

## 2016 HOME & GARDEN SHOW

GOLDEN SPIKE EVENT CENTER

1000 North 1200 West Ogden, UT

February 26-28, 2016

Hours: Fri-Sat 10am-9pm, Sun 12pm-6pm

**SPONSORSHIP DEADLINE: January 30, 2016**

Sponsor Levels	Platinum	Gold	Silver	Bronze
Price	\$5,000	\$3,000	\$2,000	\$1,500
Headline w/ "Presented By" name/logo on all promotional elements, including print, external media and online	YES	NO	NO	NO
Name/logo listed on all promotional materials	YES, Prominent	YES, Secondary	YES, Supporting	Name only
Exclusive "Presented by" print ads featuring your business, inviting attendees to come and see you at the event.	YES, Prominent	YES, Secondary	YES, Supporting	Name only
Custom media kit including posters, flyers and digital assets	YES	YES	YES	YES
Presence on event website w/link to your website	YES, Prominent	YES, Secondary	YES, Supporting	Name only
Email newsletter ad w/link to your site	4	3	2	1
Feature story on your business in event section, including photos	¼ page	1/8 page	2 col x 5"	2 Col x 3"
Exhibit space for your custom activation w/electrical access	10'x30'	10'x20'	10'x20'	10'x10'
Logo/Link on events.standard.net	YES	YES	YES	NO

Home Show page				
Additional print advertisements to be used at sponsor's discretion throughout the term of the agreement	4	3	2	1
Logo on show collateral	Prominent	Secondary	Minor	
<b>Value</b>	<b>\$12,000</b>	<b>\$9,000</b>	<b>\$6,000</b>	<b>\$3,000</b>

Join us for Northern Utah's premiere SE Home & Garden Show coming in February! With over 170 booths available in 30 product and service categories, exhibitors will have three full days to interface with new and prospective clients – all under one roof.

SE Home & Garden Show advertising begins February 1<sup>st</sup> and will be heavily promoted through all Standard-Examiner products, including full color print ads in the Standard-Examiner, GO! & TV Preview weekly publications, SE Plus, Outdoor ads, digital ads, Facebook, online, social media, posters, banners and email invitations.

**Estimated attendance: 5,000**

**Estimated impressions through all SE products: 3.1 million.**

**For more information or questions call: Russ Starker 801.725.5882 or Kayla Healey 801.625-4559.**

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**SPONSOR**

Name of business (sponsor)\_\_\_\_\_

Name of contact\_\_\_\_\_

Office / cell number\_\_\_\_\_

Email\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_

State\_\_\_\_\_

Zip code\_\_\_\_\_

Description of products or services to be displayed at booth; you are required to list each item and not permitted to bring items not listed:

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Name of contact for publication needs\_\_\_\_\_

(This is the person we will contact for your publication stories, logos and photos)

Office / cell number\_\_\_\_\_

Email\_\_\_\_\_

**STANDARD-EXAMINER and \_\_\_\_\_ hereby agree as follows:**

1. **Sponsorship.** SPONSOR has asked to be named SPONSOR of the STANDARD-EXAMINER SPRING HOME & GARDEN SHOW (the "EVENT") in exchange for \$\_\_\_\_\_ cash payment (the "CONTRACT PRICE"). Payment due in full within 10 days of agreement execution.
2. **Event.** Subject to the terms and conditions of this Agreement, STANDARD-EXAMINER leases to SPONSOR the booth space described in Section 2 of this Agreement for the 2016 Spring Home & Garden Show to be held February 26 - 28, 2016 at the Golden Spike Event Center (the "EVENT"). STANDARD-EXAMINER offers the following sponsorship packages for the SPRING HOME & GARDEN SHOW (please check applicable package):  
 **Platinum - \$5,000**  **Gold - \$3,000**  **Silver - \$2,000**  **Bronze - \$1,500**
3. **Term.** This agreement shall begin on\_\_\_\_\_ and expire on February 28, 2016. Agreement is non-cancellable.
4. **No Assignment.** SPONSOR shall not, without prior written consent of STANDARD-EXAMINER, assign or sublet any part of this Agreement.
5. **Hold Harmless.** SPONSOR agrees to hold harmless and indemnify STANDARD-EXAMINER from all damage, costs and expense, of any nature whatsoever, arising from SPONSOR's participation in the EVENT.

