



America's 1st Sustainable Home & Garden Show  
Est. 2006

7th  
annual

# Good Earth HOME, GARDEN & LIVING Show®

January 20-22, 2012

Convention Center ~ Eugene, Oregon



Featuring 250 Exhibits, 65 Seminars,  
& Tens of Thousands of Oregonians!

7 Good Earth Pavilions - Home, Garden, Living, Wellness, Food, Recycle & Transportation



## Vendor BUZZ about the Good Earth Show!

"We love the Good Earth Show! As the first event of the season, it has introduced us to many enthusiastic gardeners who are hungry for spring"

Jim Gilbert, Northwoods Nursery / One Green World

"I participate in the Good Earth Home Show every year. I meet clients who are committed to sustainability and are focused on discovering sustainable design solutions now."

Nir Pearlson, Architect

"Your three shows are a must for our company. We can't afford to miss them!"

Milt Serafin, Westview Solariums

"The home shows are a very important part of our business. The crowds are large, knowledgeable and enthusiastic. It's a great way to engage the public."

Alec Dakers, Rainbow Valley Design & Construction

"The best value for our marketing dollar is, without question, the Good Earth & Lane Co Home Shows."

Teresa Damron, Sperry Tree Care Co.

"It consistently produces high quality leads resulting in solid commercial and residential sales."

Mark Pallas, Bruce & Dana

"Benjamin Moore & Co. Is pleased to have been a part of the Good Earth Show since it's inception. Good Earth Provides us an excellent venue to communicate our Green Promise message, and feature our portfolio of environmentally friendly paints and stains to a receptive demographic."

Rick Brewer, Benjamin Moore & Co.

"In today's economy, exhibiting gives me the best return on investment for my marketing dollars."

Martin Gascoyne, The Country Gardener

"The Good Earth Show produced my 1st & 3rd highest grossing shows in the Northwest - EVER."

Russell Rainer, Bistro Blends

For the BEST Booth Location Call Today! 541-484-9247  
[EugeneHomeShow.com](http://EugeneHomeShow.com)

Berg Productions, Inc. - Producing Quality Events Since 1983

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*Eugene Home Shows*

100% Recycled Paper & Soy Ink - Please RECYCLE this brochure by passing it on to another sustainable business!



7th YEAR - Proven Sales Results!

January 20-22, 2012

# Good Earth HOME, GARDEN & LIVING Show

Est. 2006 - Eugene, Oregon

## Move-In:

Wednesday, Jan 18	2 pm - 8 pm
Thursday, Jan 19	8 am - 8 pm
Friday, Jan 20	8 am - 1 pm

## Show-Hours:

Friday, Jan 20	5 pm - 9 pm
Saturday, Jan 21	10 am - 8 pm
Sunday, Jan 22	10 am - 5 pm

## Move-Out:

Sunday, Jan 22	*5:15 pm - 10 pm
Monday, Jan 23	8 am - 2 pm

\*All 10x10 Exhibits MUST move out on Sunday night.



**Over 250 Stylish & Smart Exhibits**  
**Foodies, Green Design/Build & Sustainable Living Experts**  
**65 Home, Garden & Living Seminars**  
**Fresh & Fun Features**  
**Eco-Celeb's • Music On Stage • Book Signings**  
**Tens of Thousands of Attendees Annually**



## Space Rates & 1st Deposit

10'x10' in-line	\$ 750 ~ \$ 375	Deposit
10'x10' corner	\$ 775 ~ \$ 400	Deposit
10'x20'	\$1500 ~ \$ 750	Deposit
20'x20'	\$3000 ~ \$1500	Deposit
#716 & #1016	\$ 825 ~ \$ 425	Deposit

For PAYMENT IN-FULL, we can accept credit cards.

## The BIG Media & PR Blitz!

Media Buys Saturate the Valley, Central & Coastal Oregon  
 12 Radio Stations & 5 Opening Day Live Radio Remotes  
 18 Oregon Newspapers from Salem to Roseburg  
 Show Focused Register Guard Home & Garden Monthly  
 30+ Page Newspaper Tabular Insert on Opening Day  
 Television Ads on KVAL-TV CBS, KEZI-9 ABC & Cable

## Exhibit Details

- FREE 500 Watt Electrical Outlet - Per 10'x10'
- FREE 8' High Back & 3' High Side Drapes
- FREE WiFi, FREE Forklift Service, FREE Parking
- Exclusive Vendor Media Print & Radio Discounts
- Professional Show Management & Security
- Directory Listings: Show Guide & Website
- Directory Listing in the Major Daily Newspaper: Register Guard's Home & Garden Magazine

## Sign-Up Today!

For the BEST booth locations:  
**Call Today! (541) 484-9247**  
**info@EugeneHomeShow.com**  
**EugeneHomeShow.com**

Berg Productions, Inc.  
 PO Box 1093, Eugene, OR 97440  
 Fax (541) 302-6845

## Eugene, Green!



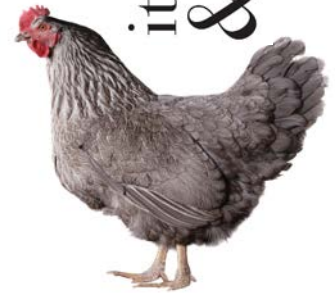
America's #1 Green City was the perfect place to launch America's 1st Sustainable Home & Garden Show! Six years running, the aisles have been packed with buyers seeking sustainable solutions for their home, garden, and lifestyle. This Award Winning Show received rave reviews from the media, vendors, and community. We are proud that our show's success has even inspired others to spread the green gospel via their events!



*For BEST Exhibit Location - Reserve Space Today!*

EugeneHomeShow.com  
Berg Productions, Inc.  
PO Box 1093  
Eugene, OR 97440-1093  
Tel (541) 484-9247

it's fresh  
& fun!



*The Good Earth Home, Garden & Living Show is a proven sales event receiving 6 years of rave reviews from our vendors, sponsors, and the media. See a years worth of customers seeking earth-friendly options - in just 3 days! Reserve your exhibit space today in this "sell out" sustainable show – featuring FREE admission & FREE parking.*

If your company offers sustainable or eco-friendly products or services - this show is your ideal marketing solution. In Oregon, sustainability is not a trend. It's our future.

Dollar for dollar, no other form of advertising will bring tens of thousands of potential customers into your showroom in just three days. Today, reaching customers is harder than ever because media is so fragmented. Yet, this event is attracting record breaking crowds – making it the most cost effective way to mass market products and services. Shows are the original social networking!

The Good Earth Home, Garden & Living Show bridges the gap between sustainable businesses and the consumer seeking more earth-friendly options. Busy homeowners flood the aisles in our shows to find eco-friendly solutions to their problems or concerns. At the show, they meet experts face-to-face, get informed, and then they give you permission to sell them products! They attend the 65+ FREE seminars to learn, often returning multiple days. As an exhibitor, your business has the power to shape the eco-friendly consumption habits of Oregon homeowners.

This 7<sup>th</sup> Annual Event produces proven sales results that are undeniable, cost effective, and measurable.

America's 1<sup>st</sup> Sustainable Home & Garden Show RETURNS January 20-22, 2012



7 Exciting Product Pavilions of Smart & Stylish Sustainability  
*Good* – Home, Garden, Food, Living & Wellness, Transportation, and ReUSE