

Exhibitor Guidelines

INCREASE YOUR SHOW SUCCESS

The HBA wants you to be successful at the 2010 Home Show. Over many years of producing the Home Show, we have developed the elements that will help insure a successful booth. They are listed below for your benefit:

- Use well-trained, exuberant, “meet the people” sales people who are knowledgeable to represent your product or service.
- Produce a dynamic, beautiful exhibit. Create a booth that invites the customer to stop. The customer’s first impression of you is usually their last. Attract attention, but don’t over decorate or fill your booth with clutter.
- Consider sponsoring a drawing for your product or service.
- Offer incentives to buy at the show; for example “Home Show Discounts”.
- Use a floor covering to define boundaries and add dimension and color.

INCLUDED WITH BOOTH

- 8’ x 10’ Booths are equipped with an 8’ drape backdrop, 2 – 3’ drape side-rails and an identification sign.
- Any portion of an exhibit including the back and /or sides of a custom built display that is exposed to the adjacent booth or to the public must be finished with an appropriate material or paint. As a courtesy to neighboring booths, side-walls taller than 3 feet are allowed to come forward 4 feet from the back of your display.
- Electrical Needs – Booths can be equipped with electricity (subject to location of booth and service needed). The normal electric supply available is a 110 volt 20 amp service. If your electrical needs are greater please contact the HBA office at 812-234-5736 as greater power needs can only be obtained in specific areas of the arena. Be specific on your application regarding your electrical requirements. Exhibitors are responsible for their extension cord needs. In most cases one 25’ cord should be sufficient.

DECORATOR OPTION

Geo. Fern Co. will be providing the curtains for our show. They also offer a complete line of booth furnishings. For any special needs contact Geo. Fern Co. directly @ 317-635-9606.

SET UP AND TEAR DOWN

Set up will be Thursday March 11th. Your scheduled **set up time will be sent to you in late February. If you are not there at your scheduled time, you will be rescheduled later in the day.** To facilitate our scheduling of exhibitor set-ups, please indicate the amount of time you will need to unload your exhibit on your application. To help set-up day run smoothly, please adhere to the following:

- Unload your booth and stock quickly.
- Move your vehicle from the arena entrance immediately after unloading, then, return to set up your booth.
- Particularly if your exhibit is on the arena floor, please set up at your scheduled time. You may have to hand-carry your exhibit to your booth if you miss your appointed set-up time. Obviously, this could be a problem with the larger displays.
- All cartons, rubbish, etc. must be removed by your set-up crew. Space will be provided for large crates away from the display area. Please do not store cartons and packages where they are visible to the public as this detracts from the appearance of the show.

Tear down will begin immediately after the close of the show on Sunday March 14, 2010. All exhibits must be out of the Hulman Center by 9:00 p.m. on March 14, 2010. All delivery drivers must be at Hulman Center by 5:00 p.m. Exhibitors will not be permitted to dismantle their exhibits or do any packing prior to the official closing of the show at 5:00 p.m. Any exhibitor closing early will lose the option to retain the same booth for the 2010 Home Show. Exhibitors on the arena floor will pull out in reverse order of set-up. **All items are to be picked up by 9:00 p.m. or they will be disposed of.**

INSURANCE

The HBA has general liability insurance covering the show. Insurance does not cover the exhibitor’s exhibit, contents, visitors within the confines of the exhibitor’s leased space, or exhibitor’s personnel. **All exhibitors must provide the HBA with a certificate of insurance showing the Home Builders Association of Greater Terre Haute, Inc. as additional insured.** The minimum limits of liability acceptable will be \$1,000,000. combined single limit bodily injury and property damage liability, including personal injury liability and contractual liability. **Booth space contracts are not valid until the insurance certificate has been received by the HBA.**

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FOOD AND OR BEVERAGES SAMPLING OR SALES

Hulman Center has a contract with an in-house caterer who will handle all food and beverage sales. No food or beverage items may be sold or sampled without written permission from Indiana State University.

CREDENTIALS POLICY

All booth personnel must wear their official exhibitor badge, as provided by the HBA. Company identification may also be worn. Exhibitor badges will be issued upon arrival for set-up. Badges must be worn to enter the show. Credentials are to be utilized by people who work in the booth. Maximum # of credentials given will be as follows:

- 1 Booth 5 Badges
- 2 Booths 6 Badges
- 3 Booths 7 Badges
- 4 Booths 8 Badges

Please indicate on your contract the number of credentials you will require.

NOISE GENERATED IN BOOTH

If you plan to use items in your booth which produce sound, for example, burglar alarms, stereo, VCR, machinery, etc. you must keep the volume low enough so that your neighbors may freely talk with attendees.

