



The Show That Means ... BUSINESS!

Booth sales are now open for the largest
consumer home show in Central Illinois!

Over 110,000 s.f. of exhibits ... more than 250 exhibitors

RESERVE YOUR BOOTH NOW!

► Why Should You Exhibit at the Show?

The Official Spring Home Show consistently brings tens of thousands of area consumers through its doors to learn more about the products and services of local companies involved in new home construction, home remodeling, home improvement and landscaping. There is no other event in the area where you will find more of your potential customers gathered than at the Official Spring Home Show!

NEW INFORMATION! Now there are two ways to reserve your booth space!

1) Request booth space and pay for it on-line at our web site:

New for 2012 ... visit the Official Spring Home Show page of our web site at **PeoriaHBA.com** to use the interactive floor plan to make your 3 booth choices. You will be required to submit credit card payment to secure a booth location, and the final booth placement will be made by HBAGP based upon availability and other companies already reserved in the area you select. No booths can be held without payment. See web site for details on booth location preferences.

2) Request booth space and send payment by mail:

Same process as previous years ... complete the Exhibit Booth Contract in this packet and mail it to us with your booth payment. No booths can be held without payment. See contract for details on booth location preferences.

Reserve early to get your first choice booth space!

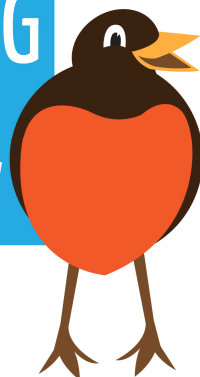
Last year, 100% of the booth space sold out several weeks prior to the opening of the show. Don't delay in returning your exhibit contract to get your first choice space! See contract for more details.

Note regarding booth placement: No exhibitor retains first right over the space occupied the previous year; however, you may request booth space in the same area. Final booth placement is made by HBAGP in the best interest of the show, our visitors and our exhibitors. See the floor plan for more details.

Mail all booth contracts and checks to: HBAGP - 1599 N Main Street - East Peoria, IL 61611

Booths for the Official Spring Home Show cannot be held or reserved by phone ... booths are assigned on a first-come, first-served basis as contracts and booth payments are submitted to the on-line booth sales site or mailed to the HBAGP Office. No booths are held without the minimum booth deposit (50% of booth cost).

OFFICIAL
SPRING
HOME
SHOW



February 24-26, 2012
Peoria Civic Center

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for the largest consumer
home show in Central Illinois!

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More than 250 exhibitors

2012 BOOTH RENTAL FEE SCHEDULE

Exhibitor Dates & Deadlines:

You are encouraged to make your booth request on-line or by mail as soon as possible; but note that booths are ASSIGNED in the following order:

Beginning August 15:

Booth sales open *ONLY* for **Members of the Home Builders Association of Greater Peoria and/or any company reserving four or more 10x10 booths.**

Beginning September 30:

Booth sales are open to **any company reserving any size booth.** Includes non-members of the Association and companies that have not participated in the show in previous years.

Exhibit Booth Fees:

10x10 Standard Booth Rate*

\$775 per 10x10

(minimum deposit of \$387.50 per 10x10)

***Discounts are available for companies that are members in good standing of the Home Builders Association of Greater Peoria, when using the on-line Booth Boss reservation system.**

Visit PeoriaHBA.com or call for details.

► WHAT DOES YOUR BOOTH FEE INCLUDE?

Booth fee includes a small identification sign with exhibitor name as shown on the contract, an 8' back drape, and 3' side drapes (can be removed on corners).

Tables, chairs, carpet and other items of personal booth décor are not provided. Exhibitors may bring in their own items or rent them from Peoria Flag & Decorating, our show decorator. More details will be provided to contracted exhibitors in January, 2012.

NOTE: CHARGE FOR ELECTRICITY IS AN ADDITIONAL \$25 PER EXHIBITOR

► YOU MUST INDICATE THE NEED FOR ELECTRICITY IN YOUR BOOTH PRIOR TO THE MOVE-IN DAYS OF THE SHOW. 110v electrical service is optional. HBAGP will underwrite a portion of the \$60 electricity charge from the Peoria Civic Center and reduce the cost for exhibitors ... but you must indicate the need for power and make a \$25 payment no later than February 1, 2012. To take advantage of this benefit, exhibitors must indicate that electrical service is required and pay the \$25 electrical service fee to HBAGP with their booth contract. Exhibitors who do not indicate power is needed or wait to make those arrangements after February 1 will pay the Civic Center directly, and electricity will be charged at the full floor rate of \$80, with no portion covered by HBAGP.

