

**EXHIBIT RESERVATION FORM - GARDENSCAPE 2020**

**This form and a 50% deposit must be received by December 01, 2019.** Previous exhibitors will be given preferential treatment in booth choice if material received by this date. New exhibitor assignments will be based on a first-come, first-served basis. Contracts will be mailed only after receipt of this form and deposit. First time Cat 2 and 3 exhibitors must provide a description with photographs of products to be displayed or sold. Signed contract, final floor plan (CAT 1), balance due, certificate of insurance and Certificate of Authority (if applicable) will be required by January 15, 2020. Contract will be mailed upon acceptance to the show.

ALL DEPOSITS ARE NON-REFUNDABLE AT THE SOLE DISCRETION OF THE SHOW DIRECTOR.

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

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Alternate Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

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

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

**Please read the enclosed Exhibitor Category Descriptions carefully to determine your exhibit category and price.**

Category (circle one):    1    2    3    4

Booth location preferences:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**(CONTINUE TO OTHER SIDE TO COMPLETE RESERVATION FORM)**

**Fee calculation:**

Exhibit Space  
Subtotal

Electrical\*  
Service @ \$100 per  
500 watts

Less \$50 GPA  
Member  
Discount

**Category 1 - Display Garden**

# Sq. ft \_\_\_\_\_ x \$/sq. ft \_\_\_\_\_ = \$ \_\_\_\_\_ **NA** **NA**

**Category 2 - Product Display Only**

# of outer wall spaces \_\_\_\_\_ x \$700 per 8'x10' Space = \$ \_\_\_\_\_ + \_\_\_\_\_ - ( \_\_\_\_\_ )

# of inside center spaces \_\_\_\_\_ x \$800 per 8'x10' Space = \$ \_\_\_\_\_ + \_\_\_\_\_ - ( \_\_\_\_\_ )

**Category 3 - Retail**

# of outer wall spaces \_\_\_\_\_ x \$750 per 8'x10' Space = \$ \_\_\_\_\_ + \_\_\_\_\_ - ( \_\_\_\_\_ )

# of inside center spaces \_\_\_\_\_ x \$850 per 8'x10' Space = \$ \_\_\_\_\_ + \_\_\_\_\_ - ( \_\_\_\_\_ )

**Category 4 - Not-for-Profit Agency**

Space requested \_\_\_\_\_ Without Electric \_\_\_\_\_ With Electric (\$50)

**TOTAL DUE = \$ \_\_\_\_\_**

*\* Electrical Service: Due to the increasing use of lighting and equipment being used by exhibitors, the cost of energy, and to the electrical service available at our facility, we must closely monitor the demands made by our exhibitors and to charge for use. Exhibitors requesting up to 500 watts should add \$100 to their booth rental fee, those requesting more should add \$100 for each additional 500-watts increment; i.e. 1000 watts = \$100, 1500 watts = \$200. Since service beyond 500 watts may not be available at locations, the Show Director may modify Booth assignments based on electrical requests. Call Show Director if you have questions.*

Enclosed is my payment of \$ \_\_\_\_\_ Check number \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

**Be sure to COMPLETE OTHER SIDE of this RESERVATION FORM**

**Reservation Form and 50% Deposit due December 01, 2019  
MAIL YOUR REQUEST TODAY, THEY WILL BE DATE-STAMPED**

**Make checks payable to: GardenScape**

**MAIL TO: GardenScape  
6995 Groveland Hill Rd.  
Groveland, NY 14462**

Information at [www.RochesterFlowerShow.com](http://www.RochesterFlowerShow.com)

Prospective Category 2, 3, & 4 Exhibitors:

On the reverse side of this page, you will find the planned floor plan for Minett Hall; refer to it as you choose your space preferences. Choices may be made only for booths that are paid for by an exhibitor with the exception of space allotted to not-for-profit organizations. (*NfP spaces will be assigned by the show manager as space permits*).

**In Minett Hall, exhibitors from the previous year** will be given preferential treatment in booth choice.

To receive preferential treatment, **reservation forms and the 50% deposit** must be received by the deadline given on the reservation form.

The committee does not object to an exhibitor being assigned the same booth location in consecutive shows and therefore will give repeat participants first choice of booth used in the previous year. Please refer to the drawing since the numbering scheme and the floor layout changes year-to-year.

