



# HOME BUILDING & REMODELING Show

## Exhibitor Application

**Priority Entry Deadline: September 15, 2021**

Show: January 28 & 29, 2022

Holland Civic Center Place

150 W 8th St, Holland, MI 49423

Show Hours:

1/28 Friday 1:00-8:00pm

1/29 Saturday 9:00-5:00pm

Load-in: Thursday 1/27 (your time will be assigned)

Load-out: Saturday 1/29 from 5:00pm-9pm

Customer Admission \$5.00 (children 13 and under free)

Free Parking

Due to limited space, our selection committee will determine show acceptance and booth locations by October 31st. (Your deposit will be refunded if not accepted) Please note that selection and location priority will be given to members of the Lakeshore Home Builders Association and show sponsors. The committee is encouraging creative and relevant displays.

Members of neighboring HBAs will receive the non-member rate, however your membership will be considered for priority in location/selection.



Consider HBA membership! As a Lakeshore HBA member, you will not only receive a discount on your exhibitor space, you will have an organization behind you to help you grow your business. With a focus on networking events, promotional opportunities to reach your qualified customers, educational programs, and advocacy efforts for the residential building industry. *Lakeshore HBA membership...Your **Blueprint** for Success!*

*Take \$75 off your first year membership investment (for those that have never been a member of the LHBA)*

Early-entry discount: Lakeshore HBA members registering by the priority deadline receive an additional \$50 off of their booth space. Parade Discount: 2021 Lakeshore Parade of Homes Builders receive \$50 off of their booth space.





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**CONTRACT** Acceptance of this application by the Lakeshore HBA constitutes a contract

Return by the Sept 15th for early-entry deadline or October 31st, ALONG WITH 50% DEPOSIT to:

E-MAIL admin@lakeshorehomebuilders.com

FAX (616) 392-2011

MAIL 211 Lincoln Ave, Holland MI 49423

## COMPANY INFORMATION (Will be used Show Guidebook)

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

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Lakeshore HBA Member?
___yes
___no
___contact me with membership info
___member HBA of _____
(Use non-member rate)

## CONTACT INFO FOR ENTRY RELATED COMMUNICATIONS (Will not appear in guidebook)

Name \_\_\_\_\_ e-mail \_\_\_\_\_ phone \_\_\_\_\_

Facebook \_\_\_\_\_ Instagram \_\_\_\_\_ Other \_\_\_\_\_

Product displayed/booth description \_\_\_\_\_  
\_\_\_\_\_

To assist us in booth placement, who are your competitors? \_\_\_\_\_  
\_\_\_\_\_

My company/my supplier is willing to present a seminar \_\_\_yes \_\_\_no  
Topic \_\_\_\_\_

My booth will require standard electric (included in exhibitor rate) \_\_\_yes \_\_\_no

My display includes large appliances and requires 220 electric \_\_\_yes \_\_\_no

Booth includes 8 ft pipe & drape in the back, and 4ft pipe & drape on the sides

Are you interested in donating prizes to give away at the event? prize \_\_\_\_\_

Primary on-site contact \_\_\_\_\_ Cell \_\_\_\_\_

Attach proof of insurance (\$1,000,000) with Lakeshore HBA named as additional insured.





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## PAYMENT

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

**\*Lakeshore HBA members registering by the priority deadline , September 15th, receive an additional \$50 off of their booth space. Consider HBA membership!**

	Member Pricing	Non-member	Quantity	Subtotal
Civic Center great room- (10'w x 8'd)	*\$730	\$950		
Civic Center great room double booth (20'w x 8'd)**	*\$1250	\$1900		
North Hall-Outdoor Living section-LHBA member (10'w x 10'd)	*\$730	\$950		
North Hall-Outdoor Living section-double booth (20'w x 10'd)**	*\$1250	\$1900		
**double booth as available				
Market View (2nd floor) (8'w x 8'd)	TBD	TBD		
8 foot table	\$25	\$25		
table cover	\$25	\$25		
Discount: -\$50 if received by September 15, 2021 -\$50 Parade of Homes Builder (2021 Parade)			-\$50 ___? -\$50 ___?	
<b>Total</b>				

Include 50% deposit with your application (non-refundable once you are accepted into the show)

\_\_\_\_\_ Check enclosed

(complete online registration to pay by credit card)

The balance will be due October 31st.



