



*Once a year opportunity to connect with thousands of potential customers...*

Photo: Fulford Home Remodeling  
"Judges Choice"  
2016 Remodeler of Distinction Awards



2018  
Exhibitor Packet



HOME BUILDERS  
ASSOCIATION  
OF GREATER SOUTHWEST ILLINOIS

[www.hbaswil.org](http://www.hbaswil.org)

MARCH

FRIDAY      SATURDAY      SUNDAY

2

3

4

# SHOW HOURS

**Friday, March 2: 2pm - 7pm**

**Saturday, March 3: 10am - 6pm**

**Sunday, March 4: 11am - 4pm**

<b>BOOTH RENTAL RATES</b>	<b>HBA Member Rate</b>	<b>Non-Member Rate</b>
10 x 10 Booth #100 thru 281	\$800	\$950
10 x 10 Booth Outside Booth	\$250	\$350

***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 Exposition Hall 618-235-0666.*

Booth Space held with contract & payment ONLY      Booths reserved on a 1st come 1st serve basis

FREE Directory listing in the Home Show Guide with reservation prior to 01/26/18 ~ Over \$35k consumer marketing campaign

Space reserved after 02/01/18 must be accompanied by credit card or certified funds

## **OTHER IMPORTANT DATES & TIMES**

**EXHIBITOR MOVE IN HOURS:** Hours below reflect drive in times, if your booth display is a walk-in you are allowed to bring your display in anytime on Thursday from 8 am to 4 pm thru Friday 8 am thru 12 pm. Large exhibitor move-in times must be coordinated with the HBA office.

Wednesday, February 28th      Booth# 100 thru 209      8 am to 11 am  
Booth# 210 thru 281      12 pm to 4 pm

Thursday, March 1st      Booth# 300 thru 450      8 am to 12 pm

Friday, March 2nd - All exhibitors must be ready by 1 pm

Convention services  
provided by:



*Best Expo provides additional services such as skirted tables, cushioned chairs, booth carpet and padding, bag racks, easels and much more. A service kit is available that contains the forms necessary for ordering this extra equipment by contacting Melanie at [mjacobs@bestexpoinc.com](mailto:mjacobs@bestexpoinc.com) or call (217) 899-1321.*

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](mailto:hba@hbaswil.org)

[www.hbaswil.org](http://www.hbaswil.org)



# HBA Spring Home Show Floor Plan



The updated floor plan is downloadable at <http://www.hbaswil.org/homeshow.php>.

It is highly recommended that you look at this updated floor plan at the HBA website before making your choices as there are many Exhibitors that have reserved booth spaces.

The Home Builders Association of Greater Southwest Illinois Home Show  
The Metro East's BEST and LARGEST Annual Trade Show & Exhibition

A strong presence IMPROVES CONFIDENCE in buyers looking for  
your skills, experience and products

Over 200 Exhibits Showcasing the latest, the most innovative and most impressive  
home building products and services. Once a year opportunity!

## SHOW TIMES

**Friday, March 2**  
**2pm to 7pm**

**Saturday, March 3**  
**10am to 6pm**

**Sunday, March 4**  
**11am to 4pm**

# HBA Official Spring 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: \_\_\_\_\_ Website: \_\_\_\_\_

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 December 1, 2017. 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](mailto:tbutler@hbaswil.org)

Web-Site: [www.hbaswil.org](http://www.hbaswil.org)



**Cancellation Policy: No refunds will be made if cancellation notice is received after December 1, 2017.**

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 must be received by December 1, 2017.**

**Credit Card Payment - Visa/Mastercard ONLY**

Charge my booth cost to the below credit card. 1/2 of booth cost will be accepted and charged at time of receipt of contract. Final payment arrangements are the responsibility of exhibitor to comply with deadlines set forth.