**BOOTH NOTES:**

Booths marked 'N/A' **may not** be chosen; they have been reserved for GPA or exhibitors with special requirements.

Booths **not available** are: the booth in the upper right hand corner - Major Show sponsor & #19 - Children's Garden sponsor

Corner #16 is \$1875

Corner #32 is \$1,150

All completed reservation forms will be date stamped as received and booths will be assigned in chronological order (after deadline date and acceptance as an exhibitor). Booth preferences will be taken into consideration but may not be guaranteed.

**Inside the Dome**, most booths were chosen/assigned during the last show. Others desiring a space for a Category 1 garden should call the Show Manager to secure a booth assignment. A Dome layout is included in the mailing for previous and potential Category 1 exhibitors. See this layout for booth location and size. Note that the drawing is to scale (1" = 30') with radii typical 5'

## GARDENSCAPE 2020 Exhibitor/Vendor Category Descriptions

\*\*\*Electrical service is available upon request at a cost of \$100 per 500 watts

\*\*\*NOTE: All Vendors must provide a certificate of insurance as proof of liability, and the certificate must name

Genesee-Finger Lakes Nursery & Landscape Association Inc., dba GardenScape , 6995 Groveland Hill Rd, Groveland, NY 14462

as additional insured.

- **Category 1 – Garden Exhibits:** Exhibitor must be a member in good standing of GPA at the time of the show (Membership dues paid current). At least 50% of total exhibit floor space must be covered with live plant material (sod cannot be more than 20% of the requirement); at least 30% of this space must contain flowers in bloom. Producer must approve display concepts with required drawings at the December meeting and will approve final detailed floor plan of the proposed exhibit at the January meeting or before. All Exhibitors must attend informational meetings as deemed appropriate by PRODUCER. The producer shall provide a sign with the Exhibitor's company name(s). This sign may also list the garden name and the names of contributors to the exhibit if desired and if submitted on time as requested. This will be the only sign used in the booth with the exception of plant identification markers. Sales materials & acknowledgements must be displayed in a discreet and tasteful manner at the sole judgement of the Producer and according to the rules specified in the Contract. **Cost** per square foot: 80-639 sq. ft. = \$1.50/sq. ft., 640 sq. ft. and larger = \$0.95/sq. ft.
- **Category 2 – Product - Display only:** Product - Display Only vendors must provide a description with photographs of products to be displayed. The intent of the show is to emphasize a Flower and Garden Show theme. Sales materials and portfolios must be displayed in a tasteful manner at the sole judgement of the PRODUCER. Stand-alone, tradeshow-style portable booths are acceptable for this Category. 'Cash and Carry' goods **may not** be sold. Live plant material is encouraged as a merchandising tool.  
**Specifications:** Booth size 8'x10'. Pipe and draping is provided, tables and chairs are **available upon request**.  
All Category 2 booths will be in Minett Hall.  
**Basic cost** per 8'x10' space: 1 - 3 spaces @ **\$700** per space on outer wall, **\$800** per space for inside center space.
- **Category 3 – Retail Sales:** Tangible goods may be sold directly from booth provided a Certificate of Authority to collect sales tax in New York State has been provided to the PRODUCER **prior** to the show. Products or services must be related to, encourage, or facilitate the use of gardens, plants or horticulture. Vendors must provide a description with photographs of products to be displayed. Live plant material is encouraged as a merchandising tool.  
Category 3 Exhibits will be located in Minett Hall.  
**Basic cost** per 8'x10' space: 1 - 3 spaces @ **\$750** per space on outer wall, **\$850** per space for inside center space.  
if 4 or more spaces, \$700/\$800 each respectively; or as specified on Reservation Form.
- **Category 4 – Non-Profit Organization Exhibits:** These exhibits should be educational in nature and must be focused on increasing the public awareness of the organization. When appropriate, they should be enhanced with live plant material.  
**Specifications:** Booth size 8'x10'. Pipe and draping is provided, tables and chairs are **available upon request**.  
Memberships may be sold from the booth but other products **may not** be sold from the exhibit without prior approval from the PRODUCER; should such approval be granted, a Certificate of Authority to collect sales tax in New York State must be presented. Any waiver to possess a Certificate of Authority will be granted only upon presentation of documentation provided by NYS Sales Tax Department. Booths will be assigned as space permits