Exhibitor Terms and Conditions:

- 1) By submitting application for booth space, Exhibitor hereby agrees to abide by all terms and conditions of this contract. Participation in the show is by invitation only. Exhibitor participates with understanding and in full agreement that refunds of booth fees shall not be granted in instances of last minute booth cancellations or circumstances beyond the Association's control, such as extreme weather conditions or other outside factors affecting the facility or overall show attendance.
- 2) Booth payments can be made by cash, check, money order or credit card. Any check returned by the bank NSF is subject to a \$25 charge. If a second check is returned, booth must be paid in full with cash or certified check. If the show concludes and exhibitor takes action to rescind booth payments for any reason, resulting in an unpaid balance, the exhibitor will not be invited to participate in future Association shows.
- 3) Exhibitor agrees to make a minimum 50% non-refundable booth deposit to secure booth space. In addition, full payment for all reserved booth space will be made at least 30 days prior to move-in. The Association reserves the right to cancel any contract which does not meet this criteria for payment deadline, and retain the full booth deposit as a cancellation fee.
- 4) Exhibitors are required to arrange their displays so as not to obstruct the general view or conceal other exhibits. No signs or banners are to be placed outside of the display space assigned to each exhibitor. Exhibitors should not place signage high on the back wall of their booth so it is visible while standing in the booth behind them, nor block adjacent side booths. No exhibitor may work within the aisle space during show.
- 5) Exhibitor agrees to have booth completely set up and fully staffed for the opening of the show and all show hours. Fundraising for non-profit groups or charities will be permitted only with prior written permission from the Association. Sales and solicitations of any type must take place within the display space allotted each exhibitor and not within the adjacent aisle space.
- 6) All materials used in the show must be non-flammable and conform with the fire regulations of the City of Peoria Fire Department. All packing containers are to be removed from the show floor and must not be stored under tables or behind displays. Material not conforming with this regulation will be removed immediately from the display at the exhibitor's expense.
- 7) Booths shall be occupied solely by the company that contracted for the booth space. No exhibitor shall assign, sublet, share booth space or apportion the whole or any part of the display space allotted to them, nor exhibit any goods, service, signs, etc. than those promoting the exhibitor's own product and/or company. No exhibitor shall distribute literature or promotional materials of any kind that represent any company other than the contracted exhibitor. Violation of this rule shall be cause for eviction without refund; and the Association may elect to refuse said Exhibitor's application to participate in future shows.
- 8) Electrical wiring and equipment installation shall not be performed by exhibitor and must be done by the electrical contractor authorized by Peoria Civic Center management.
- 9) Peoria Flag & Decorating Company is the official show decorator. The erection, dismantling and decorating of displays and exhibits is under their jurisdiction. Service order forms will be available to all exhibitors for any service required for exhibits. All costs and charges incurred for such services will be the sole responsibility of the exhibitor.
- 10) All exhibitors must remove displays and merchandise from the show floor by the move-out time specified. Any materials not removed by exhibitor in this manner will be removed and placed in storage at the expense of the exhibitor. The Association assumes no responsibility or liability for exhibitor booth materials left on the show floor at any time.
- 11) Popcorn shall not be sold or given away by any exhibitor. In addition, helium balloons in an exhibitor's booth and/or the distribution of 36" yardsticks by an exhibitor are strictly prohibited in the show. Any charges incurred for the removal of helium balloons from the ceilings of any part of the building shall be at the expense of the exhibitor.
- 12) Loud speakers, radios, televisions, or the operation of any machinery or equipment which is of sufficient volume to be distracting to neighboring exhibitors or show visitors will not be permitted. Public address systems used to attract the attention of visitors passing near an exhibitor's booth will not be permitted. Repeat offenders will not be invited to exhibit in future shows.
- 13) No refunds of booth fees will be made if exhibitor fails to occupy booth space in accordance with any of the terms and conditions outlined herein. Exhibitor understands this agreement at time of booth purchase, and that there is no appeal process in this matter.
- 14) 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 exhibitor's expense. 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 decorator's display is prohibited. Failure to restore any damage as mentioned above allows the Association to refuse to rent space to exhibitor in any or all future shows.
- 15) The Association reserves the right to alter the location of exhibitors' booths up until the opening time of the show in the best interest of the show. The Association shall further have the right to prohibit, prevent or remove any part of any exhibit deemed unsuitable or inappropriate for the purpose of the show, including signs with negative comments about competitor or other companies. The show selling environment is a positive one, and negative marketing or attacks on other exhibitors will not be tolerated. The show selling environment is also a family one, and displays or distractions offensive to families will not be allowed on the show floor. Offenders will not be invited to exhibit in future shows.
- 16) Exhibitor indemnifies the Home Builders Association of Greater Peoria, the Peoria Civic Center and their directors, officers, employees agents and invitees from all actions, claims, demands, damages, causes of action or judgments, including but not limited to property arising, in whole or in part, out of any act or omission of exhibitor or its officers, directors, employees or invitees, done or omitted in connection with the show. In the event that such claim, demand, damage or cause of action shall be asserted, or action or other proceeding instituted against any of the above named entities or persons, exhibitor shall defend against such claim, demand, damage, cause of action, action, or other proceeding by counsel satisfactory to the Association. Exhibitors are individually responsible to protect themselves from liability risk of injured parties/employees within their own exhibit space or injury resulting from booth materials.
- 17) Neither the Association nor the Peoria Civic Center provides insurance for the benefit of exhibitors. Exhibitors who desire to carry insurance for any purpose must place it at their own expense. Exhibitors are encouraged to maintain such insurance coverage as they may deem necessary to fully protect them against all risk assumed or incurred in connection with the show. The Exhibitor is wholly responsible for the security of their materials during set up, show hours and move-out; and for the cost of replacing or repairing any items missing or damaged from Exhibitor's booth. The presence of any paid security by show management does not extend the Association's responsibility in this regard.



