

Exhibitor Guidelines Brochure **INCREASE YOUR EXPO SUCCESS**

The HBA wants you to be successful at the 2021 Home Expo. Over many years of producing the Home Expo, 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” salespeople 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 Expo; for example, “Home Expo Discounts”.
- Use a floor covering to define boundaries and add dimension and color.

INCLUDED WITH BOOTH

- 8’ deep x 10’ wide. Booths are equipped with an 8’ drape backdrop, 2 – 3’ drape side-rails.
- 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 not 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 15 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 exhibit hall. 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 Expo. 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 Friday, June 25, 2021 from 9am-4pm. 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 entrance immediately after unloading, then, return to set up your booth.
- 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 Expo.

Tear down will begin immediately after the close of the Expo on Sunday, June 27th, 2021 between 3:00PM – 6:00PM and Monday, June 28th, 2021 between 8:00AM – 12:00 noon. Exhibitors will not be permitted to dismantle their exhibits or do any packing prior to the official closing of the Expo at 3:00 p.m. Any exhibitor closing early will lose the option to retain the same booth for the 2022 Home Expo. **All items are to be picked up by Monday, June 28th, 2021 by noon or they will be disposed of at owner’s expense.**

INSURANCE

The HBA has general liability insurance covering the Expo. 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 Million 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.**

Initial that you have read this page _____

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 Expo. 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, laptop, 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 Expo and to pay all taxes that may be levied against exhibitor as result of the operation and business during the Expo.

ASSIGNMENT AND SUBLETTING

The exhibitor shall not assign any rights under this agreement or sublet any part of the booth to another business to promote their product or service. This includes but is not limited to business cards or brochures.

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 Expo.

The raffle winner name(s), address, and phone number must be given to the HBA at the conclusion of the Expo.

MACHINERY, EQUIPMENT & VEHICLES

All machinery, equipment or vehicles in Expo 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 hot tub exhibitors must bring their own pumps.

DISPLAY

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

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

- Determine the eligibility of exhibitors for the Expo.
- Reject or prohibit exhibits or exhibitors which Expo 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 Expo.
- 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 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 Saturday, June 26, 2021.
- No exit shall be obstructed.
- There can be no use of scooters or bicycles during the Expo unless ADA approved.
- It is the responsibility of each exhibitor to secure all valuable items or products throughout the entire Expo.

BOOTH RATES

Listed below are the booth rates for HBA of Greater Terre Haute Members and Non-Members.

To qualify for Member rates, you must be a member in good standing as of 04/01/2021. If annual dues become due after application, but before the start of Expo, either dues must be paid or difference to Expo as a Non-Member before you will be allowed to set up.

HBA of Terre Haute Member Rates:

- 1 Booth \$ 495
- 2 Booths \$ 895
- 3 Booths \$1245

Non-Member Rates:

- 1 Booth \$ 695
- 2 Booths \$1295

Not for Profits:

For special pricing, contact our office at 812-234-5736

SHOW DAY & TIMES

Friday, June 25th

- Vendor move-in 9am-4pm
- Exhibit hall CLOSED

Saturday, June 26th

- 10:00 AM – 5:00 PM
- Exhibit hall OPEN

Sunday, June 27th

- 11:00 AM – 3:00 PM
- Exhibit hall OPEN

Monday, June 28th

- 8:00 AM – Noon Final tear down

If any circumstance out of our control arises where we must cancel the event, your payment rolls into either a pushed back date or following year.

TERMS

A minimum of half of the booth cost for each booth reserved is due with the Exhibit Application. The balance of payment is due on or before June 1, 2021. If an exhibitor cancels after May 15, 2021, no money will be refunded. On all contracts executed after May 15, 2021 payment must be in full.

All Booth(s) must be paid in full before set up will be allowed.

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