



# ROCHESTER

## HOME & LIFESTYLES SHOW

Rochester, Minnesota

**Friday, March 10, 2023      Saturday, March 11, 2023      Sunday, March 12, 2023**  
**Graham Arena Complex - Olmsted County Fairgrounds - Rochester, Minnesota**

### ***Engage - Interact - Network At the Regions Largest Attended Show***

As Minnesota's 3rd largest city and home to the states largest employer the "World Renowned" Mayo Clinic, Rochester and its surrounding communities have and will always be part of a unique region with some of the most highly educated, highly trained, highly paid medical, computer, hospitality, manufacturer and service industry professionals in the Midwest.

The Rochester Home and Lifestyle Show offers ease of access and ample parking at a facility familiar with consumers, and provides an opportunity for thousands of individuals and families to learn about and purchase products and services for their home or their lifestyle.

If your company is seeking to build awareness of your brand, launch a new product or service, grow your customer database, generate immediate and ongoing sales, or if you wish to network with affiliated professionals who can enhance your business, this is the ultimate event to engage and interact "Face to Face" with consumers in this influential region.

#### ***Why Exhibit At The Rochester Home & Lifestyles Show***

- Create and strengthen brand awareness by presenting your business to a new audience
- Demonstrate, sample and sell products and services to consumers in the Rochester region
- Introduce new products and services    ■ Increase brand recognition    ■ Increase traffic to store location
- Develop qualified sales leads and databases as buyers tend to do business with people they know and trust
- Position your company for the projected growth in "NEW" employment created by the Destination Medical Center

#### ***Marketing An Event To This Exclusive Region***

An extensive Media Campaign is planned to reach the Rochester Market Statistical Area. The basis of our marketing program is to use proven mediums to invite individuals and families in Southern Minnesota and Northern Iowa to this timely event. This includes utilizing the regions Newspapers, Radio, TV and online marketing opportunities. Visit [www.rochestermnshows.com](http://www.rochestermnshows.com) to learn about our marketing associates for this show.

#### ***Sharing Of Exhibit Information Is Encouraged***

If you know of associates in the home, lifestyle, tourism or travel industries who can benefit from this timely event, our informational web link is: [www.rochestermnshows.com](http://www.rochestermnshows.com)

#### ***Increase Your Accessibility To The Growing Rochester Region In 2023***

Reserve your space today. If you have any questions regarding this event, please contact our office at (507) 387-7469 or by email at, [rochestermnshows@gmail.com](mailto:rochestermnshows@gmail.com)

Sincerely,

*Bradford Hansen*

Bradford Hansen  
RochesterMNshows

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**RochesterMNshows**

**201 Lyd Blvd. Mankato, Minnesota 56001**

**Telephone (507) 387-7469    [rochestermnshows@gmail.com](mailto:rochestermnshows@gmail.com)**



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## HOME & LIFESTYLES SHOW

Rochester, Minnesota

### EXHIBITOR INFORMATION AND REGULATIONS

**Show Location:** Graham Arena Complex - Olmsted County Fairgrounds, 1570 Fairgrounds Ave. SE, Rochester, Minnesota 55904

**Dates & Hours:** Friday, March 10, 2023 3 p.m. to 8 p.m. Saturday, March 11, 2023 10 a.m. to 6 p.m. Sunday, March 12, 2023 11 a.m. to 4 p.m.

<b>Exhibit Rates:</b>	1 Corner Exhibit Space	\$575.00 per.	1 Corner Exhibit Space/1 In Line Exhibit Space	\$1,050.00 per.
	1 In Line Exhibit Space	\$525.00 per.	2 In Line Exhibit Spaces	\$1,000.00 per.
	4 Exhibit Space End Cap	\$2,000.00 per.	5 Exhibit Spaces Or More	\$475.00 per.
	Non-Profit/Government/MLM/Tourism	\$400.00 per.*	Designated Specialty Space 160 Min. SQ. FT.	\$950.00 per.**
	* Exhibit Rate is available Exclusively to Non-Profits, Government, Multi-Level Marketing Reps., and Travel Destinations			
	** Designated Specialty EXHIBIT Spaces are as follows, 101, 109, 603, 605 And 936.			

**Exhibit Details:** A standard exhibit space is 10 Feet Wide x 9 Feet Deep. Designated Specialty Spaces are a Minimum of 160 Sq. Ft. Exhibit spaces will be provided with an 8 Foot Back and 3 Foot Side Curtains. All "unfinished" display surfaces exposed to the public or adjacent exhibit, must be draped or concealed. Exhibitor may not install any solid structure materials on the front half of an exhibit space higher than four (4) feet, that would obstruct the "Line of Sight" of an adjacent exhibitor.