*credit card payments will include an additional 4% convenience fee*

Card Holder Name (please print): \_\_\_\_\_

Credit Card Number: (MasterCard and Visa are accepted) \_\_\_\_\_

Card Expiration \_\_\_\_\_

Signature of Card Holder \_\_\_\_\_

Billing Address of Card Holder \_\_\_\_\_

\_\_\_\_\_ # of booths requested

1<sup>st</sup> Choice \_\_\_\_\_ 2<sup>nd</sup> Choice \_\_\_\_\_

3<sup>rd</sup> Choice \_\_\_\_\_ 4<sup>th</sup> Choice \_\_\_\_\_

\_\_\_\_\_ Total Booth(s) Cost Member/Non-Member Rate

- \_\_\_\_\_ Minus Early-Bird Deposit (paid to HBA after 2017 Show)

\_\_\_\_\_ Total Due

\_\_\_\_\_ Amount Enclosed (50% due with agreement)

\_\_\_\_\_ Balance Due (Must be paid in full by December 1, 2017)

110 Electric Needed \_\_\_ Yes \_\_\_ No

Certificate of Insurance Enclosed: \_\_\_ Yes \_\_\_ No

**(Must be received prior to move-in; NO EXCEPTIONS)**



# Spring Home Show Sponsorship Opportunities

## Exclusive Corporate Sponsorship: \$5,000

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! The entire Metro East will be blanketed with advertising promoting the Home Show. This opportunity is limited to non-competing HBA member companies. Additional benefits include: Two Free 10' x 10' booths in the HBA Home Show, special recognition and seating for two at 2018 HBA Installation Banquet, Full Page Company profile in the Home Show Guide, logo on the Entry Bag given to consumers entering the Home Show, banners hung inside the Home Show and signage at all HBA events throughout 2018. Each sponsor will receive extra recognition for \$1 off entry for Hero's, Senior Citizens, Education Faculty & Medical Professionals. Total value of \$20,000+

## Kids Zone Sponsor: \$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 20 complimentary admission tickets.

## Community Support Sponsor: \$ 500

This sponsorship will be recognized on all admission promotion of \$1 off for canned goods benefiting a local food pantry and \$1 off for household items for the Violence Prevention Center. Your company name and logo will also appear at designated Lego Contest area. You can serve as a mentor and/or judge to the competitors. 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.



Corporate Sponsor \_\_\_\_ @ \$5,000

Kids Zone Sponsor \_\_\_\_ @ \$1,000

Community Support Sponsor \_\_\_\_ @ \$500

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

Company Name: \_\_\_\_\_

Show Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Invoice \_\_\_\_ (members only) Payment below \_\_\_\_

*credit card payments will include an additional 4% convenience fee*

Visa/MasterCard# \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

PAYMENT MUST ACCOMPANY FORM. Mail or fax (618-343-6335) your completed form by December 31, 2017 to: HBA, 6100 West Main Street, Maryville, IL 62062

2017



# Marketing Campaign Plan

Belleville Fairgrounds

*Intense event promotion to over 300,000 consumers in the Metro East area!*

## TV

195 commercials ran daily on channels:  
KMOV Ch. 4, KSDK Ch. 5,  
Charter Cable (A&E, Oxygen, Hallmark, TBS,  
Lifetime, HGTV and ABC Family)

## Radio

137 spots on 4 major local stations:  
KMOX 1120am, KSD The Bull 93.7, KBWX  
104.9  
and KYKY 98.1

## Print

Ads will run in the following local publications:



BND (includes 2-Impact Notes)

Breese Journal

Freeburg Tribune

Herald Tribune

Marketplace Magazine

Republic Times

The Sun

Troy Times Tribune

## Website

On average over 1,000 unique visitors viewed the Home Show page on the HBA website during January/February.

## Online & Mobile

BND ads receive over 2,000 clicks of individuals looking for more information regarding the Home Show.

## Email

Blasts will be sent to members, non-members along with over 1,000 previous Home Show attendees.

