

MID-SHORES HOME BUILDERS ASSOCIATION, INC.

# HOME FEST 2020



## EXHIBITOR PACKET

March 7 & 8, 2020

Saturday, March 7 10AM-5PM ■ Sunday, March 8 10AM-3PM



2241 Calumet Drive

New Holstein

(former Dollar General)



***Calumet County's ONLY Home Show!***

Complimentary Exhibitor Hospitality Room  
NEW - Brochure Advertising Opportunities

*Builders, Subcontractors and Suppliers...  
Join us by participating in this opportunity to  
highlight our trade and provide consumers a  
reliable source of information about all facets of  
remodeling, new home construction and services.*

*"Commitment to community, quality and professionalism is our motivation"*



MID-SHORES HOME BUILDERS ASSOCIATION, INC.  
**HOME FEST 2020**  
**Sponsorship & Advertising Opportunities**

**Mid-Shores Home Builders Association proudly invites you to participate in Home Fest 2020!** Long-known for our annual Home & Garden Expo, we've taken our show to a whole new level with **Home Fest 2020**. Home Fest 2020 will be held **March 7 & 8** at 2241 Calumet Drive, New Holstein. The venue is located on US Highway 32/57 in the former Dollar General and offers us the ability to host a large variety of exhibitors and seminar opportunities in an open atmosphere.

This newly branded event will not only showcase products and services of the home building and remodeling industries, but include informational sessions, NEW themed days with daily activities and a NEW focus on helping consumers choose the best options whether they are a new homeowner, maintaining their home, building their dream home or looking at down-sizing.

We will be using a variety of media to promote the event in the Calumet County area and beyond, including social media, newspaper and banners. We also produce an event brochure that is distributed to more than 20,000 households in the Calumet area. **NEW THIS YEAR - Promote your business by purchasing an ad in the brochure!**

**Mid-Shores Home Builders Association Inc.** invites you to participate as an exhibitor, advertiser or sponsor of Home Fest 2020 in New Holstein. Your support of this event at any of the following levels will be greatly appreciated!

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**Event Sponsor: \$1,000 or merchandise equal in value to \$1000 or a combination of – limited to 3 sponsors**

Merchandise must be applicable to a home show consumer. All sponsorships must be approved by the Committee to ensure acceptability. Event Sponsor benefits include sponsor logo in all home show advertising including social media, MSHBA's website and printed materials including the front cover of the event brochure which will be distributed to more than 20,000 households within the area. Sponsor's banner will be displayed in the entry of the Home Fest main hall. **Event sponsors are entitled to two 10 x 10 vendor booths**, if desired.

**NEW THIS YEAR – Brochure Advertising**

In conjunction with Home Fest, MSHBA will again be publishing a high-quality, full-color glossy 8 ½" x 11" brochure that will be distributed to more than 20,000 households within the area via newspaper (the Tempo) as well as Home Fest attendees. This year, we are selling ad space in the brochure. **Please purchase your ad by February 7, 2020. All high resolution (300 dpi or better) camera ready ads should be sent directly to Mid-Shores**

**HBA.** Full Color Glossy Brochure Ad Rates:

Full Page (7.5"X10")	\$1000
½ Page (7.5"X5" or 3.75"X10")	\$500
¼ Page (3.75"X5" or 7.5"X2.5")	\$250

**Seminar Sponsor: \$250**

Seminar Sponsor benefits include sponsor's banner prominently displayed above the Home Fest seminar area during all show hours. Sponsor's name will also be listed in the event brochure. All sponsorships must be approved by the Committee to ensure acceptability.

**Hospitality Sponsor: \$200**

Hospitality Sponsor benefits include sponsor's banner displayed in the vendor hospitality area and the sponsor is entitled to display information in the hospitality area. Sponsor's name will also be listed in the event brochure. All sponsorships must be approved by the Committee to ensure acceptability.

MID-SHORES HOME BUILDERS ASSOCIATION, INC.

Application & Contract for Exhibitor Space & Advertising

Sat., March 7 10AM-5PM ■ Sun., March 8 10AM-3PM

EXHIBITOR/ADVERTISER INFO

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

Address, City, State, Zip: \_\_\_\_\_

Person in Charge of Event: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Person during Event: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

LOCATION PREFERENCE: Please reserve the following exhibit space as checked below for our use in the MSHBA HOME FEST. We reserve the right to reassign booths without notice to meet special needs and to distance competing companies. Contracts received after February 7, 2020 may not be included in the advertising for the event.

