

Friday, April 19th 3pm - 8pm
Saturday, April 20th 9am - 4pm
2024 Exhibit Space Contract



Indoor Booth Space <i>(Includes 8' table, 2 chairs, pipe & drape)</i>	Cost	✓
10' x 10' Booth	\$375	
10' x 10' Premium End Booth	\$450	
10' x 20' Booth	\$700	
10' x 20' Premium End Booth	\$800	
20' x 20' Premium End Booth	\$1450	
Donation to 4-H students Plant Check. (This is optional)	\$10	

Bulk Space <i>(Includes 8' table & 2 chairs)</i>	Cost	✓
Indoor 20' x 20'	\$1150	
Indoor 20' x 30'	\$1250	

Sponsorship Opportunities	Cost	
Presenting Co-Sponsor Special Thank You to Runnings	\$6500	SOLD
Kids' Zone Sponsor	\$1800	
Plant Check Sponsor	\$1800	
Gold Level Sponsor	\$1200	SOLD
Silver Level Sponsor	\$700	
Bag Sponsor – Scrubbing Bubbles Cleaning	\$550 + 2500 Bags	SOLD
Admissions Sponsor Thank you Bek TV	\$3500 For 1 Day \$5500 For Both Days	SOLD

Additional Options	Cost	✓
Radio/Online Radio Schedule	\$425	
Digital Display Banner	\$150	
On-Site Banner	\$30/ea.	
Live Interview	\$25/ea.	
Prize Giveaway	\$0	

Business: _____

Contact Name: _____

Address: _____

State: _____ **Zip:** _____

Phone: _____

Signature: _____

Date: _____

What Sets this Show Apart?

The Dakota Garden Expo offers comprehensive quality displays of products and services in the area of lawn, garden, and home improvement. It also expands into healthy living, fashion, and even food and wine. Impressive feature areas and stages with seminars by regional experts attract attendees as well as coverage by local media. Family fun areas make the show a destination for the whole family and extend their stay by giving kids fun things to do.

A strong marketing and public relations campaign helps support the expo. Extensive radio advertising on five stations blankets the area. There is also print and TV and digital advertising, with pre-publicity, giveaways, and live show coverage. Email and social media campaigns supplement traditional promotion efforts.

Sponsorship Opportunities	Description
Presenting Co-Sponsor RUNNINGS SOLD	<ul style="list-style-type: none">• A special thank you to Runnings
Kids' Zone Sponsor	<ul style="list-style-type: none">• Sponsor the kids' zone area of the Expo• Inclusion in the Expo advertising and public relations that pertain to kids' zone area• 10' x 10' booth• 40 :30 second radio ads and 40 :30 second online radio ads on station(s) of sponsors choice• Social media mentions• Signage and prominent visibility at the Expo
Plant Check Sponsor	<ul style="list-style-type: none">• Sponsor the plant check area of the Expo• Inclusion in the Expo advertising and public relations that pertain to the plant check area• 10' x 10' booth• 40 :30 second radio ads and 40 :30 second online radio ads on station(s) of sponsors choice• Social media mentions• Signage and prominent visibility at the Expo
Gold Level	<ul style="list-style-type: none">• Logo inclusion on the Expo website with hyperlink• Logo inclusion in one show e-blast to 12,000 consumers prior to the show• 10' x 20' booth• Social media mentions• Signage and prominent visibility at the Expo
Silver Level	<ul style="list-style-type: none">• Logo inclusion on the Expo website with hyperlink• 10' x 10' booth• Social media mentions• Signage and prominent visibility at the Expo
Bag Sponsor	<ul style="list-style-type: none">• Sponsor provides bags with their company logo/info at Expo entrance• 10' x 10' booth• Social media mentions• Signage and prominent visibility at the Expo• Opportunity for sponsor's staff to distribute the bags
Admissions Sponsor BEK TV SOLD	<ul style="list-style-type: none">• Sponsor for admissions• Inclusion in Expo advertising• 60 :30 second radio ads and 60 :30 second online radio ads on station(s) of sponsors choice• 10' x 10' booth• Social media mentions• Signage and prominent visibility at the Expo

CREDIT CARD/ACH PAYMENT AUTHORIZATION

Townsquare Media Representative: _____

Advertiser or Business Name: _____

A 2.0% admin fee will be added at the time of payment if you choose to pay by credit card.