## Social Media:

Statuses and uploads are used to keep everyone updated on YouTube and Facebook.



## Promotions/Public Relations

The Home Show Guide was distributed in the Sunday paper of the Belleville News Democrat prior to the show along with inserts in the Highland News Leader, Highland Advertiser, O'Fallon Progress and Command Post.



Reserve your ad space in the *Official HBA Home Show Guide* to showcase your offerings, increase your company's visibility and drive traffic to your Home Show booth.\* Attract the attention of over 4,000 consumers who attend the show, looking for home building and home improvement professionals.

Publication Date:

**SUNDAY, FEBRUARY 25, 2018**

Deadline: Monday, Feb. 5, 2018

Full Page (7.25" x 9.875"): \$1,250

Half Page (7.25" x 4.875"): \$850

Quarter Page (3.542" x 4.875"): \$450

Eighth Page (3.542" x 2.5"): \$250

Full page ad includes full process color  
Other sizes: Add \$100 for Full Color

The HBA's Home Show Guide is delivered the week before the show with every Sunday edition of the *Belleville News-Democrat* and *YES!* (an advertising package delivered to select households) and with our local weekly community newspapers: *O'Fallon Progress*, *Highland News Leader* and *Command Post*. **The guide will also be on bnd.com for online readers to access and click thru to your company's website for the next 12 months!**

\*Advertisers in the *HBA Official Home Show Guide* cannot have unresolved consumer complaints on file with the Home Builders Association of Greater Southwest Illinois.

**March 2, 3 & 4, 2018**

**Belle Clair Fairgrounds Exposition Center  
Belleville, IL**

The ONLY Home Show  
presented by your local HBA



**Belleville Fairgrounds 200 South Belt East (Rt. 13 & 159)**  
Home Constructed by Superior Homes

**Find Building Industry Professionals  
and Home Improvement Products  
from Over 100 Local Companies**

**LocalBuilderEvents.com**

**\$6 Admission with discounts at door**  
Supplement to Periodicals Publication

A Belleville News-Democrat Publication in partnership with the Home Builders Association of Greater Southwest Illinois

**Reserve your space today!**  
**Call your News-Democrat  
Advertising Representative  
618-239-2532**



# HBA Home Show

## Frequently Asked Questions

### Q: What comes with my booth rental?

A: Most exhibit booth spaces are 10' wide by 10' deep. Furnished with rental of each space are two side wall drapes 3' high, one back wall drape 8' high and a standard identification sign on the back wall.



### Q: Can I get electricity at my booth?

A: Each exhibitor is entitled to 110V electricity at no charge, but it will not be hooked unless indicated on the contract.

### Q: When is move in/out?

A: Move-in schedule as seen on page two. Move-out: Absolutely no packing or dismantling before the show officially closes at 4:00 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 4:00 pm till 8:00 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.

### Q: Are there fork lifts to help with set up / tear down?

A: No

### Q: Are we allowed to drive on floors when moving in/out?

A: Driving is permitted on the Main Show Room and the Skylight Room floors. You **can not** drive on the Trophy room floors due to the tile flooring.



### Q: Will I receive any tickets to the Home Show?

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

### Q: How do I obtain exhibitor badges?

A: Exhibitor badges will be handed out at the HBA Home Show booth. You can place your business card inside the badge. Badges must be picked up and dropped off at the HBA booth upon arrival of your shift and returned at end of day.

### Q: If something were to come up how can I cancel my booth space?

A: Cancellations of exhibit booths must be made in writing. Failure to cancel booth space prior to December 1, 2017 will result in forfeiture of assigned space and all monies tendered to the Home Builders Association of Greater Southwest Illinois for booth space rental.

### Q: What if I need a table skirting, carpet for my area, table, chairs etc.?

A: You can contact Best Expo, Inc. they are the official show decorator of the event. More information will be sent to you as the event nears. This will incur additional costs directly to you.