Exhibit Booth Contract Official Spring Home Show

**February 24-26, 2012
PEORIA CIVIC CENTER**



Your Name: _____

Company: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature Required: _____

NOTE: Signature indicates your acknowledgement of all Exhibitor Terms & Conditions and your agreement to abide by the regulations of the Official Spring Home Show.

▶ **Number of 10'x10' Booths Requested x Rate Per Booth \$ _____ = Total \$ _____**
(See booth rate chart for pricing, and add electrical charges, below)

Booth assignments are made based up the information you provide to us about how much set up time your display requires. Please help us choose your location by indicating your first and second choice move-in days/time. (see floor plan)

Booth locations are assigned by show management in the best interest of a successful event for your company and for our visitors. Of utmost importance is that you indicate a booth choice that will allow you sufficient set up time; and those areas are indicated on the floor plan. No exceptions will be made to the set up days/times shown. Please be sure you understand how much set up time you will be allocated from the area you select on the floor plan. If having a longer set up time is not an issue, your location choices are greater. If your choice is not available at the time your contract is processed, you will be assigned a booth as close to your preferred set up day/time as is available at booking.

▶ **1st Choice Set Up Time:** (circle one time block) **Thursday 2-23-12** 7-9 am 9-11 am 11am-1pm 1-3 pm 3-5 pm
Friday 2-24-12 7-9 am 9-11 am or Any time is ok

▶ **Three Booth Choices:** (location should match set up time chosen above) **1st:** _____ **2nd:** _____ **3rd:** _____

▶ **Product/Service to be displayed at show:** _____

▶ **Special Booth Requests:** _____

Examples — prefer corner, companies you do (or do not) want to be placed near, specific areas you do (or do not) want to be near such as stage, concessions, etc. Full consideration given to exhibitor requests, but all requests cannot be guaranteed. Final booth placement is made at the discretion of show management.

▶ **Electrical Service:** _____ **Additional \$25 is included for 110v electrical service** (HBAGP supplements the \$60 advance fee)
_____ **No electrical service is required** (if not ordered by 2/1/2012, PCC floor rates of \$80 will apply)

▶ **Method of Payment:**

- ___ Check enclosed for payment in full
- ___ Check enclosed representing a 50% non-refundable deposit. *Balance is due in full no later than January 20, 2012*
- ___ **Credit Card processing available! Please complete this section:**

Name on Card: _____ Circle Card Type: **VISA** **MASTERCARD**
Card Number: _____ Exp: _____ 3 digit code: _____
Amount to Charge Now: \$ _____ Cardholder Signature: _____

▶ **MAIL CONTRACT & PAYMENT TO: HBAGP • 1599 N Main Street • East Peoria, IL 61611**