# Sponsorship Opportunities

## Available to Members of the Lakeshore HBA

### PLATINUM \$4,000—(limit 2)

- Premium double booth space (see map)
- Social media recognition
- Logo on all event advertising
- Logo on show screen on the Civic Center Stage
- Logo on banner and tickets
- Opportunity for seminar session (priority topic & time slot)
- Opportunity for prize donation
- 75 home show tickets for giveaways
- 2 months of advertising in the HBA Blueprint Newsletter
- Logo recognition on show e-mails to HBA members

### DIAMOND—\$3,000 (limit 2)

- Premium double booth space (see map)
- Logo on all event advertising
- Social media recognition
- Logo on show screen on the Civic Center Stage
- Logo on tickets
- Opportunity for seminar session (priority topic & time slot)
- Opportunity for prize donation
- 50 home show tickets for giveaways
- Logo recognition on show e-mails to HBA members

### SILVER—\$2,000 (limit 3)

- Single booth space (your choice of available location)
- Logo on tickets
- Logo on show screen on Civic Center Stage
- Opportunity for seminar session (priority topic & location)
- Opportunity for prize donation
- Social media recognition
- 25 home show tickets for giveaways



**MOVE IN**

January 27, 2022

1. Arrive at your designated load-in time (Your time will be assigned)
2. Check-in in the Civic Center Lobby
3. Drive to the sliding/garage-style doors on 8th Street
  - Displays in the Civic Center Great room will enter through a 7' x 7" door
  - Smaller items for the Great Room can be brought in the front doors
  - Displays in the Market View (2nd floor) should enter through the front doors and use the elevator
  - Displays in the Outdoor Living /North Hall will enter through the Garage style doors and remain in the North Hall
4. Unload vehicles with your own personnel/dollies
5. Drive your vehicle out of the loading area
6. Return to booth and assemble your display

**MOVE OUT**

Saturday Jan. 29th, 2022 5:01pm-9pm

1. IF YOU BRING IT IN-HAUL IT OUT! The show floor should be left in broom-clean condition
2. **Dismantling your booth prior to the close at 6:00pm on Saturday Jan. 29th is strictly prohibited**
3. Remove your entire exhibit. Bring your own dollies/carts for handling your exhibit material during move out
3. Please be packed up and ready to move out prior to parking your vehicle at the loading area

**BOOTH GUIDELINES**

We will provide a 8' high back drape and 3' high side curtains. No signs, apparatus, or equipment may extend above 8' without prior approval

Carpeting is included in the cost of your booth space. You must return carpeting to its original condition- exhibitors will be charged for any damage. If you would prefer to bring your own flooring, please Make prior arrangements with the show manager.

The North Hall does not contain carpeting– this location has bare concrete.

**STAFFING YOUR BOOTH**

All exhibitors are expected to be in their booths during all published Show hours. **Our visitors pay an entrance fee and expect to be able to do business with our exhibitors at any time during Show hours.**

If you are in violation of this rule, your Company will be fined as stated in the Rules & Regulations. Working The aisles or distributing brochures, etc. from any other area other than your booth is prohibited.

**SIGNAGE**

There are no signs included in your space rental. Please bring S hooks to hang signs/banners from drapery poles. No banners may be hung above exhibit space. Nothing may be attached to Civic Center Walls. Signs must be professional—no hand written signs.

Advertisement, exhibit, or promotion may include prices but shall not make price comparisons with competitive exhibitors products.

**DEMOS & DISTRIBUTION**

NO "WORKING THE AISLES"

No loudspeakers. Sound must be kept to a volume that will not disturb neighboring exhibits

No helium filled balloons

No food or beverage may be distributed at any time.



## **LIABILITY & INSURANCE**

Show management has taken reasonable precautions to safeguard exhibits. However, neither LHBA nor the Holland Civic Center Place will assume responsibility for losses to the exhibitor from theft, fire, damage, or any other cause. Exhibitor is to maintain liability insurance with respect to both property damage and personal injury.

Exhibitors agree to indemnify and hold harmless the Lakeshore HBA and the Holland Civic Center Place against any and all suits, complaints, or liabilities arising out of acts of exhibitor or his representatives, or out of activities within the exhibitors booth space. Exhibitors are responsible for damage they cause to the Holland Civic Center Place including walls and floors and for labor charges to remove stains or adhesives from the walls of floors. Exhibitors must provide proof of a minimum coverage of \$1,000,000 with Lakeshore HBA named as additional insured.

