

N O R T H C O U N T Y

HOME, GARDEN and GOURMET



- ◉ Showcase your Business
- ◉ Connect with thousands of qualified clients in 2 days
- ◉ Develop name brand and recognition
- ◉ Acquire Leads and Increase your Mailing List
- ◉ Gain Competitive Edge
- ◉ Be part of a lifestyle event bringing together home, garden, food, & wine

Sat. September 10 & Sun. September 11

At the

Paso Robles Event Center

Reserve your space today!

805.772.4600 ◉ www.slohomeimprovement.com

Simply
CLEAR
MARKETING INC.

Producers of Quality Trade Show Events



Fall - September 24th & 25th, 2011 * Spring - May 5th & 6th, 2012



Fall - September 10th & 11th, 2011 * Spring - February 25th & 26th, 2012



Fall - October 22nd & 23rd, 2011 * Spring April 14th & 15th, 2012



Spring - June 4th & 5th, 2011



Spring - March 24th & 25th, 2012

The benefits of your partnership with

N O R T H C O U N T Y

**HOME, GARDEN
and GOURMET**



- **Connect with thousands of qualified clients in 2 days**

Would you like to have over 5,000 new clients in your business within two days? Let the North County Home, Garden and Gourmet Expo bring 5,000 qualified potential new clients to your business.

- **Set an additional selling stage.**

With a captive audience attending the event to purchase the products and service related to your business; the North County Home, Garden and Gourmet Expo is creating a unique selling venue and the opportunity to increase your sales.

- **Reach thousands of residents county wide.**

The North County Home, Garden and Gourmet Expo has over \$45,000 invested in an extensive marketing campaign to promote the show. This will bring in thousands of your potential clients to the show and allow you one on one time with them.

- **Build the strength of the community and your business.**

The North County Home, Garden and Gourmet Expo is bringing the community a quality show that is directed toward the foundation and enhancement of the North County.

- **Dedicated to helping you grow your business.**

We offer a free sales and marketing class that teaches our exhibitors how to gather more leads at our trade show events, and how to turn those leads into sales. The North County Home, Garden and Gourmet Expo also teaches you how to construct a booth display for optimal results, and make the event more successful for your company.

NORTH COUNTY

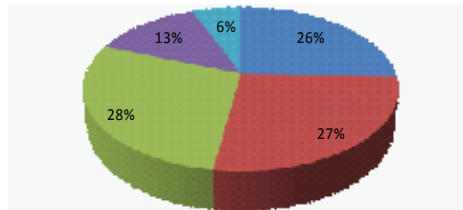
HOME, GARDEN and GOURMET



North County Home, Garden and Gourmet Expo Attendee Information

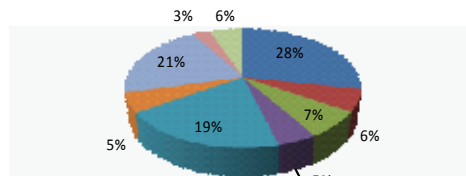
Average Attendee Income

■ 35k-50k ■ 50k-80k ■ 80k-120k ■ 120k-160k ■ 200k+



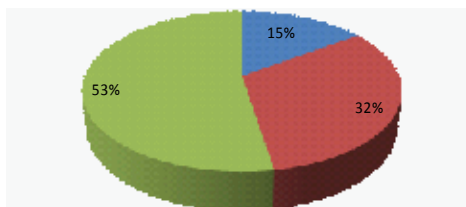
Attendee Location

■ Atascadero ■ Cambria ■ Cayucos
■ Los Osos ■ Morro Bay ■ Other
■ Paso Robles ■ Santa Margarita ■ Templeton



Average Attendee Age

■ 20-35 ■ 36-54 ■ 55-70+



N O R T H C O U N T Y

HOME, GARDEN and GOURMET



What makes  a strong production company?

◦ Experience in Producing Successful Bi-annual Home Shows

Simply Clear Marketing, Inc. has produced trade show events in San Luis Obispo County for the past 3 years. Our measure of success is based on our clients input regarding their leads and the quality of the attendees.

◦ Marketing is the Most Important Part of the Event Planning Process

Simply Clear Marketing, Inc. believes that without a large marketing campaign, no event can be successful. We typically spend \$45,000 on marketing the event to the homeowners including television, newsprint, radio, guerilla marketing and direct mail.