6. **Entire Agreement.** This constitutes the entire agreement between the parties with respect to the subject matter hereof, all prior understandings being merged herein.
7. **Interpretation of Agreement.** In the event of disagreement regarding the meaning or interpretation of this Agreement, the interpretation of STANDARD-EXAMINER shall govern.

## SECTION 2 – BOOTH SPACE

STANDARD-EXAMINER and \_\_\_\_\_ hereby agree as follows:

1. **Event.** Subject to the terms and conditions of this Agreement, STANDARD-EXAMINER leases to EXHIBITOR the booth space described in Section 2 of this Agreement for the 2016 Spring Home & Garden Show to be held February 26-28, 2016 at the Golden Spike Event Center (the "EVENT").
2. **Booth Space.** EXHIBITOR agrees to lease booth space(s) listed above at the price per booth indicated above. STANDARD-EXAMINER will furnish side dividers for each booth, one table, up to two chairs as a part of this Agreement. EXHIBITOR assumes all other costs such as additional lighting, electricity, carpeting, table linens, etc. STANDARD- EXAMINER will facilitate a third party from whom EXHIBITOR may rent these extra items. The leased booth space shall be used exclusively by EXHIBITOR for the exhibition of the items described in Section 1 of this Agreement. EXHIBITOR shall not represent more than one business.
3. **Booth Selection and Availability.** Booth spaces are available on a first come, first served basis only. STANDARD- EXAMINER does not guarantee specific booth spaces to any EXHIBITOR until booth space has been paid in full. If the desired booth is not available, STANDARD-EXAMINER may substitute a different booth to be occupied by EXHIBITOR.
4. **No Assignment.** EXHIBITOR shall not, without prior written consent of STANDARD-EXAMINER, assign or sublet any part of this Agreement or the leased booths.
5. **Failure to Comply.** If STANDARD-EXAMINER determines that EXHIBITOR has failed to comply with any provision of this Agreement or the attached Rules of Use, STANDARD-EXAMINER shall have the right to remove EXHIBITOR from the EVENT and, in which case, EXHIBITOR shall not be entitled to a refund of the Contract Price.
6. **Failure to Occupy Leased Booths.** EXHIBITOR agrees to occupy the leased booths for the full duration of the EVENT. **If EXHIBITOR does not occupy the leased booth(s) for the duration of the EVENT or leaves/begins to dismantle booth prior to the close of the event, STANDARD-EXAMINER shall charge EXHIBITOR a fine of \$250.**
7. **Notice of Cancellation.** If EXHIBITOR desires to cancel this Agreement, EXHIBITOR shall notify STANDARD-EXAMINER of its desire to do so at least 30 days prior to the EVENT. **If EXHIBITOR cancels this Agreement without providing 30 days advance notice, EXHIBITOR shall forfeit fifty percent of the Contract Price; provided that if notification of cancellation is made less than 15 days prior to the opening of the EVENT, EXHIBITOR shall forfeit the entire Contract Price.**
8. **Set Up and Take Down.** All Exhibitors may set up from 9:00 am to 6:00 pm on Thursday, Feb. 25, 2016. EXHIBITOR must have his space set up by an hour before the EVENT is scheduled to begin. If EXHIBITOR has failed to set up by said time, EXHIBITOR will forfeit the leased booths and any payments and/or the entire Contracted Price and be **fined \$200**. Booths may be dismantled from 6:00 pm to 11:00 pm on Sunday, Feb. 28, 2016. The EXHIBITOR is responsible for securing his goods and display items during set up and take-down hours.
9. **Disruptive Behavior.** If STANDARD-EXAMINER determines that the conduct of EXHIBITOR is disruptive to the EVENT or that EXHIBITOR is not acting in a courteous and professional manner, STANDARD-EXAMINER may remove EXHIBITOR from the EVENT and, in which case, EXHIBITOR shall not receive a refund of the Contract Price.
10. **Waiver of Liability.** STANDARD-EXAMINER will not be responsible or liable for any damage or loss incurred by EXHIBITOR as a result of fire, theft, wind, storm, explosion, or any other cause whatsoever. STANDARD-EXAMINER is not responsible for damage from loss of occupancy or other loss to EXHIBITOR by destruction or damage to the exhibit area. EXHIBITOR releases STANDARD-EXAMINER from any and all responsibility for