**Utilities:** 110 volt electrical available at \$45.00 per exhibit. Internet access is complimentary on a non secure open wireless system.

**Reserving Space:** The exhibit investment is based on the amount, position and type of exhibit space requested. To reserve exhibit space, a deposit of 1/3 of the total amount including electricity, must be returned with a completed contract.

**Final Payment:** The final balance will be due and payable by February 18, 2023.

**Payment Methods:** Business, Certified, Personal, Credit Card Convenience Checks, Money Orders as well as American Express, Discover, Master Card or Visa Credit Cards are accepted forms of payments.

**Move In:** Exhibits can be assembled on Thursday, March 9 from 1 p.m. to 8 p.m. and on Friday, March 10 from 7:30 a.m. to 2 p.m. All exhibits must be assembled by the opening of the show at 3 p.m. on Friday, March 10, 2023.

**Move Out:** EXHIBITOR shall not remove their exhibit in part or whole, prior to 4:00 p.m. on Sunday, March 12, 2023. Exhibits can be removed from the interior of the facility on Sunday, March 12, 2023 with complete removal of exhibit materials by 12 Noon on Monday, March 13, 2023. If EXHIBITOR fails to remove their exhibit, SPONSOR shall do so and expenses incurred will be the responsibility of the EXHIBITOR.

**Retail, Sales & Reservations:** This is a selling event. The acceptance of payment for goods or services, or the receipt of a deposit for reservations is encouraged. Exhibitor is responsible for reporting and payment of all taxes as well as complying with all State and Federal Laws.

**Insurance:** Exhibitor agrees to obtain and maintain Comprehensive General Liability Insurance in the amount of \$1,000,000.00. Date of coverage shall be from March 9 to March 13, 2023. RochesterMNshows shall be named as additional insured on such policy. Exhibitor shall supply RochesterMNshows with a Certificate of Insurance as proof of coverage prior to the show.  
(Complete information will be included in the final exhibit packet.)

**Security:** EXHIBITOR and their employees are responsible for the security of all goods, materials, exhibits or products delivered to, or left at the Graham Arena Complex. After show closing, the building is secured and accessed only by facility personnel.

**Draping:** Use of your own tables, chairs, carpet and other display material is permitted or tables, chairs, carpet and other items needed for your exhibit may be rented from the designated decorator. (Complete information will be included in the final exhibit packet.)

**Forklift:** A forklift will be provided for assembly and dismantling of displays.

**Food Samples:** Food or Beverage samples are permitted. Compliance to State Law regarding packaging, preparation and sampling must meet Minnesota labeling, preparation and packaging guidelines.

**Signage:** All exhibits must have signage or literature identifying the exhibit. Hand lettered signage is not permitted.

**Minnesota St-19:** Minnesota Law requires that all participants must provide information on their status of possessing a valid sales tax permit, having applied for, or a declaration that you are not required to have a sales tax permit number.

**Restrictions:**  
+Tables must be skirted and covered. Skirting must be clean and reach from table top to just at the floor.  
+Popcorn, Peanuts, Helium Balloons, Stickers, or products with transferable adhesives are restricted at this show.  
+The use of Aerosols, flammable propellants or liquids that can create a slipping hazard are prohibited.  
+Audio-Visual Sound Devices must be used at a reasonable volume level that does not interfere with other exhibitors.  
+Pets are not allowed in the Graham Arena Complex. Qualified Service Dogs under A.D.A. guidelines are permitted.

**Final Packet:** The Final Exhibit Packet will include detailed information on the following: Entering the facility, Draping, Fuel Levels, Lodging, Insurance, Food & Beverage Sampling, Minnesota St-19 form, and other information related to your participation.

**RochesterMNshows**

201 Lyd Blvd. Mankato, Minnesota 56001

Telephone (507) 387-7469 [rochestermnshows@gmail.com](mailto:rochestermnshows@gmail.com)

## Rochester, Minnesota

[illegible]

Telephone (507) 387-7469 [rochestertermshows@gmail.com](mailto:rochestertermshows@gmail.com)

## ROCHESTER HOME & LIFESTYLES SHOW APPLICATION FOR EXHIBIT SPACE

RochesterMNshows, hereafter referred to as SPONSOR, grants to the entity listed below, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2023, Rochester Home & Lifestyles Show, subject to the Terms and Conditions outlined on the reverse of this Application for Contract. The EXHIBITOR acknowledges all terms, conditions and obligations under this Application shall be binding upon EXHIBITOR as a contract from the acceptance date and or issue date of funds submitted to reserve exhibit space in this show.