◦ Strong Floor Plan

We believe that our job is to get as many people to your booth as possible. We have constructed a floor plan where 90% of the vendors receive 100% of the traffic. This eliminates direction choices for the attendees so that they can focus on buying decisions.

◦ Availability of Event Facilitators

A number of team members from Simply Clear Marketing, Inc are always present at the event providing you an opportunity to give your input and have issues resolved as soon as possible.

◦ Regulations Regarding Exhibitors

Our job is to make the event successful for you. We keep the event home and garden focused by only allowing businesses associated with either home or garden to exhibit. Also, we limit the number of exhibitors within the various categories to give you maximum exposure.

NORTH COUNTY

HOME, GARDEN and GOURMET expo

Client Testimonials from



Idlers Applicances, San Luis Obispo

"It has been a pleasure working with the team at Simply Clear Marketing, Inc. They do an outstanding job with the production of the San Luis Obispo Home Show. The event is well organized and executed well. They do a terrific job making sure that the event is well publicized. The Home Show is always well attended by home owners. The San Luis Obispo Home Show is a wonderful avenue for meeting potential customers."

The Cabinet Corner - Cabinets, Paso Robles

"We have been a participant in every show Simply Clear has held since we opened for business in January 2007. We have been very pleased with the results that we have received from the Home Shows that they coordinate (Both San Luis Obispo and Paso Robles). We have secured more customers from their Home Shows than any other method of advertising. The venues are first rate; professionally decorated, great traffic management, and lots of staff to help us out with "that one thing we forgot to bring". (Also, the healthy refreshments for the participants are a nice touch!) The entire staff is professional, caring, and never hesitates to cater to whatever needs we may have. I'm always amazed at how organized everything is. From signing up and selecting a booth to the event days when unexpected things happen. Yet they always remain calm, flexible and in control. This testimonial would not be complete if I didn't praise them for the amount of advertising and promoting they do on TV, radio, Newspapers, and the web, of the Home Shows and the Vendors to ensure the best turn-out possible."

Pacific Energy Company - Solar and Fireplaces, San Luis Obispo

"There is always a big crowd at these shows and we always leave with plenty of good leads for people who do ultimately purchase product from us. Simply Clear Marketing is easy to work with and does an excellent job managing the show from the time we sign up till we pack up! We have also been impressed with the level of advertising for these shows. We have participated in other shows over the years in this county and none of them come close to the mass advertising of your spring and fall San Luis Obispo home shows. We would definitely give your company 5 stars for their home show operations and look forward to participating in the next show."

Archimedes Granite - Countertops, Atascadero

Archimedes Granite owes a lot to the San Luis Obispo Home Shows and the Paso Robles Home Show! I have participated in every show since Simply Clear Marketing created them and each time, have gotten calls and jobs within weeks. With their high saturation of print, radio and television ads and their great website, they go the extra mile for each and every vendor prior to the shows. During the shows, I am always sure that these organizers, are organized, available and open to answering any questions and resolving any problems, no matter how large or small. The VIP area is always convenient, well-stocked, and a great place to relax and get my bearings before and during the show. I make sure my budgetary priorities include the SLO Home Show and the Paso Home Show at the top of the list."

MARKETING CAMPAIGNS

Enhanced Marketing Exposure

- Premium Parking
- Banner at Event
- Logo and Link on Website
- Featured Product your Product or Service Displayed at entrance to the event
- Your Flyer or Promotional Item inserted into all of the free bags distributed to the attendees at the event entrance (promotional item must be provided by your company and shipped to Yuba City)

Your Investment: \$395

Limited Quantity: 3



Standard Marketing Exposure

- Banner at Event
- Logo and Link on Website
- Featured Product your Product or Service Displayed at entrance to the event
- Ad in Exit Flier (created by SCMI) to be distributed at the exit of the show

Your Investment: \$295

Limited Quantity: 3

Basic Marketing Exposure

- Banner at Event
- Logo and Link on Website
- Ad in Exit Flier (created by SCMI) to be distributed at the exit of the show

