

## EXHIBITOR APPLICATION

# Sonoma/North Bay Home Expo

April 27th & 28th, 2024

Sonoma County Fairgrounds - Santa Rosa, CA

### EXHIBIT AT THE 2024 Sonoma/North Bay Home Expo

Sonoma/North Bay Home Expo attracts homeowners who are ready to buy and eager to learn about the latest products and services for their homes. Our extensive combined experience with consumer shows enables us to deliver a highly qualified audience directly to your booth.

Organized by the producers of the Sonoma County Home Shows this show is an expansion to include North Bay homeowners.

Book your booth today and take advantage of this face-to-face marketing opportunity!



### DEMOGRAPHICS:

Homeowners. Ages 35+  
\$75,000+ annual income

### ADVERTISING:

Our advertising campaign consists of: print ads, digital ads, digital streaming (TV and Radio), outdoor banner placement, social media marketing, and direct email marketing

### ABOUT US:

Sonoma/North Bay Home Expo is an expansion of the Sonoma County Home Shows that include Marin, Napa, and Alameda counties to re-introduce seasoned and new vendors to a home improvement show experience.



# 2024 Sonoma/North Bay Home Expo

Book your booth today for the 2024 Sonoma/North Bay Home Expo! Booths are being reserved on a first come, first serve basis (50% non-refundable deposit due with application by check or credit card. Final payment due January 16th, 2024)

## 2024 BOOTH PRICING\*

### Early Bird Pricing until

**Jan 16, 2024**

10' x 10' in-line	\$1,100
10' x 10' corner	\$1,325
10' x 20' in-line	\$2,200
10' x 20' corner	\$2,350
10' x 30' in-line	\$3,300
10' x 30' corner	\$3,450
20' x 20' island	\$5,000
20' x 30' island	\$7,200

### INCLUDED IN BOOTH COST

- 8' high back drape & 3' high side drape
- Black & White ID Sign
- Listing in show program online
- Listing on website
- General perimeter security
- Two exhibitor badges/parking passes (Per 10x10 space. Additional badges/passes can be purchased for an additional fee)

**\*(After Jan 16th 2024 pricing goes up \$100)**



### SHOW LOCATION

**Sonoma County Fairgrounds  
1350 Bennett Valley Road, Santa Rosa, CA**

### MOVE-IN

**Friday April 26th 8am-8pm**

**Saturday 8am-9:30am**

### MOVE-OUT

**Sunday 4pm-8pm**

**Monday 9am-Noon**

### SHOW DATES & HOURS

**Saturday, April 27th 10 am – 5 pm**

**Sunday, April 28th 10 am – 4 pm**

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

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

Products and Services to be displayed: \_\_\_\_\_

**BOOTH SIZE: \_\_\_\_\_ BOOTH NUMBER PREFERENCE 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_**

**EMAIL APPLICATION AND CALIFORNIA DEPARTMENT OF TAX  
AND FEE ADMINISTRATION TO :  
INFO@HOMESCAPEEVENTS.COM**

**SWAP MEETS, FLEA MARKETS, OR SPECIAL EVENTS CERTIFICATION TO OPERATOR**

You are required to verify your seller’s status by law. Please complete all four sections of this form and submit your completed form to the operator of each event where you are a seller. Partners and additional sellers at your business location should complete a separate copy of this form.

**1. EVENT INFORMATION**

EVENT NAME AND PLACE \_\_\_\_\_

EVENT DATE(S) \_\_\_\_\_ TABLE/BOOTH/LOCATION ID NUMBER \_\_\_\_\_

**2. VENDOR/EXHIBITOR INFORMATION**

OWNER'S NAME \_\_\_\_\_

MAILING ADDRESS (street number or P.O. box, city, state ZIP Code) \_\_\_\_\_

TELEPHONE NUMBER \_\_\_\_\_ DRIVER LICENSE NUMBER/STATE ID NUMBER AND STATE \_\_\_\_\_

TYPE OF BUSINESS AND DESCRIPTION OF ITEMS TO BE SOLD/DISPLAYED \_\_\_\_\_

**3. STATUS** (check the appropriate boxes and provide the requested information)

- I hold a valid seller’s permit. My permit number is: \_\_\_\_\_
- I am not making or soliciting sales of tangible personal property at this event.
- I am not required to hold a seller’s permit because:
  - My retail product sales are not subject to tax  My sales are exempt occasional sales (see explanation below)
  - I sell  on behalf of a section 6015 retailer \_\_\_\_\_ (name)

**4. CERTIFICATION**

*The above statements are certified to be correct to the best of my knowledge and belief.*

NAME (type or print) \_\_\_\_\_ TITLE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

People who sell tangible personal property (merchandise) in California are generally required to hold a seller’s permit. You **may not** sell at this event without a seller’s permit, unless you are not required to hold one. You are required to have a permit if you are selling, even temporarily, new or used merchandise, including items you purchased for the purpose of reselling to others. You are not required to hold a seller’s permit if you are only making “occasional” sales (see below), selling products that are not taxable when sold at retail, or selling on behalf of a section 6015 retailer (see below).

