

2022 ELKHART COUNTY GARDEN EXPO
FEBRUARY 26, 2022
8:00 a.m. – 4:00 p.m.
NORTHERN INDIANA EVENT CENTER
21565 EXECUTIVE PARKWAY
ELKHART, INDIANA. 46514

Under the auspices of Purdue Extension Service of Elkhart County, Michiana Master Gardeners' Association is hosting its Third Annual Garden Expo for the community featuring one of the country's most recognized and trusted personalities in gardening and sustainability, Joe Lamp'l (aka joe gardener®). There will be educational workshops and demonstrations, as well as opportunities to shop and purchase from a variety of vendors throughout the day.



JOE LAMP'L, Keynote Speaker

**Nationally known gardening expert, TV/Podcast host,
author, columnist and speaker**

- ☪ Full Day Event
- ☪ 1,000+ Attendees Expected
- ☪ Multi-Outlet, Multi-County Advertising

- ☪ Vendors
- ☪ Plant Sale
- ☪ Silent Auction
- ☪ Door prizes
- ☪ Master Gardener Demonstrations
- ☪ Food Vendors on site

There are several ways to participate in the Garden Expo— a **Sponsor**, be a **Vendor**, be an **Advertiser**, or a **combination**. See the following pages for specific details.

CONTACT THE FOLLOWING PEOPLE FOR INFORMATION:

Sponsorship/Advertising

Jim Bare, Chair, 574-329-6527, jjbare@frontier.com

Vendor Booth

Kathleen Cripe, Chair, 574-535-3278, klcripe@bnin.net
Cindy Watson, 574-536-9640, cawatson56@gmail.com

A full-color program book will be given to every attendee, vendor and event volunteer

SPONSORSHIP LEVELS

PLATINUM - \$1,000

- Full page color ad on the back cover, inside front cover or inside back cover of the program book
- One vendor booth space (Additional spaces available at \$50.00 each), 10 Event tickets
- Name/Logo on website, most print advertising, and venue signage
- Name on sponsor listing in program book

GOLD - \$750

- Full page color ad in the program book
- One vendor booth space (Additional spaces available at \$50.00 each), 6 Event tickets
- Name/Logo on website, most print advertising, and venue signage
- Name on sponsor listing in program book

SILVER - \$500

- Half-page color ad in the program book
- Vendor Booth Space available at \$50.00 each
- Name/Logo on website
- Name on sponsor listing in program book

BRONZE - \$250

- Third-page color ad in the program book
- Vendor Booth Space available at \$50.00 each
- Name/Logo on website
- Name on sponsor listing in program book

COPPER - \$100

- Name/Logo on website
- Vendor Booth Space available at \$50.00 each
- Name on sponsor listing in program book

ADVERTISEMENT PRICES

Full Page Back Cover, 5" x 8"	Available only with Platinum Sponsorship
Full Page Inside Front or Back Cover, 5" x 8"	Available only with Platinum Sponsorship
Full Page, 5" x 8"	\$225.00
1/2 Page, 5" x 3 7/8"	\$175.00
1/3 Page, 4" x 2 3/8"	\$125.00

Color JPEG artwork required

VENDOR BOOTH PRICES

10' x 10' Booth, Table, Table Skirt, 2 chairs included	\$100.00 per booth space
10' x 10' Booth, Table, Table Skirt, 2 chairs included	\$ 50.00 per booth space w/sponsorship
Extra Table with Table Skirt	\$ 15.00 each

**2022 ELKHART COUNTY GARDEN EXPO
VENDOR/SPONSOR/ADVERTISER INFORMATION SHEET AND
VENDOR BOOTH RENTAL AGREEMENT**

COMPANY NAME: _____
(Name as you would like it to appear in the Program Book and any advertising)

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL PHONE: _____ FAX: _____

CONTACT NAME/EMAIL ADDRESS: _____

PLEASE CHECK ALL OPTIONS THAT APPLY

SPONSORSHIPS

_____ Platinum	@ \$1,000		
_____ Gold	@ \$750		
_____ Silver	@ \$500		
_____ Bronze	@ \$250		
_____ Copper	@ \$100		
		TOTAL SPONSORSHIPS	\$ _____