Approved one-time date to charge cc*: _____

(If no date is entered above, card will be run on the date the form is received)

Approved one-time amount to charge cc*: _____

Card Holder's Name: _____

Please print as it appears on the credit card

Card Number: _____

Expiration Date: _____

Email Receipt to: _____

Phone #: _____

Please include area code

Statement mailing address for credit card:

Street: _____

City: _____ State: _____ ZIP: _____

* **ACH**

Routing Number: _____

Account Number: _____

Please Select One Checking ☐ Savings ☐

Check Number: _____

Account Holder's Name: _____

RULES AND REGULATIONS

These rules and regulations are part of the Exhibit Space Agreement for the Dakota Garden Expo

TERMS OF PAYMENT:

A 50% deposit on booth space will be required upon signing this agreement. The balance is payable by 4/1/2024. If the exhibitor fails to make either of the said payments at the time appointed therefore, all the rights of the exhibitor hereunder shall cease and terminate, and the payments made by the exhibitor on account hereof prior to said time shall be retained by TOWNSQUARE MEDIA as liquidated damages for breach of this agreement as aforesaid, and TOWNSQUARE MEDIA may thereupon resell said space. NO EXHIBIT OR PART OF THE EXHIBIT WILL BE PERMITTED IN THE SAID SPACE UNTIL THE RENTAL OF THIS SPACE HAS BEEN PAID IN FULL. NO REFUNDS ON SPACE ORDERED AND NOT USED. NO REFUND ON BOOTH CANCELLATION AFTER 3/15/2024.

LIABILITY:

Neither Townsquare Media, The Bismarck Event Center, their representatives, employees, or agents, shall be responsible for any injury, loss, or damage that may occur to the exhibitor or exhibitors employees or property from any cause whatsoever including, but not limited to claims based in contract, negligence, strict liability, or other sort, except injury, loss or damage caused by negligence or willful misconduct of Townsquare Media, the Bismarck Event Center, or their employees acting within the scope of their employment.

CARE OF BUILDING:

Exhibitors, or their agent must not injure or deface the walls or floors of the building and adjacent areas, including outside surfaces. If such damage appears, the exhibitor is liable to the Bismarck Event Center for the property so damaged. Adhesive-backed stickers or material of any kind or nature are expressly prohibited. Exhibitor assumes total responsibility and liability for all damage due, related, or pertaining to, or caused by loading and unloading of equipment or any exhibit materials to be utilized by exhibitor.

FIRE AND SAFETY RULES AND REGULATIONS:

Combustible exhibit and display materials to be flame proofed. Explosive materials are not allowed on the premises. Vehicles may not be operated on the premises during show hours. Battery cables must be disconnected and taped to prevent contact. All rules and regulations relative to public buildings as prescribed by the City of Bismarck Fire Department must be adhered to. All exhibits must meet fire marshals and existing fire code requirements. Townsquare Media reserves the right to restrict or prevent the demonstration of equipment that creates excessive noise, a determination to be made at the sole discretion of the Dakota Garden Expo.

EXHIBIT AGREEMENT:

The exhibitor shall not assign this license, or sublet, or license the whole or any part of the space hereby contracted for. The exhibitor agrees not to install or cause to be installed any special or additional signs, apparatus, shelving standards, or any merchandise, which will obstruct the view of other exhibits. Dakota Garden Expo does not warrant or guarantee the availability of exhibit space to any exhibitor that is not checked in and set up at least two hours prior to opening of the show. All exhibitors must be available and ready to move in and set up at assigned time, to be published prior to the show.

EXHIBIT CONTENT:

Townsquare Media reserves the right to make decisions relative to the show's contents and reserves the right to reject any exhibits which are deemed detrimental to the show.

AMENDMENTS:

These rules, regulations and conditions have been drawn up for the purpose and intention of proving a well-balanced, well-regulated, attractive and successful show. The management shall have full power to interpret the rules and regulations to make any and all amendments to the foregoing rules, regulations and conditions, which shall bind the exhibitors. NO EXCLUSIVE OR VERBAL CONTRACTS WILL BE RECOGNIZED WITHOUT WRITTEN APPROVAL OF THE MANAGEMENT.

THE EXHIBITOR AGREES TO THE FOLLOWING:

- To abide by and conform to all the rules and regulations prescribed or adopted by the management which apply to the use or occupancy of the exhibit area of this agreement, or which pertain to the operation or administration of the show.
- To comply with all laws, ordinances or regulations imposed by the management of the Bismarck Event Center application to the use of the building, ground areas of the facility and as imposed on the management. A copy of such laws, ordinances or regulations can be obtained from the management on request.
- To clean up the exhibitor's space at completion of the exhibit, returning the said space to original condition.
- All exhibits must be confirmed within the area of the rented footage space.
- The Dakota Garden Expo will provide building security but will not be liable for loss.

