



**2011
EXHIBITOR
&
SPONSORSHIP
PACKET**

**The BEST and
LARGEST
Home Show in
Southwest IL**

EXHIBIT YOUR PRODUCTS AND SERVICES TO THOUSANDS OF CONSUMERS

SHOW HOURS:

**Friday, February 25th - 2pm to 9pm
Saturday, February 26th - 10am to 8pm
Sunday, February 27th - 11am to 5pm**

MOVE IN HOURS:

Wednesday, Feb 23

- 7am to 11am (Booth# 100 thru 150)
- 12pm to 4pm (Booth # 200 thru 280)

Thursday, Feb 24

- 7am to 12pm (Booth# 300 thru 450)

Friday, February 25th

- All exhibitors must be ready by 1pm

MOVE OUT HOURS:

Monday, Feb 28 - 8am to 12pm

SHOW LOCATION:

**Belle-Clair Exposition Hall
200 South Belt East (Route 13 & 159)
Belleville, IL (618) 235-0666**

ABOUT THE HBA HOME SHOW

- Special rates for HBASWIL members
- Discounts for multi-booth exhibitors
- Booths reserved on a 1st come 1st serve basis
- Booth space held with contract & payment ONLY
- Over \$35K consumer marketing campaign with print, television and radio
- HBA Staff dedicated to provide a professional experience
- Food & drinks available during the show on-site from Pigs in a Poke
- FREE Directory listing in the Belleville News Democrat with reservation prior to 01/31/11
- Space reserved after 2/1/11 must be accompanied by certified funds

www.hbaswil.org

**Home Builders Association of Greater Southwest Illinois
6100 West Main St., Maryville, IL 62062
Office: (618) 343-6331
Fax: (618)343-6335
Email: hba@hbaswil.org**



HBA Official Home Show Contract

Name of company as you wish it to appear on signage and promotions. Maximum 35 characters.

Company Name: _____

Contact Person: _____ Contact Person During Show: _____

Company Address: _____ City: _____ State: _____ Zip: _____

Phone:(____) _____ Fax:(____) _____ Cell #:(____) _____

E-Mail: _____ Additional Contact info: _____

Directory Category Listing (3 maximum): _____

Agreement A 50% non-refundable booth fee is required to reserve your booth space. HBASWIL reserves the right to release any booths not secured by the final payment, which will be due on January 1, 2011. HBASWIL Members have priority consideration when reserving booth spaces. The individual signing this contract warrants that he/she has been duly authorized to execute this binding agreement and the exhibitor will continue to fulfill these terms even if the individual ceases to be part of the exhibitor's company. **This contract and the rules and regulations within this packet constitute the entire agreement between HBASWIL and the exhibitor.**

Exhibitor's Authorized Signature _____ Date _____

Return this agreement and payment to:

Home Builders Association of Greater Southwest Illinois
6100 West Main Street, Maryville, IL 62062
Phone: (618)343-6331 Fax: (618)343-6335
E-Mail: tbutler@hbaswil.org Web-Site: www.hbaswil.org



Cancellation Policy: No refunds will be made if cancellation notice is received after January 1, 2011.

Booth Space - includes 110 Electricity and un-skirted tables. Skirted tables available for rent from Home Show Decorating company. Telephone and Water arrangements must be made with Belle-Clair 618-235-0666.

_____ # of booths 1st Choice _____
2nd Choice _____ 3rd Choice _____

Requests for booth locations will be considered but not guaranteed. To complete this agreement the Exhibitor application must be completed and signed along with a copy of the Exhibitor insurance certificate submission (see rules & regulations)

Full payment received by January 1, 2011.

Credit Card Payment - Visa/Mastercard ONLY

Please charge my booth cost to the below credit card. 1/2 of booth cost will be charged at time of receipt of contract. Balance of booth costs will be charged on January 1, 2011.