Your Investment: \$195

Limited Quantity: 4



Website Marketing Exposure

- Banner Ad rotating on Website for 6 months
- Logo and Link on Website for 12 months
- Vendor Profile Page: Virtual Booth on our website for 12 months

Your Investment: \$245

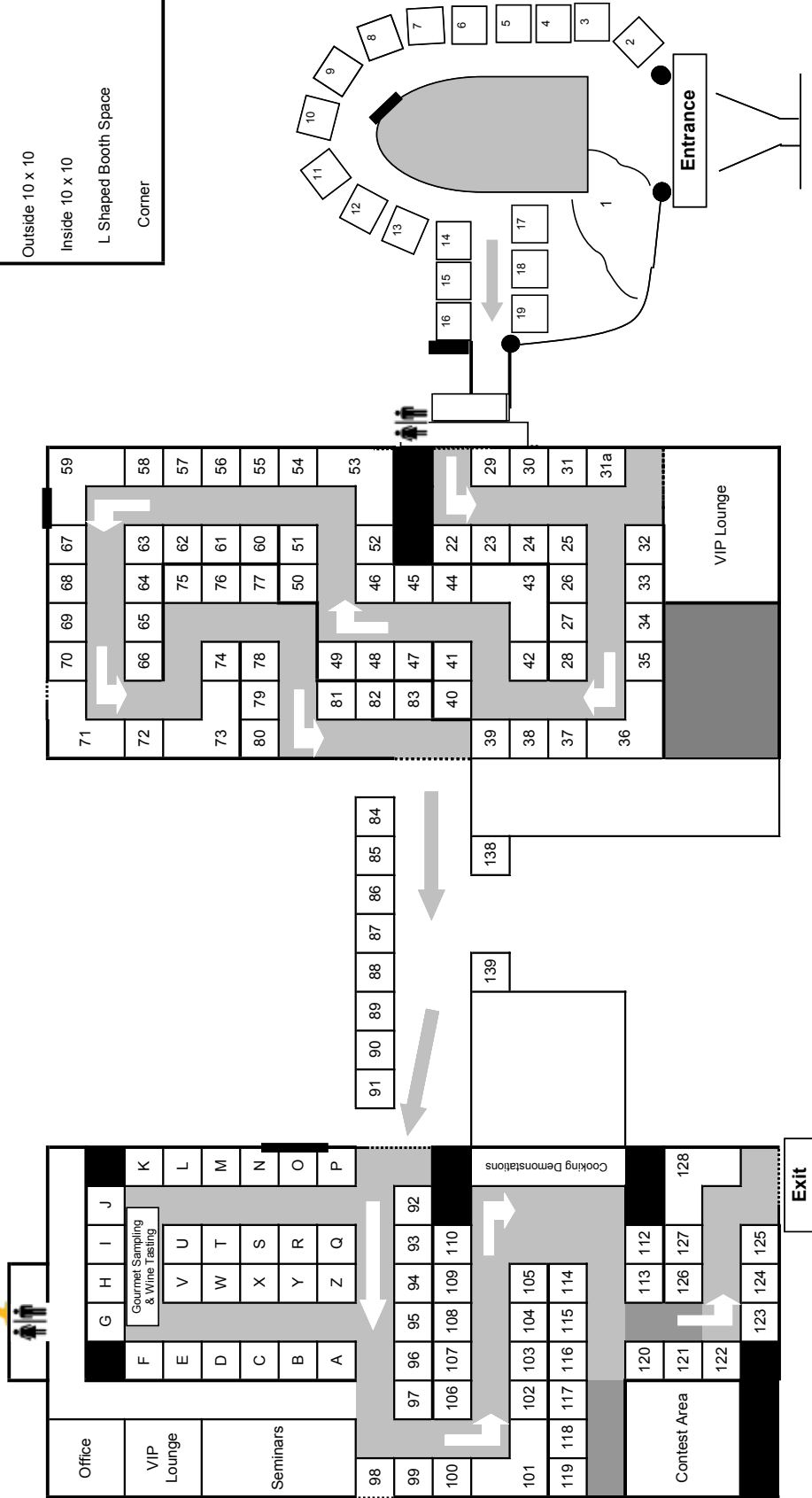
Seminar Marketing Exposure

- Your Company to present a 30 minute seminar
- Logo and Link on Website
- Banner at Event

Your Investment: \$150

Fall: Sept 10th & 11th, 2011

Booth Prices	
Outside 10 x 10	\$675
Inside 10 x 10	\$775
L Shaped Booth Space	\$1,700
Corner	add \$100



* Floor Plan Subject to Change

Exhibitor Application

September 10 & 11, 2011
 at the Paso Robles Event Center
 www.slohomeimprovement.com

connecting you to clients...