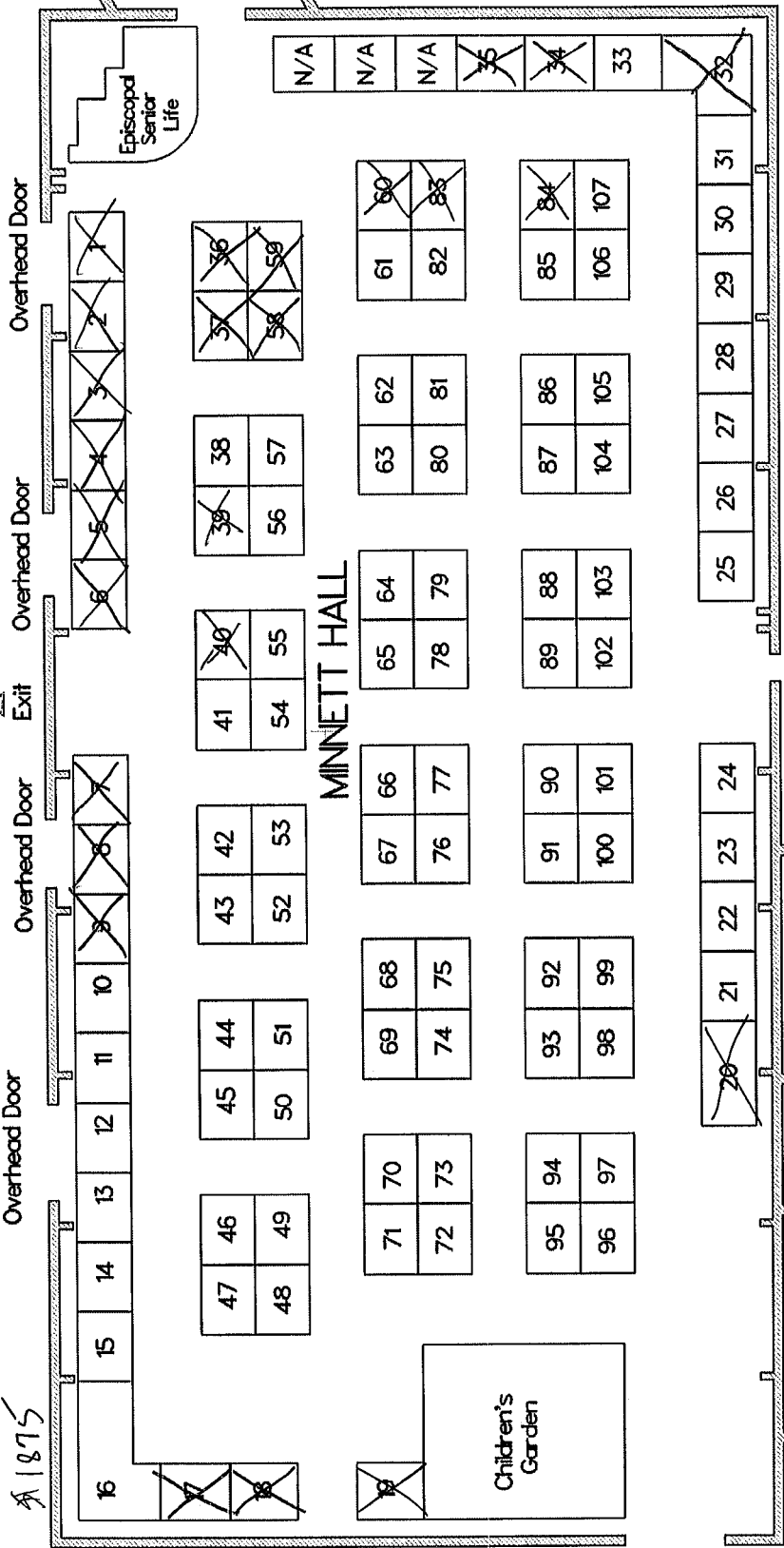
TO  
DOME

1150

Episcopal  
Senior  
Life

EXIT

EXIT



MINNETT HALL  
GARDENScape

SCALE: 1" = 20'

KEY:



Exit