_____ Card Holder Name (please print):

_____ Credit Card Number: (MasterCard and Visa are accepted)

_____ Card Expiration

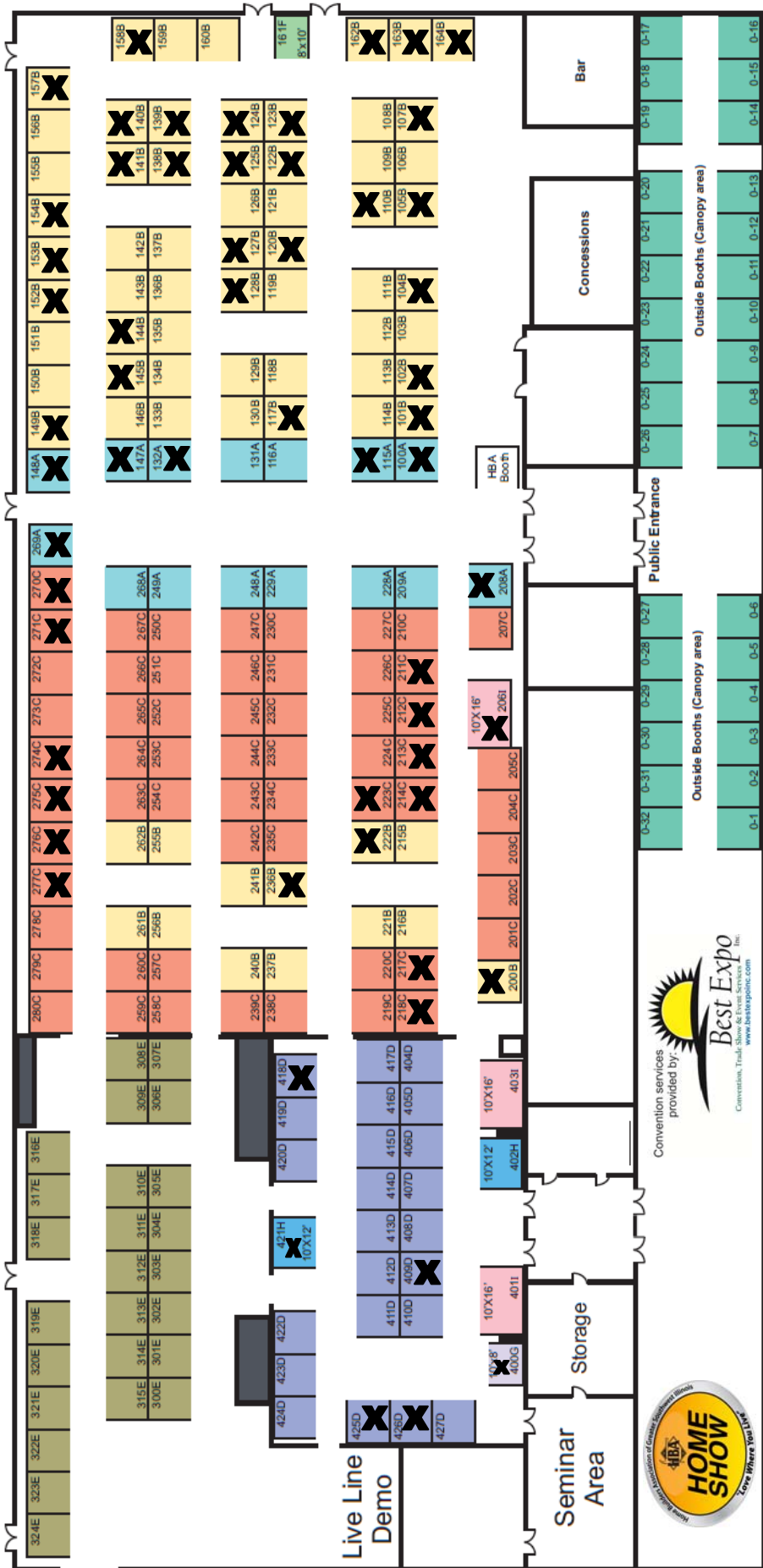
_____ Signature of Card Holder

_____ Billing Address of Card Holder

| | |
|---|---------|
| Booth Cost | + _____ |
| Multi-Booth Discount (inside only (\$25/booth excluding 1 st Booth) | - _____ |
| Total Booth Cost | = _____ |
| Minus Early-Bird Deposit (paid to HBA after 2010 Show) | - _____ |
| Total Due | = _____ |
| Amount Enclosed (50% due with agreement) | - _____ |
| Balance Due (Must be paid in full by January 1, 2011) | = _____ |
| 110 Electric Needed YES NO | |
| Certificate of Insurance Enclosed: _____ | |
| (Must be received prior to move-in; NO EXCEPTIONS) | |



