

Thank you for being in the 2023 Home & Outdoor Living Expo! We're excited for you to be a part of it! We've gone all out promoting the Expo to draw potential customers to your display. Don't forget to "Like" the Home & Outdoor Living Expo Facebook page and share it on your personal and business social media pages!

**Included with this letter is important information regarding set-up and take-down. Please read it carefully!**

**SET-UP:** Vendors who need to unload heavy display merchandise or drive into the arena to set up their display (**Cardinal Arena ONLY**) should contact their sales rep to receive their scheduled day. If your scheduled day doesn't work, we will do our best to accommodate your schedule. **The large overhead door will close at 3 PM on Thursday, March 30<sup>th</sup> (no exceptions).** Vendors bringing their display materials through the conventional doors are asked to set up their booth starting Friday, March 31st at 8 am. Ordered skirted tables will not be furnished until Friday morning. All booths must be set up by 11 AM Friday, March 31<sup>st</sup>. If you are in the **Event Center, all booths are WALK-IN ONLY! NO DRIVING IN THE NEW EVENT CENTER!** After you unload your vehicle, make sure to move it to the back of the parking lot to make room for all our attendees.

**TAKE-DOWN:** Saturday, April 1<sup>st</sup>, the overhead doors will open at **4 PM** and vendors can start to take-down. The Event Center booths will tear-down at **4 PM. VENDORS NEED TO BE OUT SATURDAY, APRIL 1<sup>st</sup> BY 7 PM.**

**BOOTHS:** All booths must be paid for before the expo. Each booth will have a high drape on the back side and low drapes separating the booths. You are responsible for your own signage. Please be careful not to damage the drapes when hanging signs. Do not use tie wraps or staples to attach signage to the drapes. Straight pins or safety pins are okay. **Any damage incurred will be charged to your business.** Skirted Tables are available for \$25.00 and electricity is available for \$20.00 and can be ordered through your sales rep by **Wednesday, March 15<sup>th</sup>.** **Vendors requesting electricity should be prepared with 3-prong, grounded extension cords and/or outlet strips. The Willmar Fire Chief will be inspecting all electrical connections.** No exhibitor is guaranteed to have power directly to their booth, due to the way it is dropped from the ceiling. For 220 volt service, contact your Sales Rep. A limited number of tables and chairs are furnished by the Civic Center at no additional charge. It is helpful to know if you will need a table and/or chairs so we can be sure they are available when you arrive to set up your booth. You are responsible for cleaning inside your exhibit area at the end of the Expo. If you have a piece of equipment that might drip oil or other fluids, be sure to protect the floor from any potential spill. Unless you have prior approval, you cannot sell food in your booth. We encourage you to have a representative in your booth at ALL times. Vendors who are friendly, step out from behind the table, greet people and actively work their booth and follow up with contacts after the Expo have the most success. Please instruct your representatives to stay off their mobile devices during the Expos.

Lakeland Broadcasting is giving away \$1,000 a day that can be spent with any of our vendors. Attendees will be able to look for the large Golden Eggs we've placed throughout the Expo and turn in their completed registration form once they find them all. At the end of each day we will randomly draw one winner from all correct entries and that winner can choose to spend \$1,000 with one vendor or split it and spend \$500 at two vendors. We will contact winners Monday, April 3<sup>rd</sup> and notify your business if it was chosen by the winner. Lakeland Broadcasting will pay the chosen vendor directly. Please advise any staff that will be working your booth that registration is only for attendees. Employees of Lakeland Broadcasting, show vendors and their parent companies, employees, affiliates, and the immediate family members of each are not eligible. If you have any other questions, please talk with your sales representative.

Sincerely,  
Candice Beckler  
Sales Manager

Home &

Outdoor Living Expo

Friday, March 31st, 2023: 12:00 PM – 7:00 PM

Saturday, April 1<sup>st</sup>, 2023: 9:00 AM – 4:00 PM

Willmar Civic Center, 2707 Arena Drive NE, Willmar, MN 56201

Lakeland Broadcasting | KWLM | Q102 | Big Country | The Train | 320-235-1340