr. Lori**. Dr. Lori will bring her highly entertaining appraisal show to our show March 17 & 18 for 4 performances. Dr. Lori presents at over 100 home shows each year and we're excited to have her join us this year.

In addition, we will be collaborating with the Southwest Michigan Symphony Orchestra for a special St. Patrick's Day reception and performance in the Mendel Center Mainstage and North Lobby. *More details soon!*

These additional offerings will mean even more hot prospects and viable leads for your company. Exhibitors in this year's show will have the opportunity to increase sales and name recognition, acquire leads, and showcase company products and services. Reserve your booths now to take advantage of one of the most cost effective forms of advertising available to your business—the direct contact provided by exhibiting in our show!

Visit www.SWMHomeShow.com for all the latest Home and Garden Show exhibitor and visitor information!

<h3 style="text-align: center;">Booth Rental Fees</h3> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding: 5px;">10' x 10' Booth</td> <td style="text-align: right; padding: 5px;">\$ 475</td> </tr> <tr> <td style="padding: 5px;">8" x 8" Booth</td> <td style="text-align: right; padding: 5px;">\$ 425</td> </tr> <tr> <td style="padding: 5px;">12' x 5' Booth (Hall)</td> <td style="text-align: right; padding: 5px;">\$ 350</td> </tr> <tr> <td style="padding: 5px;">20' x 16' (Outdoors)</td> <td style="text-align: right; padding: 5px;">\$ 225</td> </tr> <tr> <td colspan="2" style="padding: 10px 0 0 0;">Window Display Area \$ 100</td> </tr> <tr> <td colspan="2" style="padding: 10px 0 0 0;">For multiple booth purchases in areas other than the Grand Upton Hall, a 25% discount will apply to each booth purchased after the first two booths are purchased at the regular price.</td> </tr> </table>	10' x 10' Booth	\$ 475	8" x 8" Booth	\$ 425	12' x 5' Booth (Hall)	\$ 350	20' x 16' (Outdoors)	\$ 225	Window Display Area \$ 100		For multiple booth purchases in areas other than the Grand Upton Hall, a 25% discount will apply to each booth purchased after the first two booths are purchased at the regular price.		<h3 style="text-align: center;">Show Hours</h3> <p>Friday, March 16 Drive Ins: 6:30 - 7:30 am <small>(approved & scheduled only)</small> Setup: 8 am - 4 pm Load In door closes: 1 pm Opening: 5 pm - 8 pm</p> <p>Saturday, March 17 9 am - 7 pm</p> <p>Sunday, March 18 10 am - 5 pm Load Out: 5 - 7 pm</p> <p>Monday, March 19 Load Out: 8 am - 12 Noon</p>	<h3 style="text-align: center;">Sponsorship Opportunities</h3> <p style="text-align: center;">Special Appearance Sponsor \$7,500 cash</p> <p style="text-align: center;">Platinum Sponsor \$3,500 cash contribution</p> <p style="text-align: center;">Gold Sponsor \$2,000 cash or in-kind contribution</p> <p style="text-align: center;">Silver Sponsor \$1,000 cash contribution</p> <p style="text-align: center;">Bronze Sponsor \$500 cash contribution</p> <p style="text-align: center;">Contact Mike Nadolski or see the Sponsorship Information document for Sponsor benefits and other sponsor information</p>
10' x 10' Booth	\$ 475													
8" x 8" Booth	\$ 425													
12' x 5' Booth (Hall)	\$ 350													
20' x 16' (Outdoors)	\$ 225													
Window Display Area \$ 100														
For multiple booth purchases in areas other than the Grand Upton Hall, a 25% discount will apply to each booth purchased after the first two booths are purchased at the regular price.														

To reserve your booth or become a Show Sponsor, please contact Mike Nadolski, Exhibitor Coordinator, at (269) 861-0055 or via email at Mike@CreativeLMN.com. Once verbal confirmation has been received, mail your signed contract and 25% deposit to: **Home & Garden Show, 3123 Lake Shore Dr., St. Joseph, MI 49085**. Credit cards are accepted. Fax Page 2 of the contract to 269-841-5227 or scan and email to Mike@CreativeLMN.com.