theft or damage to equipment, booths or displays within the booths - by fire, rain, accident or any other cause whatsoever. EXHIBITOR assumes full and total responsibility for all patrons of the EVENT who visit or enter EXHIBITOR'S booth and releases and agrees to indemnify STANDARD-EXAMINER from any claims by any patron concerning the goods or services EXHIBITOR displays, provides or sells at or in connection with the EVENT. EXHIBITOR agrees to bear full responsibility for any damage caused to the exhibition facility by EXHIBITOR, his agents or employees during the EVENT and while setting up or removing his booth(s). EXHIBITOR agrees to indemnify, hold harmless, and covenants not to sue STANDARD- EXAMINER for any and all liability, real or alleged, arising out of or in connection with this Agreement. EXHIBITOR agrees to pay all costs of collection, default, breach or enforcement hereunder, including reasonable attorney's fees.

11. **Certification of Insurance.** EXHIBITOR shall provide STANDARD-EXAMINER a COI by Feb. 12<sup>th</sup>, 2016 and before commencing to set up booth(s). EXHIBITOR must provide an original Certificate of Insurance indicating EXHIBITOR has the following minimum limits of insurance: Commercial General Liability of \$1,000,000 combined single limit per occurrence for bodily injury personal injury and property damage. Workers Compensation and Employer's Liability (if applicable). EXHIBITOR will name STANDARD-EXAMINER, as well as Golden Spike Event Center, as additional named insurers under EXHIBITOR'S policy. Each insurance policy shall be endorsed to state that coverage shall not be suspended, voided canceled, reduced in coverage or in limit except after thirty days written notice. Endorsements and notice shall be made to STANDARD-EXAMINER at the address listed below.
12. **Entire Agreement.** This Agreement contains the entire understanding of the parties and no oral or other representation not contained herein shall be binding upon the parties hereto.
13. **Interpretation of Agreement.** In the event of disagreement regarding the meaning or interpretation of this Agreement, the interpretation of STANDARD-EXAMINER shall govern.
14. **Door buster Giveaway Bags.** EXHIBITORS must contribute to the door buster giveaway bags. **All items must be received by at the STANDARD-EXAMINER office by Feb. 12, 2016.** EXHIBITOR must provide 300 (quantity) of their promotional item(s).
15. **Golden Spike Event Center Guidelines.** Please note that there is no outside food or drink permitted within the Golden Spike Event Center. You may provide patrons with sealed individually packaged candy; however drinks and liquids are not permitted as a giveaway item. You are only permitted to use Gaffer's tape within the Golden Spike Event Center. You risk additional fines and citations when not in accordance with these rules.

**IN WITNESS WHEREOF, STANDARD-EXAMINER and EXHIBITOR have signed this instrument the day and year first above written.**

**SPONSOR**

Sign: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**STANDARD-EXAMINER**

Ogden Publishing Corporation  
332 Standard Way, Ogden, UT 84404

Sign: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**\*Please make checks payable to Ogden Publishing Corporation.**