HBA Home Show Floor Plan



Booth Information

“X” booths represent booths that have already been reserved.

Multi Booth Discount - Exhibitors renting more than one inside 10x10 booth may take an additional \$25 off for booths two, three, four, etc.

Electricity - Each exhibitor is entitled to 110V electricity at no charge, electricity will not be hooked up if exhibitor does not indicate on the agreement that electricity is wanted.

Telephone - Arrangements must be made with Belle-Clair 618-235-0666 & the local phone company.

Water - Arrangements must be made with Belle-Clair 618-235-0666.

Unskirted Tables - Unskirted tables are available at the front of the exhibit hall and are included in your booth cost.

Skirted tables - Skirted tables may be rented through the pipe & drape company, Best Expo, Inc., at (217) 899-1321.

| Booth Sizes and Legend | HBA Member Rate | Non-Member Rate |
|-------------------------------|-----------------|-----------------|
| 10 x 10 Booth # ending in “a” | \$875 | \$1,050 |
| 10 x 10 Booth # ending in “b” | \$825 | \$1,000 |
| 10 x 10 Booth # ending in “c” | \$775 | \$950 |
| 10 x 10 Booth # ending in “d” | \$675 | \$850 |
| 10 x 10 Booth # ending in “e” | \$625 | \$800 |
| 8 x 10 Booth # ending in “f” | \$625 | \$800 |
| 8 x 10 Booth # ending in “g” | \$550 | \$725 |
| 10 x 12 Booth # ending in “h” | \$925 | \$1,100 |
| 10 x 16 Booth # ending in “i” | \$1,275 | \$1,450 |
| 10 x 10 Outside Booth | \$250 | \$250 |



Exhibitor Testimonials & Important Home Show Marketing Information

“A well planned and well run event that gives us the opportunity to showcase our company to potential clients.”

John Snapat, Fulford Home Remodeling

“The HBA gives us a really good opportunity to expand our business, definitely coming back next year.”

Bruce Riedle, RLP Development

“Great exposure for our business.”

Curly Kuldell, Henges Interiors

|| The HBA Home Show has been a great jump start to our business year after year!

Scott Hesse, Scott’s Landscaping & Exterior Lighting ||

Helitech has been involved with the Belleville home show for over 15 years and a corporate sponsor for the past six years. We do this because it makes good business sense, even in these challenging economic times.

We have consistently been able to receive a strong return on our cost, it enables us to meet potential new customers and revisit with previous ones. I would highly recommend that anyone who is in the Home & Remodeling industry should definitely be a part of this show, because we will.

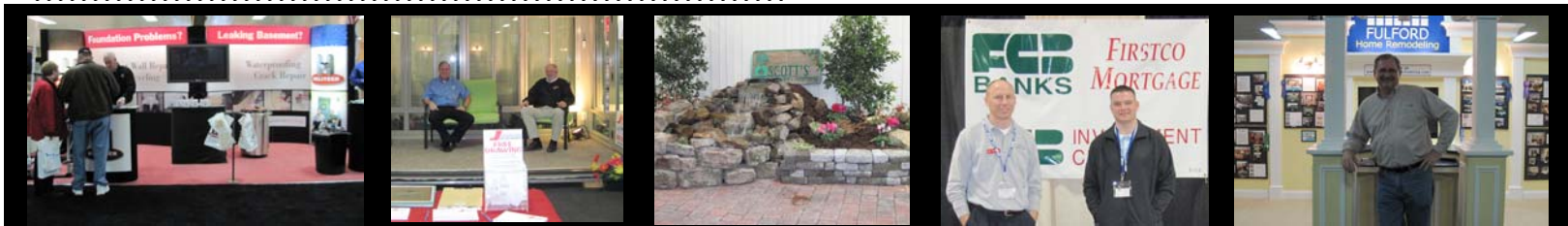
Bill Courtney, Helitech Waterproofing & Structural Repair

“The HBA Home Show is a great way to expose your business to a whole new set of customers.”