Company Name _____
 Contact Name _____ Email _____
 Mailing Address _____
 City _____ State ____ Zip _____ Contractors License# _____
 Business Number _____
 Cell Number _____ Fax Number _____
 Product or Service to be Displayed _____

Step One: Booth Spaces - includes draped 8' table & 2 chairs

10' x 10' Outside Booth	\$675 x _____ = _____
10' x 10' Inside Booth	\$775 x _____ = _____
"L" Shaped 300 Sq. Ft Space	\$1,700 x _____ = _____

Booth Space Additions

Corner Booth	\$100 _____
Electricity - (report if more than 10 amps)	\$30 _____
Additional 8' Table & Drape	\$30 _____
Total	\$ _____

Booth # Request: _____ #1 _____ #2 _____ #3 _____

Step Two: Marketing Packages

See your Account Executive for Details

Total \$ _____

Step Three: Payment Method

_____ Check..... payable to Simply Clear Marketing, Inc.
 (\$25 returned check fee will apply)
 _____ Money Order
 _____ Visa _____ Mastercard _____ Am Ex
 Card # _____
 Expiration Date _____
 Cardholder Name _____
 Billing address if different than above:

Step Four: Total

Booth Space Fees	\$ _____
Marketing Package	\$ _____
Standard Website Listing	\$ Free _____
Insurance Fee	\$ 27.00 _____
Sub Total	\$ _____
Deposit Amount Paid with Contract	\$ _____
<i>50% deposit per 10 x 10 space due at signing.</i>	
Balance Due	\$ _____
<i>Balance must be paid in full 30 days before show</i>	



Please mail application to
 Simply Clear Marketing, Inc.
 1203 Main St
 Morro Bay, CA 93442 or
 Fax: 805-772-4625
 Phone: 805-772-4600
 www.slohomeimprovement.com

Comments: In the result that payment has not been paid the Monday before the show, credit cards on file will be charged to zero out the balance. All exposed surfaces of displays must be finished by the exhibitor. Booths must be set up one hour prior to avoid jeopardizing your location. Promotional material may only be given out at your booth unless prior arrangements have been made. Upon acceptance in writing of this contract by Simply Clear Marketing, Inc., this shall be a binding and enforceable contract. By accepting this contract, exhibitor agrees to all terms, conditions, and rules described on page two of this contract. Simply Clear Marketing, Inc. must have a signed agreement and full payment 30 days prior to show opening. Cancellation accepted by written notice only and are subject to the terms on page 2 of this contract.