LICENSES OR PERMITS

Exhibitor agrees to obtain, at its own expense, any licenses or permits from government bodies which may be required for the operations of the exhibitor's trade of business during the show and to pay all taxes that may be levied against exhibitor as result of the operation and business during the show.

ASSIGNMENT AND SUBLETTING

The exhibitor shall not assign any rights under this agreement or sublet the space without the prior written permission of the HBA, which permission may be arbitrarily withheld.

RAFFLES AND DRAWINGS

Any raffles, drawings, contests, promotional giveaways or similar activity in the booth area of the exhibitor must be held in compliance with local and state governing laws. The HBA must be notified in advance of such giveaways. Any promotional prizes and giveaways must be drawn at the show. **The winner name(s), address, and phone number must be given to the HBA at the conclusion of the show.**

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MACHINERY, EQUIPMENT & VEHICLES

All machinery, equipment or vehicles in show must have battery cables disconnected. If gas operated can have no more than 1 gallon of gas in the tank and all gas caps must be taped. All gases and other flammables shall be stored outside of Hulman Center. If you wish to have Hulman Center's personnel use their forklifts to move items they must be on skids/pallets. All hot tub exhibitors must bring their own pumps.

DISPLAY

Exhibitor agrees to occupy the contracted space during the entire term of the show. Exhibit booths must be staffed during all show hours.

HBA reserves the right, in its sole and unfettered discretion to:

- Determine the eligibility of exhibitors for the show.
- Reject or prohibit exhibits or exhibitors which show management considers objectionable.
- Relocate exhibitors or exhibits when in management's opinion such moves are necessary to maintain the character and/or good order of the show.
- Should any rented space remain unoccupied on the opening day, or any time thereafter, the HBA may rent said space to another exhibitor with no refund due.
- Canvassing, solicitation of business, distribution of advertising matter and sales will not be permitted anywhere in the building or on the grounds, except at the exhibitor's booth(s).
- Holes may not be drilled, cored or punched into the building.
- No helium balloons are permitted.
- No adhesive backed decals or similar items may be distributed or used in the Hulman Center.
For any taping done on the floor or tables, ONLY blue painters tape can be used!
- No propane tanks may be used.
- All plantings, fountains, etc. should have waterproof plastic materials underneath display.
- Booths must be kept clean and in good order. All exhibits must be ready for display by opening on Friday March 13, 2009.
- No exit shall be obstructed. If your booth is on the upper concourse, please do not store boxes, etc. behind curtains in front of doors leading to the bleachers.
- There can be no use of scooters or bicycles during the show unless ADA approved.

- It is the responsibility of each exhibitor to secure all valuable items or products throughout the entire show.

BOOTH RATES

Listed below are the booth rates for HBA Members and Non Members. To qualify for Member rates, you must be a member in good standing as of 12/31/09. If annual dues become due after application, but before show start, either dues must be paid or difference to show as a Non Member before you will be allowed to set up.

HBA Member Rates:

- 1 Booth 467.18 + 29.82 tax = \$ 497
- 2 Booths 807.46 + 51.54 tax = \$ 859
- 3 Booths 1147.74 + 73.26 tax = \$1221
- 4 Booths 1492.72 + 95.28 tax = \$1588

Non Member Rates:

- 1 Booth 570.58 + 36.42 tax = \$ 607
- 2 Booths 1112.96 + 71.04 tax = \$1184
- 3 Booths 1669.44 + 106.56 tax = \$1776
- 4 Booths 2225.92 + 142.08 tax = \$2368

TERMS

A minimum of \$300.00 for each booth reserved is due with the Exhibit Application. The balance of payment is due on or before February 3, 2010. If an exhibitor cancels after February 3, 2010, no money will be refunded. On all contracts executed after February 3, 2010, payment must be in full.

All Booth(s) must be paid in full before set up will be allowed. If full payment is not received by February 3, 2010 the booth and deposit is forfeited.

If legal action is taken to collect monies due, applicant will be liable for all costs incurred.

HULMAN CENTER RULES

The Exhibitor shall abide by all of the rules and regulations established by Hulman Center. Copies of the Hulman Center Rules and Regulations may be obtained by contacting Hulman Center or the HBA Office.

SHOW DAY & TIMES

Friday 5:00 PM – 9:00 PM
Saturday 10:00 AM – 9:00 PM
Sunday Noon – 5:00 PM

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Home Builders Association of
 Greater Terre Haute, Inc.
 2747 Sidenbender Rd
 Terre Haute, IN 47802