Tom Chesley, Chesley Fence Company, Inc.

The HBA Home Show is always one of our best marketing events we do each and every year. The return on investment is excellent, not counting the exposure for our company to the thousands of folks that come by the booth! This show should be a staple in everyone’s marketing plan.

Scott Jacob, President - Jacob Sunroom and Exteriors



Your investment will include intense event promotion to over 300,000 consumers in the Metro East area through:

Print including the exclusive Buyers Guide listing all exhibitors

Radio including a 5 hour live broadcast from the Show

Television commercials running daily on over 10 local stations

Website Display Campaigns~Search Engine Target Ads~Social Media

Outdoor Signage~Mobile Texting Strategies~Community Involvement

Creation of a NEW logo to brand the show and a catchy jingle are also notable improvements we are making to attract more consumers.

Home Show Sponsorship Opportunities

Exclusive Corporate Sponsorship: \$5,000.00

Corporate Sponsors will receive incredible exposure through various marketing venues. Your company name and logo will appear in all media placements and other promotions, seen by consumers, industry peers, and potential customers...over 300,000 estimated! (\$15,000 marketing value) The entire Metro East will be blanketed with advertising promoting the Home Improvement Show. This opportunity is limited to four HBA member companies. Additional benefits include: Two Free 10' x 10' booths! (\$2,000 value) in the HBA Home Show, Special recognition and seating for two at 2011 HBA Installation Banquet! (\$120 value) Full Page Company profile in Buyer's Guide (\$1,000 value), Signage at all HBA events throughout 2011. Each sponsor will receive extra recognition for \$1 off entry for Hero's, Senior Citizens, Education Faculty & Medical Professionals.

Community Service Sponsor: \$ 1,000

This sponsorship will be recognized on all admission promotion of \$1 off for canned goods benefiting a local food pantry, \$1 off for outerwear/linens for a local shelter and \$1.00 off for pet food donations to benefit a local animal shelter. Ads will run in local papers with your logo and signage at the entrance of the Home Show (\$5,000 marketing value). 20 complimentary admission tickets and the undying gratitude of the community services that will reap the rewards of your generosity to help promote their special needs.

Kids Area and Under 12 Free: \$1,000

Your company will be credited for the free admission for all kids under 12 years old. Your company name and logo will also appear at the ticket booths and the kids corner where we will offer free face painting and a balloon artist for everyone to see. Your company name and/or logo will be mentioned in all advertising for the show promoting free admission for kids courtesy of... you! Participant will also receive 10 complimentary admission tickets.

Industry Night Party Sponsor: \$ 500

This event will be held on Friday evening inviting all exhibitors, dignitaries and business professionals within the community to an exclusive viewing of all the exhibits while enjoying Hors d'oeuvres and beverages. The sponsor of this event will receive logo and signage on all materials advertising the event, 10 complimentary Home Show admission tickets and a chance to address those present at the event.

Lanyard Sponsor: \$500

A popular item! The lanyard holds the ID tags for all business people working the Show. If your business is supplying a product or service to other businesses this is the best way for them to see your message—well over 400 of them. Participant will receive 1 interior booth and 8 complimentary admission tickets.

Peoples Choice Sponsor: \$500 & option to offer hourly prizes

Your logo on all voting forms and signage at the event for consumers to vote for their favorite booths. Your logo will then be used on the HBA website recognizing the winners. Option to offer hourly prizes and have your name mentioned regularly to all the attendees.

Parking Spot Sponsor: \$200

Choice parking along the entrance perimeter during move-in and Home Show hours for all participants and those that drive by the fairgrounds to see your vehicle that displays your business information.