Signature of Company Representative _____

Title _____

Date _____

Terms and Agreement

1. Exhibit Hours: Management shall determine and publicize the exhibit hours the show floor shall be open to the public during each day of the show. Simply Clear Marketing, Inc. reserves the right to change exhibit hours and/or the number of days and dates of the Exhibition as it may deem desirable.
2. Merchandise Removal: No exhibits or part of an exhibit may be removed until after the closing hour of the last day of the show. At this time, all Exhibitors should remove all small and valuable items from their display.
3. Rules for Exhibits:
 - a. Displays: No signs, partitions, apparatus, shelving, etc. may extend more than ten feet high in the back more than five feet from the back to the front of an exhibit. Beyond the five feet from the back of the exhibit, your display must not exceed 4 feet high. The cloth booths will be installed by the Show Decorator and all additional orders should be directed to the Show Decorator.
 - b. Liability: The Exhibitor is entirely responsible for the space leased and shall not including but not limited to, injure, mar, or deface the premises. The Exhibitor shall not drive, nor permit to be driven any pins, nails, hooks, tacks and screws in any part of the show facility. Furthermore, Exhibitor shall not affix to the walls or windows of show facility and advertisements, signs, etc. or use scotch tape, masking tape or any other type of adhesive material on painted surfaces. Automobiles, truck and other similar conveyances are not permitted in the facility. The Exhibitor agrees to reimburse Simply Clear Marketing, Inc. for any loss or damage occurring to the premises or equipment.
 - c. Aisles: The aisles, passageways and overhead spaces remain under the control of Simply Clear Marketing, Inc. and no signs, decorations, banners, advertising materials may be in these spaces without written permission from Simply Clear Marketing, Inc.
 - d. Space: The space contracted for is to be used by the Exhibitor whose name appears on the contract and no portion can be sublet or assigned without proper written permission from Simply Clear Marketing, Inc. No company may exhibit or display literature other than that company named on a signed contract. Additional booth fees may be collected by Simply Clear Marketing, Inc. based on number of booths occupied and number of companies occupying said booths at discretion of Simply Clear Marketing, Inc. The Exhibitor shall forfeit his or her right to the space, all prepaid rentals and upon demand pay any rent balance owing to Simply Clear Marketing, Inc. if he or she fails to occupy or use his or her space or to have his or her exhibit complete and in place by the opening of the show.
 - e. Alcoholic Beverages: Exhibitors and their employees, agents and guests shall not consume any alcoholic beverages except in designated areas. Violation shall be grounds for removing Exhibitor and exhibit from the show without refund and all costs associated with the removal of the exhibit.
 - f. Lotteries: Exhibitors shall not engage in any lottery, chance drawing lottery or other game of chance that the attended must pay to enter
 - g. Restrictions: Simply Clear Marketing, Inc. reserves the right to restrict or remove exhibits, without refund, that have falsely entered or are deemed by Simply Clear Marketing, Inc. unsuitable or objectionable. This restriction applies to but is not limited to, noise, P.A. Systems persons, animals, birds, things, conduct, printed matter, or anything of character that might be objectionable to the show or Simply Clear Marketing, Inc.
 - h. Location of Exhibits: All measurements and exhibit space layouts shown on the floor plan are as accurate as possible but Simply Clear Marketing, Inc. reserves the right to make modifications and change space assignments as may be necessary to adjust the floor plan to meet show requirements. Sides of exhibits may not extend more than five feet from the back of the booth to the front as shown in the Exhibit Display. No changes to the floor plan can be made without permission of Simply Clear Marketing, Inc.
4. ALL EXHIBITS MUST COMPLY WITH CITY ORDINANCES, TAX REGULATIONS, AND FIRE MARSHALL RULES AND REGULATIONS. FOR INFORMATION PLEASE CONTACT THE FIRE MARSHALL'S OFFICE OR TAX REVENUE OFFICE.
5. Storage: Fire Marshall Regulations prohibit the storage of boxes, crates, packing materials, etc. and not over one days supply of literature for your display. Exhibitor must arrange for storage of empty crates etc. at own expense.
6. Running of Engines: Oil, gas, or gasoline engines may be operated only with the consent of Simply Clear Marketing, Inc. and must conform to City Ordinances, Regulations and Fire Marshall instructions.
7. Installations: Any special carpentry, wiring, electrical or other work, gas, steam, water and drainage connection shall be installed at the Exhibitor's expense and in accordance with Simply Clear Marketing, Inc.'s direction.
8. Electricity: All electricity connections shall be equipped with an Electrical Ground Conductor. It is your responsibility as an exhibitor to bring sufficient electrical cords and surge protectors.
9. Miscellaneous Terms and Conditions:
 - a. Cancellation of Contract: This contract is non-refundable. A portion of deposits received may be transferred to another event at Simply Clear Marketing, Inc's discretion. If in the event the show is cancelled or postponed the Exhibitor shall be offered another show date of his or her choosing. Exhibitor must notify Simply Clear Marketing, Inc. in writing if he or she is unable to attend at least 30 days prior to the event.