You may register for a seller’s permit by visiting our website at [www.cdtfa.ca.gov](http://www.cdtfa.ca.gov). If you obtain a temporary seller’s permit, the business address on that permit should be the address of the temporary selling location and the mailing address should be your permanent place of business or residence.

**Occasional and Nontaxable Sales**—Due to the number, scope, and character of their selling activities, some sellers are not required to hold a seller’s permit. For example, a person who is disposing of unwanted household items, and does this no more than twice in any twelve-month period, is generally considered to be an occasional seller. Also, some sellers who make only nontaxable sales are not required to hold a seller’s permit. Examples include sellers of fresh produce or other cold food products sold exclusively “to go.” Please note, however, some food sales are taxable, including sales of food for consumption in places where admission is charged, including some swap meets or flea markets.

**Section 6015 Retailers**—Revenue and Taxation Code section 6015 relieves certain individuals of the requirement to obtain a seller’s permit when: (1) the product supplier is a CDTFA approved section 6015 retailer, (2) the product supplier reports and pays tax on the actual “retail selling price,” (3) the individual is selling only those items purchased from the section 6015 retailer, and (4) the individual provides the name of the product supplier. Typical section 6015 retailers include multi-level marketing retailers that solicit sales through a network of individual salespeople/representatives.

## Terms & Conditions

- 1) Booth Assignment/Operation: Every effort will be made to place you in your 1st booth preference and notify you of any changes. However reservations are on a first come, first served basis. It may be necessary to reassign booth location which is the exclusive privilege of the management to do so.
- 2) Booth Operation: Products from one company that have a signed contract and full payment may be sold from exhibit space. Booth sharing is strictly prohibited. No exhibit shall extend beyond its allotted space unless authorized in writing by management.
- 3) Booth Payments: PLEASE READ: 50% non-refundable deposit due with application. Final balance is due 60 days before set up day. By submitting your credit card or bank information you authorize Homescape Events LLC to charge your credit card or bank the balance owed 60 days prior to the event if payment has not already been received. Checks are accepted and preferred. Please make checks payable to Homescape Events LLC and mail to: 11230 Gold Express Drive, #310-323, Gold River, CA 95670.
- 4) Cancellations: NO REFUNDS.

Exhibitors hold harmless Homescape Events LLC and Sonoma/North Bay Home Expo for any loss or claims for damages resulting in the cancellation or rescheduling of the show for any reason. Cancellation insurance may be purchased through RainProtection for such potential unforeseen cancellations. Special circumstances are determined at the discretion of Homescape Events LLC that may offer a credit towards a future show but not guaranteed.

5) Booth Construction: Each booth will be 10'x10' with a 3 foot high drape side divider, 8 foot drape backdrop and booth number (no drape or booth number signs outdoors.) One duplex electrical drop (500w 120v outlet) will be provided for indoor booth space only. Exhibitor hereby agrees to not build sidewalls over 3 feet in height unless expressly approved by management. Banners may be hung on the backdrop but not products that are heavier than banner weight. Pop up tent frames are allowed without coverings due to fire regulations.

6) Unoccupied Space: In the event an exhibitor has failed to occupy the space by 10:15 am on the first day of the show without contacting management, Homescape Events LLC shall have the right to utilize such space in any manner suited to its purposes. However, the exhibitor will not be released from its duties and obligations under this contract and Homescape Events LLC will not refund any monies paid for reservation of the exhibit space.

7) Noise Control: The use of any sound equipment is prohibited unless approved by management. Any electronic equipment or machinery, which is determined to be distracting from other exhibitors, will not be permitted.

8) Security: Overnight security will be provided Friday night 8pm to Saturday morning at 8am and Saturday night 5pm to Sunday morning 8am. The exhibit hall must be vacated within 30 minutes after show closing. Exhibitors will not be allowed inside the building after the building has been secured and locked. It is the responsibility of the exhibitor to ensure that all valuable items are secured. Exhibitor expressly waives any and all claims against Homescape Events LLC and Sonoma/North Bay Home Expo for any theft or damages to exhibitor's products.

9) Insurance: General Liability Insurance is mandatory and naming Homescape Events LLC as the additional insured is required. Please see below the additional insured information. Your insurance company can email it to us directly: [Info@HomescapeEvents.com](mailto:Info@HomescapeEvents.com)

Homescape Events LLC, 11230 Gold Express Drive, #310-323, Gold River, CA 95670

10) Resales Licenses/Permits: Exhibitors must have a current resell license/permit and/or temporary food permit (food vendors only.)

11) Exhibitor Conduct: Any exhibitor conducting themselves in a rude, disrespectful or threatening manner, making racial slurs, or using profanity Homescape Events LLC will exercise their right to refuse participation and will be asked to leave immediately. All booth costs and/or deposits and any claims to damages will be forfeited and will be prevented from future show participation. If an exhibitor makes management aware of any unbecoming behavior regarding another exhibitor it will remain in the utmost confidence with management and handled appropriately.

12) Overnight Parking: NO overnight parking is allowed on the grounds of the Santa Rosa Fairgrounds and will be charged \$65 per night if a vehicle is in violation. Overnight parking is available across Aston Street at the RV Parking lot.

Note: The terms of this agreement may be changed at any time and without notice.