Ticket Booth Sponsor: \$200

Have your logo displayed at the 1st sight consumers will see - the ticket booth! Friendly greeters from your business can be part of this promotion to ensure you message is shared with attendees.

(Please print or type as you want your name to appear on the show materials)

Corporate Sponsor _____ @ \$5,000
Community Service _____ @ \$1,000
Kids Area & Under 12 Free _____ @ \$1,000
Industry Night Sponsor _____ @ \$500
Lanyard Sponsor _____ @ \$500
Peoples Choice Sponsor _____ @ \$500
Parking Spot Sponsor _____ @ \$200
Ticket Booth Sponsor _____ @ \$200



Company Name: _____

Show Contact: _____

Phone: _____ **Email:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Visa/MasterCard# _____

Expiration Date: _____

Signature: _____

PAYMENT MUST ACCOMPANY FORM. Mail or fax (618-343-6335) your completed form by December 31, 2010 to: HBA, 6100 West Main Street, Maryville, IL 62062

HBA Home Show Rules & Regulations

1. Exhibit Space Dimensions & Signage

Most exhibit booth spaces are 10' wide by 10' deep. Furnished with rental of each space are two sidewall drapes 3' high, one back wall drape 8' high and a standard identification sign for the back wall. All back walls must be draped or constructed not to exceed 8' high. Any part of the exhibit exposed must be finished or draped. Exhibits must not exceed assigned space or infringe upon adjacent space or aisles. Display racks and product displays must remain inside the booth dimensions of the assigned space. All materials used in the show must be non-flammable and conform with the fire regulations of the City of Belleville Fire Department.

2. Side Panels

Side panels are optional, but must neither exceed the outside dimensions of the assigned space nor exceed height of 3'. Side panels of display fixtures over 3' high must be confined to that area of the booth that is at least 5' from the aisle line. All dimensions referred to in booth space sizes are outside dimensions.

3. Cancellation of Booth

Cancellations of exhibit booths must be made in writing. Failure to cancel booth space prior to January 1, 2011 will result in forfeiture of assigned space and all monies tendered to the Home Builders Association of Greater Southwest Illinois for booth space rental.

4. Booth Move-In / Move-Out

Move-in schedule will be published at a later date.
Move-out: Absolutely no packing or dismantling before the show officially closes at 5:00 on Sunday and absolutely no use of hand carts, dollies, etc. to transport to or from an exhibit when the public is present. Booth tear-down will begin Sunday at 5:00 pm and continue Monday 8:00 am till Noon. Failure to abide by this regulation may result in forfeiture to appear in future home shows.

5. Complimentary Tickets

Inside exhibitors will receive 10 VIP tickets for the 1st 10x10 booth and 5 additional VIP tickets for each additional 10x10 booth. Outside exhibitors will receive 3 VIP tickets for the 1st 10x10 booth and 1 additional VIP ticket for each additional 10x10. Additional VIP tickets may be purchased at \$2 each.

6. Exhibitor Passes

All inside exhibitors will receive 8 exhibitor passes for a 10x10 booth and 2 passes for each additional booth. All outside exhibitors will receive 4 exhibitor passes for a 10x10 booth and 1 pass for each additional booth.

These passes are good for one person only for all three days of the show. They are for adult, working personnel only and are **nontransferable**. Exhibitors will not receive their passes unless the HBA office has a signed agreement, insurance certificate, and full payment of booth space. **If you should require additional exhibitor passes, you may purchase them for \$2 each.**

7. Insurance

The following insurance is required: a) General Liability Insurance to a minimum limit of \$1,000,000; b) Auto Liability Insurance on all vehicles used in connection with your exhibit to minimum limits of \$100,000 each person / \$300,000 each accident; c) Workers' Compensation Insurance for Illinois State Benefits and Employers Liability to a minimum of \$500,000 each accident / disease. Please provide a copy of your insurance certificate with your exhibitor agreement.