*Please Type Or Print The Following Information Or Complete An Online Application At: [WWW.ROCHESTERMNSHOWS.COM](http://WWW.ROCHESTERMNSHOWS.COM)*

Exhibiting Entity \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_ Suite \_\_\_\_\_ PO Box \_\_\_\_\_  
City \_\_\_\_\_ State or Province \_\_\_\_\_ Postal Code or Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email Address \_\_\_\_\_  
By \_\_\_\_\_ Signature \_\_\_\_\_ Title \_\_\_\_\_

MY COMPANY WILL BE EXHIBITING

EXHIBIT SPACE LOCATIONS REQUESTED

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

### NUMBER OF "10 FEET WIDE BY 9 FEET DEEP" EXHIBIT SPACE(S) REQUESTED

My company will need 1 Corner Exhibit Space, 90 sq. ft. at \$575.00 Per Exhibit Space. ----- \$ \_\_\_\_\_

My company will need 1 In Line Exhibit Space, 90 sq. ft. at \$525.00 Per Exhibit Space. ----- \$ \_\_\_\_\_

My company will need 2 Exhibit Spaces, 1 Corner, 1 In Line Exhibit Space, 180 sq. ft. at \$1,050.00 Per. ----- \$ \_\_\_\_\_

My company will need 2 In Line Exhibit Spaces, 180 sq. ft. at \$1,000.00 Per. ----- \$ \_\_\_\_\_

My company will need 4 Exhibit Spaces, 360 sq. ft. as an End Cap Exhibit at \$2,000 Per. ----- \$ \_\_\_\_\_

My company will need 5 or more Exhibit Spaces at \$475.00 per Exhibit Space. Total Exhibit Spaces Requested. ( ) ----- \$ \_\_\_\_\_

My company will need 1 Designated Wall Location with a minimum of 162 sq. ft. at \$950.00 Per. (See Brochure For Designated Wall Locations) ----- \$ \_\_\_\_\_

### NON-PROFIT ORGANIZATION, GOVERNMENT, MULTI LEVEL MARKETING OR TRAVEL DESTINATION SPACE REQUEST

My office will need ( ) In Line Exhibit Space or Exhibit Spaces at \$400.00 Per Exhibit Space. ----- \$ \_\_\_\_\_

### ELECTRICAL OUTLET

110 volts, \$45.00 per exhibit. ----- \$ \_\_\_\_\_

### TOTAL EXHIBIT INVESTMENT - DEPOSIT - FINAL PAYMENT

Total Exhibit Investment. ----- \$ \_\_\_\_\_

Deposit, (1/3 of the Total Exhibit Investment) returned with this contract. ----- \$ \_\_\_\_\_

Final Payment amount due and payable by February 18, 2023. ----- \$ \_\_\_\_\_

### PLEASE COMPLETE THE FOLLOWING ONLY IF PAYING BY CREDIT CARD

Authorized Amount Of Payment \$ \_\_\_\_\_ Authorization Date \_\_\_\_\_ Year \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Card Verification # \_\_\_\_\_

Signature and or Electronic Signature Of Issuer \_\_\_\_\_ Printed Name Of Issuer \_\_\_\_\_

Name On Credit Card \_\_\_\_\_ Card Holder Telephone \_\_\_\_\_

Card Issuer Address \_\_\_\_\_ City \_\_\_\_\_ State or Province \_\_\_\_\_ Postal Code or Zip \_\_\_\_\_

Email Address Of Card Issuer \_\_\_\_\_

### OFFICE USE ONLY

Received and Adopted On, Month \_\_\_\_\_ Date \_\_\_\_\_ Year \_\_\_\_\_ By \_\_\_\_\_

Exhibit Or Bulk Exhibit Space or Area Assigned 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_ 5 \_\_\_\_\_ 6 \_\_\_\_\_ 7 \_\_\_\_\_ 8 \_\_\_\_\_ 9 \_\_\_\_\_ 10 \_\_\_\_\_

First Deposit # \_\_\_\_\_ CCV# \_\_\_\_\_ R \_\_\_\_\_ Issue Date \_\_\_\_\_, \_\_\_\_\_ Amount \$ \_\_\_\_\_

Final Deposit # \_\_\_\_\_ CCV# \_\_\_\_\_ R \_\_\_\_\_ Issue Date \_\_\_\_\_, \_\_\_\_\_ Amount \$ \_\_\_\_\_

**ALL PAYMENTS ARE TO BE MADE IN U.S. FUNDS, PAYABLE TO:**

**RochesterMNshows**

**201 Lyd Blvd. Mankato, Minnesota 56001**

**Telephone ----- (507) 387-7469**

**Email ----- [rochestermnshows@gmail.com](mailto:rochestermnshows@gmail.com)**

A copy of this APPLICATION for Exhibit Space as well as a copy of the TERMS and CONDITIONS of an accepted CONTRACT, will be returned with final billing.