# HBA Home Show

## Tips to Create Trade Show Booths with a WOW Factor

You may find these tips rather simple yet a surprising number of companies, associations and business owners are failing to see that these tips are the key to developing the foundation of a successful trade show booth.

1. Keep your company logo and tag line centered at the top of your display.
2. Consider posting 2- 4 key bullet points (addressing needs and outcomes) in the middle panel of the display.
3. Keep your space clean and tidy. Avoid having garbage lying around (cups, candy wrappers, items left by attendees etc.).
4. Text – keep it simple, bold, concise and in large font. You want prospects able to read it from outside the booth.
5. Keep it open – avoid placing the table in front of the booth creating a barrier. Consider placing the table either to the back of the space or on either side of the booth. This creates a warm, open, inviting space.
6. Graphics/Photos – be selective choose bold, colorful, engaging items that compliment your brand and key bullet points.
7. Color scheme – select colors that either represent your company’s logo or compliments the company’s logo, brand and image. Be cautious not to invest in trendy colors as they change frequently. Displays are a rather costly investment, not something you want to replace often.
8. Do it right or not at all – be prepared to invest the funds to create a quality professional display that represents the image the company wants to project.
9. Lead Management – consider renting or purchasing electronic lead machines, enter data right into your computer on site or gather business cards.
10. Be provocative – write content that entices, challenges and addresses what is in it for the attendees company, association or business.
11. Audio/Visuals – these can be attraction grabbing to entice the attendees creating a desire and an opportunity to highlight your company’s products or services. You could also show demonstrations and testimonials.
12. Add lighting – to light feature key point or graphics which you want to capture the attention of the attendees.



If you incorporate these tips in your planning you will create a strong, memorable booth and are more likely to attract interested prospects to your booth.

# 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. Signage may not be hung from the ceiling, beams or columns. 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 December 1, 2017 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

Wednesday, February 28th: 8am to 11am (Booth# 100 thru 150), 12pm to 4pm (Booth # 200 thru 281). Thursday, March 1st: 8am to 12pm (Booth# 300 thru 450). Friday, March 2nd: All exhibitors must be ready by 1pm. Walk in displays can start set up at their designated time or any time thereafter. **SIZE SPECIFICATIONS OF PIECES COMING INTO FAIRGROUNDS MUST NOT EXCEED 4,500 LBS. AND NO LARGER THAN 8' WIDE. Exhibitors are allowed to stay until 7pm to set up and no later for safety and security reasons.**

## 5. Booth Move-Out

Move-out: Absolutely no packing or dismantling before the show officially closes at 4:00 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 4:00 pm till 8:00 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.

## 6. Complimentary Tickets

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

## 7. Exhibitor Identification

Exhibitors will receive a badges at the HBA booth located at the entrance when they arrive to the Show and should return them to the HBA booth when they are done with their shift.

## 8. 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.

## 9. 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.

## 10. Popcorn, Un-Caged Animals & Helium Balloons

Are prohibited in the exhibit hall. Mylar balloons are allowed within booth space and are not to be handed out to attendees.

## 11. 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.

## 12. 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.

## 13. Concrete/Block/Wood Sawing

Any construction needed to complete your booth space by means of sawing must be done outside of the building at a minimum of 15 feet from any entrance. Additional care must be taken to ensure that dust from these products do not get in another booth space as it can damage sensitive materials in other displays that you will be responsible for.

## 14. Promotion Activities

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).

## 15. 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.

## 16. 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.

## 17. 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.

## 18. 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.

## 19. 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.

## 20. 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.

## 21. 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.

## 22. Conduct

HBA reserves the right to stop or remove any exhibitor or their representative from the show performing an act or practice which, in the opinion of the HBA, is objectionable or detracts from the integrity of the show. Refusing to follow rules, or harassing other exhibitors and/or customers will be grounds for removal from the show.