## **RULES AND REGULATIONS**

1. Exhibitor agrees not to sublet or assign any portion of his space.
2. Exhibitor agrees to provide a complete list of products he will display if requested as a part of this contract agreement. All exhibits must conform strictly to the lines and articles covered in the contract. Lakeshore Home Builders Association, as management, reserves the right to reject or prohibit any exhibit, part of exhibit, or proposed exhibit, including persons, things, conduct, printed matter, catalogs or souvenirs, which, in its opinion, are not suitable to and in keeping with the character of the Home Building and Remodeling Show.
3. Exhibitor agrees to observe designated hours of the show as shown on the brochure.
4. Exhibitor agrees to confine all activity concerning his display within the limits of his exhibition space. Working the aisles is not permitted. All TV, Radio, Hi-Fi, musical instruments and other machines producing sound must be kept at a volume that will not disturb neighboring exhibits. Exhibitor assumes responsibility for musical licensing requirements.
5. All goods, ware and merchandise of any kind placed in the exposition is understood to be at the owner's risk and by acceptance of their contract, the exhibitor releases the sponsors and management of, and from any liability for damage, injury or loss, to any person, or goods, from any cause whatsoever.
6. The driving of nails, tacks, screws, tape or use of any method of attaching materials to walls, floors or railing is not permitted.
7. The exhibitor will be required to replace, repair or otherwise assume expense for any defacement or injury of premises caused by his exhibit or his representative.
8. Exhibit will be built within the designated areas covered by contract for space. Back walls will be constructed to a height of 8' and sidewalls to a height of 3' unless otherwise permitted by management. The use of pins, staples etc. to hang signs from backdrops will NOT be permitted.
9. Uniform set-up furnished by the management includes, electric light, power service and general lighting, all within the limits of the facilities. Electrical outlets will be available, but may not be positioned within a vendors booth. Vendor must provide extension cords and tape to secure cords.
10. No highly flammable or explosive materials will be permitted either for decoration, display or use within the building. The use of paper or fabric display materials will not be permitted unless considered flameproof by management or fire department. The use of pennants and streamers will be frowned upon—they tend to cheapen a display. No combustible engines & no open flames
11. Heavy materials or equipment shall not be dragged, skidded or rolled (cart exception) over the floors, but will be carried or moved on wheels such size and type as will not cause scratches or marks irremovable by ordinary routine methods of cleaning.
12. Materials and equipment that might cause a stain, mark, mar or discoloration of the floors or walls shall be protected against such damage by water-tight pans, shields, baffles or other suitable devices. No helium balloons!
13. Outdoor exhibits, including those with water, soil, rocks, power equipment & machinery, will be placed in the Outdoor Living area within the North Hall.



14. Management reserves the right to adopt and promulgate such further rules and regulations as shall be reasonably necessary for the convenience and safety of all exhibitors and any and all such regulations or rules shall be as much a part hereof as though fully incorporated herein and the exhibitor agrees to conform and abide by them.
15. If Exhibitor refuses to comply with the stated rules and regulations, management reserves the right to cancel exhibitor's lease and to remove, at exhibitors expense, its exhibit and to retain all monies previously paid to it for rent as liquidated damages for exhibitors breach of contract.
16. Exhibitor fees are non-refundable. (If you are not accepted into the show, your deposit will be refunded.)
17. No distribution of any kind of food or drink will be permitted.
18. Exhibitors will be charged \$50.00 for any trash (i.e. boxes, crates) left in their booth(s) at move-out time. Exhibitor agrees that any portion of their exhibit left at the exposition site will be moved and or disposed of at management discretion.
19. Proof of liability insurance is required for bodily injury & property damage, minimum limit \$1,000,000, naming Lakeshore Home Builders Association as additional insured.
20. There will be a charge of \$250.00 to anyone who is not set up completely at the start of the exposition or to anyone who tears down their exhibits prior to the show closing.
21. Failure to comply with any of the rules, regulations, terms or conditions of this contract could result in a ban on participation in the Home Building and Remodeling Show for up to two (2) years.



**FLOOR PLAN**

LAKESHORE HBA HOME BUILDING & REMODELING SHOW - PRELIMINARY LAYOUT