# ***ROCHESTER HOME & LIFESTYLES SHOW CONTRACT TERMS AND CONDITIONS***

**RochesterMnshows, hereafter referred to as SPONSOR, grants to the entity listed on the reverse, hereafter referred to as EXHIBITOR, the right to exhibit space at the 2023, Rochester Home & Lifestyles Show, subject to the terms and conditions of this contract as outlined below. The application shall be binding as an Exhibit Contract when accepted and signed by show SPONSOR.**

**Show Location:** Graham Arena Complex - Olmsted County Fairgrounds 1570 Fairgrounds Ave. S.E. Rochester, Minnesota 55904

**Show Dates:** Friday, March 10, Saturday, March 11, and Sunday, March 12, 2023

**Show Hours:** Friday, 3 P.M. to 8 P.M. Saturday, 10 A.M. to 6 P.M. Sunday, 11 A.M. to 4 P.M.

**Exhibit Deposit and Reserving Exhibit Space:** A deposit of 1/3 of the "Total Investment" for the exhibit area leased, must accompany this signed and dated contract to reserve exhibit space. Contracts prepared, submitted and received, will be reviewed by SPONSOR prior to acceptance. SPONSOR has final authority to accept and allocate the amount and location of space in the exhibition facility. Exhibit space assignment will be based on the date on the application.

**Final Payment:** Final payment is due by February 18, 2023.

**Move In:** Exhibits can be assembled on Thursday, March 9, from 1:00 P.M. to 8:00 P.M. and on Friday, March 10, from 7:30 A.M. to 2 P.M.

All exhibits must be assembled by the opening of the show at 3 P.M. on Friday, March 10, 2023.

**Move Out:** EXHIBITOR shall not remove their exhibit in part or whole, prior to 4:00 P.M. on Sunday, March 12, 2023. Exhibits can be removed from the interior of the facility on Sunday, March 10, 2023 with complete removal of exhibit materials by 12 noon on Monday, March 13, 2023. If EXHIBITOR fails to remove their exhibit, SPONSOR shall do so and expenses incurred will be the responsibility of the EXHIBITOR.

**Exhibit Space / Line of Sight / Finished Surfaces:** All exhibits must be confined to the contracted exhibit space. An EXHIBITOR in an Exhibit Space may not install any solid structure exhibit materials on the front 1/2 of exhibit space higher than four (4) feet, that would obstruct the Line of Sight of an adjacent exhibitor. All "unfinished" display surfaces exposed to the public, must be draped or concealed. SPONSOR has the right in the best interest of this show, to reallocate and reassign an exhibit space as necessary at any time.

**Character of Exhibits:** SPONSOR reserves the right to restrict, prohibit, or remove any exhibit or EXHIBITOR which in the SPONSOR'S judgment may be offensive or detract from the general character of the show. This reservation includes persons, noise, items, conduct, printed material, or anything of an objectionable character which may detract from the general character of the show. All display surfaces visible to the public must be finished. EXHIBITOR may not assign or sublet the contracted space without prior approval of SPONSOR. Displays must be suitable for all ages of attendees.

**Distribution of Literature and Other Materials:** EXHIBITOR must confine all sales activities and distribution of any promotional materials to the limits of its own exhibit space. Aisle space shall not be used for exhibit, sales or distribution of printed literature or demonstrative purposes by EXHIBITOR. **Stickers or any literature or products with any transferable adhesive quality are not to be distributed at this event.**

**Drapery and Signage:** SPONSOR will provide 8 foot back and 3 foot side curtains for each exhibit space. Use of your own display materials such as: tables, skirting, carpet and chairs are permissible. Tables must be skirted and covered. Skirting must be clean, and reach from table top to just at the floor. Each Exhibit must be identified by at least one sign. Hand lettered or stenciled signs will not be permitted.

**Utilities:** Arrangements for Electrical Power must be ordered prior to the show. On site orders will be accepted only when an electrical outlet is readily available. SPONSOR, the facility, its employees, agents or affiliates, are not responsible for any damages of any type that may occur associated with the use of the utilities provided. Internet access is provided complimentary on a non secure open wireless system.

**Building, City, State and Federal Regulations:** EXHIBITOR agrees to obey and abide by all rules related to participation in this event by Building Inspector, Fire Marshal, State Health Inspector and other such entities and officials who regulate such events.