8. Safety Provisions

a) Exhibitor must provide the necessary shielding or safety items to protect patrons, exhibitors, and all others from equipment that is operable or any other materials, processes or operations which might cause bodily harm or damage to clothing;

b) Electrical cords, carpet, etc. must be securely taped to the floors with duct tape (double sided tape is banned) no tape allowed in Trophy Room (brown floor); c) No portions of the sidewalks, entries, passageways, doors, aisles, vestibules, windows, ventilators, lighting fixtures or ways of access to the public utilities of the premises may be obstructed. Any damage resulting from misuse of any portion of the premises shall be the responsibility of individual exhibitors.

9. Popcorn

Is prohibited in the exhibit hall.

10. Noise Levels

Loud speakers, radios, televisions or the operation of any machinery or equipment, which is of sufficient volume to be distracting to neighboring exhibits or show visitors will not be permitted.

11. Subletting of Space

No exhibitor shall assign, sublet or apportion the whole or any part of the space allotted, nor exhibit therein any other goods than those manufactured or sold in the regular course of business by the exhibitor.

12. Promotion Activities

a) Helium balloons are permitted, but exhibitors must pop and discard all balloons at the close of show hours each day; b) Distribution of printed promotional materials, samples, souvenirs and other articles is restricted to your own exhibit space. Exhibitor personnel must confine themselves to the dimensions of their booth(s).

13. Security

The Belle-Clair Fairgrounds will be locked when the show is not open. At no time however, will the Home Builders Association of Greater Southwest Illinois be liable for theft, damage or vandalism for any property in the Belle-Clair Fairgrounds or on its surrounding grounds.

14. Liability

Exhibitor indemnifies the Home Builders Association of Greater Southwest Illinois, the venue, their managers, officers, sponsors, employees agents, successors and assigns from any suit or claim for personal injury or for property by whomsoever sustained on or about exhibitors participation in show unless the damages or injury is due solely to the negligence of the Home Builders Association of Greater Southwest Illinois.

15. Force Majeure

In the event the venue or any part of the exhibit area thereof is unavailable whether for the entire event, or a portion of the event as a result of fire, flood, tempest or any other such cause or as a result of governmental intervention, malicious damage, acts of war, strike, lockout, labor dispute, riot, or any other cause or agency over which the Home Builders Association of Greater Southwest Illinois has no control, or should the venue or producer decide that because of any such cause it is necessary to cancel, postpone, or re-site the show or reduce the installation time, event time or move-out time, the Home Builders Association of Greater Southwest Illinois shall not be liable to indemnify or reimburse the exhibitor in respect of any damage of loss, direct or indirect arising as a result thereof.

16. Amendments

The show management shall have the full power in the interpretation and enforcement of all agreement rules and regulations contained herein and the power to make such amendments, thereto, and such further rules and regulations as shall be considered necessary for proper conduct of the show.

17. Electrical Compliance

Each exhibitor is entitled to 110V electricity at no charge, but it will not be hooked up if exhibitor does not indicate on the agreement that electricity is wanted.

18. Telephone Service

Telephone service is available in limited locations. Check with the HBA office for details. Arrangements for service need to be made directly with the phone company. Call the HBA for contact information.

19. Loss or Damage

- a) Exhibitors are responsible for any damage done to the building and/or show decorator materials and displays. All property damaged or destroyed by an exhibitor must be replaced to its original condition at the expense of the exhibitor. Walls and floors of the building must not be marred or defaced in any way. Tacking, taping or nailing of any sign, banner, etc., to any part of the building or show decorator's display is prohibited.
- b) The Home Builders Association of Greater Southwest IL is not responsible for any exhibitor materials, merchandise or display resulting in loss or damage incurred during move-in, show hours or move-out of the Home Show.

20. Right of Refusal

- a) The association reserves the right to alter the location of the exhibitor's booth (s) as shown on the official floor plan if deemed in the best interest of the show. The association shall further have the right to prohibit, prevent or remove any part of the exhibit deemed unsuitable or inappropriate for the purpose of the show.
- b) Home Builders Association of Greater Southwest IL has the right to refuse exhibit space to a vendor that is not displaying goods, services or merchandise that is part of the building trades industry.