ADVERTISEMENTS

_____ Full Page Back Cover, 5" x 8"	@ Included w/Platinum		
_____ Full Page Inside			
_____ Front or Back Cover, 5" x 8"	@ Included w/Platinum		
_____ Full Page, 5" x 8"	@ Included w/Gold		
_____ Full Page, 5" x 8"	@ \$225		
_____ 1/2 Page, 5" x 3 7/8"	@ \$175		
_____ 1/3 Page, 4" x 2 3/8"	@ \$125		
		TOTAL ADVERTISEMENTS	\$ _____

VENDOR BOOTHS (Vendor Booth Rental Agreement Must Be Completed)

_____ Booths	@ \$100 each		
_____ Booths	@ \$ 50 each (Sponsor price)		
_____ Extra Tables	@ \$ 15 each		
		TOTAL VENDOR BOOTHS	\$ _____
		TOTAL DUE MMGA	\$ _____

**Checks should be made payable to "MMGA" and mailed with this form to
Penny Stroup, 17429 C.R. 8, Bristol, IN. 46507**

DEADLINE: ALL FORMS AND PAYMENT MUST BE RECEIVED BY DECEMBER 1, 2021

Vendor Booth Rental Agreement**DEADLINE: ALL FORMS AND PAYMENT MUST BE RECEIVED BY DECEMBER 1, 2021**

Purdue University Cooperative Extension and Michiana Master Gardeners' Association also referred to as "Event Sponsor", will provide booth space, approximately 10' x 10', at the Elkhart County Garden Expo to be held on Saturday, February 26, 2022, from 8 a.m. – 4:00 p.m., EST. The event will be held in the Northern Indiana Event Center at the RV/MH Hall of Fame and Museum, 21565 Executive Pkwy, Elkhart, IN 46514. Commercial displays will be in Ingraham Hall. All display items, signage, products, inventory, etc., will be the responsibility of the Renter. Renter agrees to donate an item to be used at the Event Sponsor's discretion for a door prize or silent auction item. Renter agrees to provide a list of all items, activities and promotions that will be displayed and/or sold on the day of the event, which will be subject to the approval of the Event Sponsor. Renter agrees that no seeds, bulbs or food shall be sold without the express written approval of the Event Sponsor. Event Sponsor reserves the sole and exclusive right to re-assign booth locations as it may deem necessary. Renter shall have access to his/her booth from 1:00 p.m.-5:00 p.m. on Friday, February 25, and again at 6:00 a.m.-7:45 a.m. on the day of the event to set up his/her assigned booth. If the booth is not set up and staffed by 7:45 a.m. on the day of the event, the booth space will be reassigned and the Renter will forfeit all monies. Booth rental is \$100.00 per booth. The renter will inform the Event Sponsor if electricity is needed. Payment in full is due with this Rental Agreement to reserve space at the Garden Expo. Booth rental fee is nonrefundable. Booth rent will include one table, one table skirt, and two chairs. Extra tables with skirts are \$15.00 each. Each vendor will receive two (2) complimentary wristbands for the people who will be working at the booth. If more employees are needed, each will be required to purchase a wristband before or at the door for \$10.00. **Checks should be made payable to "MMGA" and mailed with this form to Penny Stroup, 17429 C.R. 8, Bristol, IN 46507.**

By entering into this Agreement, I, the Renter, agree unconditionally to hold harmless the Elkhart County Garden Expo and the Event Sponsor, including its representatives, employees and assigns, from claims for damage to my property or any personal injury, which I or my associates may sustain while participating in the Elkhart County Garden Expo to be held on February 26, 2022. As an independent contractor, I assume all risk associated with this event. I understand and further agree that, if I do not vacate the premises by 6:00 p.m. on Saturday, February 26, 2022, I will pay a late fee of \$50.00 per hour or part of an hour past the 6:00 p.m. deadline.

Company Name: _____ Contact Name: _____

Products/Services at Booth: _____

No. of Booths Required: _____ Electric Required: Yes No Number of Tables Required: _____

Number of Employees to Work at the Booth: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone(s): _____ Fax: _____

Email: _____ Web Page: _____

Permission to use Name, Address, Phone Number, Email and Web Page on Garden Expo advertising and web page: Y N
If you wish only partial information to be used, please circle those you wish to be known.

Signed by: _____ Date: _____