**Sales Tax / Minnesota ST-19:** All EXHIBITORS making sales during the show subject to sales tax are responsible for the proper collection and reporting thereof. All EXHIBITORS must complete and submit a Minnesota ST-19 form to SPONSOR prior to the event. Further details will be provided with final statement.

**Food and Beverage:** EXHIBITORS may sell and provide samples of Food and Beverage samples but this ability carries specific restrictions. State Law regarding packaging, preparation and sampling must meet guidelines and must be approved by show sponsor and the facility.

**Security:** EXHIBITOR and their employees are responsible for the security of all goods, materials, exhibits or products brought into, delivered to, or left at the Graham facilities. After show closing, the building is secured and accessed only by facility personnel.

**Use of the Exhibitors Name:** EXHIBITOR authorizes SPONSOR, its agents and marketing entities, to use EXHIBITORS name and contact information for the purpose of promoting participation in this and future Shows, and as a reference to solicit other EXHIBITORS for this and future shows.

**Insurance:** Exhibitor agrees to obtain and maintain Comprehensive General Liability Insurance in the amount of \$1,000,000.00. Date of coverage shall be from March 9 to March 13, 2023. RochesterMnshows shall be named as additional insured on such policy. Exhibitor shall supply RochesterMnshows with a Certificate of Insurance as proof of coverage, prior to the show.

**Final Exhibit Packet:** The Final Exhibit Packet will include detailed information on the following. Drapery, Insurance, Lodging, Sales Tax, Signage, Shipping, Receiving, Utilities and other EXHIBITOR regulations and restrictions related to participation in this show.

**Liability, Indemnification:** The SPONSOR, Co-Sponsors, Olmsted County Park Department, City Of Rochester, Show Decorator and or affiliates or employees of, shall not be liable for the safety or security of exhibit or exhibit material, any bodily injuries or other damages, arising out of the exhibit area or on any Olmsted County Park Department or City Of Rochester properties. EXHIBITOR agrees to indemnify and hold SPONSOR, Co-Sponsors, Olmsted County Park Department, City Of Rochester, Show Decorator and or affiliates or employees of, harmless from any damage, liability, loss or deficiency arising out of, or resulting from the contracting for and participating in this show by EXHIBITOR, its employees, sub-contractors, suppliers, and guests.

**Cancellation and Forfeiture of Payment:** If an EXHIBITORS leased space is not fully paid for by February 18, 2023, SPONSOR may terminate this contract and reassign the space to another EXHIBITOR. If EXHIBITOR does not claim or occupy the assigned space(s) by 1 P.M. on March 10, 2023, SPONSOR may terminate this contract and reassign the space (s) to another EXHIBITOR. In neither case shall the defaulting EXHIBITOR, employees or its affiliates be entitled to the refund of any sums paid in advance for such space. Should EXHIBITOR find it necessary to cancel participation prior to February 18, 2023, 75% of submitted funds will be returned. Cancellation by the EXHIBITOR after February 18, 2023 will result in the forfeiture of all payments received. EXHIBITORS who have contracted for exhibit space and fail to appear and exhibit at the event, shall forfeit all funds paid and are also responsible for any and all additional outstanding contracted amounts and the legal fees associated with the collection of such amounts. Cancellation of exhibit space by an EXHIBITOR must be provided in writing to SPONSOR. Should SPONSOR fail to hold this event it shall promptly refund all EXHIBITOR sums paid. Such refund shall be accepted by the EXHIBITOR in full settlement of all loss or damage suffered by the EXHIBITOR. EXHIBITOR in entering into this contract, waives the right to "charge backs of funds submitted by credit card to lease exhibit space from SPONSOR" as it relates to any payments for this show.

**Collection and or Insufficient Fund Fees:** Collection and Legal Fees will be charged to EXHIBITORS, who have either contracted for exhibit space and fail to appear at event or for any and all outstanding balances as they may be. Returned check fees are \$35.00 per occurrence.

**Force Majeure:** If Graham Arena Facilities, or any part of the exhibit area thereof is unavailable as a result of civil disorder, disease, fire, flood, governmental intervention, labor dispute, tempest, acts of war, acts of terrorism, strike, or any other action necessitating cancellation of the Show, or reduction in installation time, event time or move out time, or change in exhibit location, the SPONSOR shall not be liable to indemnify or reimburse the EXHIBITOR in respect of any damage or loss, or for direct or indirect expenses arising as a result thereof.

**Revisions:** SPONSOR may revise or amend wording, promotional materials and terms and conditions of this contract, which are binding upon exhibitor.

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