

12th Annual Palouse Empire  
HOME & GARDEN  
**EXPO!**  
MARCH 12-13, 2010  
KIBBIE DOME • MOSCOW



The **12th Annual Palouse Empire Home & Garden EXPO** takes place **March 12-13, 2010** at the newly remodeled **University of Idaho Kibbie Dome**. Don't miss this unique opportunity to introduce yourself, your business, your products and services to qualified prospects and ready buyers! *With massive publicity for the EXPO, powerful radio advertising for your business, and eager prospects looking for solutions YOU can provide them, your 2010 selling season will be off to a flying start!* **Reserve your exhibit space today!**

**2010 EXHIBITOR INFORMATION:**

- BASIC PACKAGE includes a **12-foot x 12-foot booth space**, one table; two folding chairs; 110 v. electrical tap.
- ADDITIONAL BOOTH SPACES, 208 v. power, and other services may be available at additional cost; all exhibit space reservations are subject to availability.
- TERMS: For reservations made *prior to December 31, 2009*: a \$200 non-refundable deposit payable at signing is required to reserve your space\*. *Beginning January 1, 2010*: a non-refundable deposit of 50% payable at signing is required to reserve your space. *Deduct 8% for prepayment in full on or before December 31, 2009, or 5% for prepayment in full between January 1, 2010 and February 1, 2010.* Any balance due is payable at check-in, prior to setting up your exhibit. Spaces will be assigned by us on a first-come, first-served basis, with preference given to prior exhibitors. **SET-UP: Thursday, March 11. EXHIBIT FLOOR HOURS: Friday, March 12 - 12:00 - 9:00 pm Saturday, March 13 - 9:00 am to 7:00 pm. TEAR-DOWN: AFTER 7:00 PM Saturday (no early teardowns!)**

**AGGRESSIVE PLAN - \$1550\***

- One **24' x 36' Island (864 sq. feet)** all to yourself
- 100 - 30-second radio ads (use by April 30, 2010)
- Inclusion in print ads
- 200 Free Admission Tickets for Promotion

NEED A LARGER AREA?  
ASK YOUR REP ABOUT  
SPECIAL LARGE AREAS  
AROUND THE PERIMETER OF  
THE KIBBIE DOME.  
SUBJECT TO AVAILABILITY.

**MODERATE PLAN - \$1,150**

- One **12'x 24' booth space (288 sq. feet)**
- 100 - 30-second radio ads (use by April 30, 2010)
- Inclusion in print ads
- 125 Free Admission Tickets for Promotion
- *additional 12' x 12' spaces available at \$100 each (e.g., 24' x 24' = \$1350)*

**CONSERVATIVE PLAN - \$575**

- One **12'x 12' booth space (144 sq. feet)**
- 40 - 30-second radio ads (use by April 30, 2010)
- Inclusion in print ads
- 50 Free Admission Tickets for Promotion

**\*HOME-BASED BUSINESS, FOOD VENDOR & CONTRACTOR PLAN - \$275**

- Business must be operated out of home only, with no separate retail location. Non-profit organizations also may participate at this value-rate. • One 12'x 12' booth space • 10 Free Admission Tickets for Promotion • Food Vendors pay \$100 addl. to Sodexo • **50% deposit is required at signing.**

RESERVATION DEADLINE  
FRIDAY, FEBRUARY 26, 2010

**Ready to Sign Up?**  
CONTACT YOUR STATION REP.

- Ben Bonfield - (208) 305-1007  
[benb@pullmanradio.com](mailto:benb@pullmanradio.com)
- Danielle Kallaher - (509) 332-6551  
[danielle@pullmanradio.com](mailto:danielle@pullmanradio.com)
- Mike Larson - (509) 595-1245  
[mlarson@pullmanradio.com](mailto:mlarson@pullmanradio.com)
- Rod Schwartz - (509) 595-1244  
[rod@pullmanradio.com](mailto:rod@pullmanradio.com)
- Darin Siebert - (208) 305-6907  
[darin@pullmanradio.com](mailto:darin@pullmanradio.com)

TEL - KHTR/KQQQ - (509) 332-6551  
MAIL - PO Box 1, Pullman, WA 99163  
FAX - (509) 332-5151  
WEBSITE - PalouseEXPO.com