 - b. Rights of Event not held: Simply Clear Marketing, Inc. shall not be held liable for any damages or expense incurred by exhibitors in the event the Event is delayed, interrupted or not held as scheduled; and if, for any reason beyond the control of Simply Clear Marketing, Inc., the Event is not held, Simply Clear Marketing, Inc. may retain so much of the amount paid by the exhibitors as is necessary to defray expenses already incurred by Simply Clear Marketing, Inc. Simply Clear Marketing, Inc. will not be held liable for lost profits or lost business.
 - c. Security for Rental: Failure of Exhibitor to pay rental as specified herein shall entitle Management to take possession of merchandise; materials and the exhibit displayed by Exhibitor and to retain the same as security for such unpaid rental. Management shall have the right to dispose of it without further notice to exhibitor in such manner as it deems appropriate, whether by sale or otherwise. Any sale and in payment of unpaid rental; any excess shall be distributed to exhibitor.
 - d. Indemnification: Exhibitor shall indemnify and hold harmless Simply Clear Marketing, Inc. and the Event Location from and against any and all claims, damages, losses and expenses including attorney's fees arising out of or resulting from the activities of the exhibitor, or the officers, contractors, licensees, agents, servants, employees, guests, invitees, or visitors of the Exhibitors.
 - e. Insurance: Exhibitor shall purchase and maintain such insurance, naming Simply Clear Marketing, Inc., directors, officers, shareholders, agents, representatives, employees and the Event Location as additional insured, as will protect them from claims which may arise out of or a result from the activities of the Exhibitor. Neither Simply Clear Marketing, Inc. nor the Event Location shall be responsible for loss or damage occurring to the exhibit or sustained by the Exhibitor from any cause. The Exhibitor, if desired, must obtain such additional insurance.
 - f. Attorney's Fees: If any action arises between parties out of this agreement or to enforce any of its provisions, the losing party shall pay the prevailing party as a trial court may adjudge reasonable and if an appeal is taken from any judgement of the trial court, the losing party shall pay the amount the appellate court shall adjudge reasonable as the prevailing party's attorney's fees on appeal.
 - g. Licenses: Exhibitor shall be responsible to obtain any and all licenses required for the exhibit.
 - h. Rules and Regulations: Simply Clear Marketing, Inc. reserves the right to impose rules and regulations governing the operation or conduct of the Exhibitory and or Event.
 - i. Food and Beverages: No exhibitor shall sell or distribute food or beverages of any type without the express written consent of Simply Clear Marketing, Inc.
 - j. Early Breakdown: Show hours must be observed. No early breakdowns are permitted or exhibitor will not be allowed in any further Simply Clear Marketing, Inc. shows.
10. Complete Agreement: This agreement contains all the terms and conditions agreed on by the parties hereto, and no other agreements, oral or otherwise, regarding the subject matter of this contract shall be deemed to exist or bind any of the parties hereto. This agreement shall be constructed in accordance with laws of the State of California, venue in San Luis Obispo County.
11. Severability Clause - If any provision of this Agreement will be held invalid or unenforceable for any reason the remaining provisions will continued to be valid and enforceable. If a court finds that any provision of this Agreement is invalid or unenforceable, but that by limiting such provisions it would become valid and enforceable, then such provision will be deemed to be written, construed, and enforced as so limited.
12. Modification Clause -- This Agreement may be modified or amended in writing, if the writing is signed by both parties.
13. Fair Interpretation Clause -- Each of the Parties hereto expressly acknowledges and agrees that this Agreement shall be deemed to have been mutually prepared so that the rule of construction to the effect that ambiguities are to be resolved against the drafting Party shall not be employed in the interpretation of this Agreement.
14. Counterparts and Facsimile Signatures. The Parties agree that this Agreement, agreements ancillary to this Agreement, and related documents to be entered into in connection with this Agreement will be considered signed when the signature of a party is delivered by facsimile transmission. Such facsimile signature shall be treated in all respects as having the same effect as the original signature. Additionally, this Agreement may be executed in counterparts, each of which so executed will be deemed to be an original and such counterparts together will constitute one and the same agreement.
15. Any waiver of the provisions of this Agreement or of a party's rights or remedies under this Agreement must be in writing and signed by the waiving party to be effective. Failure, neglect, or delay by a party to enforce the provisions of this Agreement or its rights or remedies at any time, will not be construed and will not be deemed to be a waiver of such party's rights under this Agreement and will not in any way affect the validity of the whole or any part of this Agreement or prejudice such party's right to take subsequent action. No exercise or enforcement by either party of any right or remedy under this Agreement will preclude the enforcement by such party of any other right or remedy under this Agreement or that such party is entitled by law to enforce.