BOOTH PREFERENCE: 1ST \_\_\_\_\_ 2ND \_\_\_\_\_ 3RD \_\_\_\_\_

EXHIBITOR/ADVERTISING RESERVATION

MSHBA Member:

10' X 10' Booth: # Booths \_\_\_\_\_ x \$250 EA \$ \_\_\_\_\_ (After 1/31/20 \$275 EA)

10' X 20' Booth: # Booths \_\_\_\_\_ x \$400 EA \$ \_\_\_\_\_ (After 1/31/20 \$450 EA)

Non-Member:

10' X 10' Booth: # Booths \_\_\_\_\_ x \$400 EA \$ \_\_\_\_\_ (After 1/31/20 \$450 EA)

Additional Charges:

Table(s): 8 foot (undraped) # \_\_\_\_\_ x \$20 EA \$ \_\_\_\_\_

Side Curtain(s): 8 foot # \_\_\_\_\_ x \$20 EA \$ \_\_\_\_\_

Each booth includes two 3-ft side and one 8-ft backdrop curtain

NEW - Brochure Ad Ad Size: \_\_\_\_\_ Rate: \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

ELECTRICAL: Please check this box if you need an electrical outlet and we will accommodate your booth near a source. Multiple plugs & extension cords are the responsibility of the exhibitor.

INSURANCE CERTIFICATE: Attached or sent showing proof of insurance covering the dates of March 6-9, 2020. Proof of liability insurance must be submitted for an amount of not less than \$500,000.00. Your insurance carrier provides the proof by furnishing a certificate of insurance.

\$100 DEPOSIT CHECK REQUIRED: A separate check payable to MSHBA is required as a compliance deposit in addition to booth fees. Forfeiture of deposit may occur for the following or any noncompliance of the rules & regulations; failure to have your booth set-up by 9:30 a.m. on Saturday, March 7, takedown of your booth prior to 3:00 p.m. on Sunday, March 8, or booth/space is damaged or left unclean.

**BOOTH PLACEMENT:** MSHBA will make every effort to accommodate your requests, however we reserve the right to reassign booths without notice to meet special needs and to distance competing companies. Booth assignments will be made on a first come, first paid basis, when possible, with first consideration given to the overall benefit of the show. Because of the great number of companies exhibiting similar or related product lines, the Home Show Committee cannot guarantee that a company exhibiting similar products or a company's competitor will not be located in a nearby or adjoining booth.

Following information to be used for booth placement and in Home Show printed materials:

**Describe your product or service for the printed brochure:** \_\_\_\_\_

*No invoicing will be done for tables. Rental fee must be paid before show starts.*

**BROCHURE ADS:** All high resolution (300 dpi or better) camera ready ads should be submitted electronically directly to Mid-Shores HBA. Ads must be sized to specifications. Design service is available for an additional charge.

**PUBLIC DEMONSTRATIONS AND SEMINARS:** Contact the Home Show committee if you would be willing to present an informational seminar or demonstration. The Home Show Committee schedules and approves non-advertorial seminars and demonstrations based upon public interest and popular topics.

**CANCELLATION** No refunds will be granted to exhibitors on cancellation of contract after January 31, 2020. MSHBA reserves the right to cancel the MSHBA show in the event it is not fully booked. If show is canceled all money will be refunded. We also reserve the right to reject any application based upon space availability, the nature of the product or service to be exhibited, and the number of other exhibitors with similar products or services and other factors related to the best interest of the show.

- ALL PERSONS STAFFING THE BOOTH MUST BE AWARE OF ALL HOME SHOW RULES & REGULATIONS
- NO FIRM OR ORGANIZATION NOT ASSIGNED SPACE IN THE SHOW WILL BE PERMITTED TO SOLICIT BUSINESS WITHIN THE EXHIBIT OR CONVENTION AREA. THIS WILL BE STRICTLY ENFORCED.

**PAYMENT:** A check for the full amount, deposit and certificate of insurance must accompany this contract to bind your space reservation.

- Check enclosed, make all checks payable to: **MSHBA – PO Box 125 – New Holstein, WI 53061**
- Deposit enclosed of \$100
- Certificate of Insurance enclosed covering the date of March 6-9, 2020

Signature of person authorizing reservation agrees to comply with provisions of this contract and the enclosed Rules & Regulations of Show.

\_\_\_\_\_ (Signature) (Date)

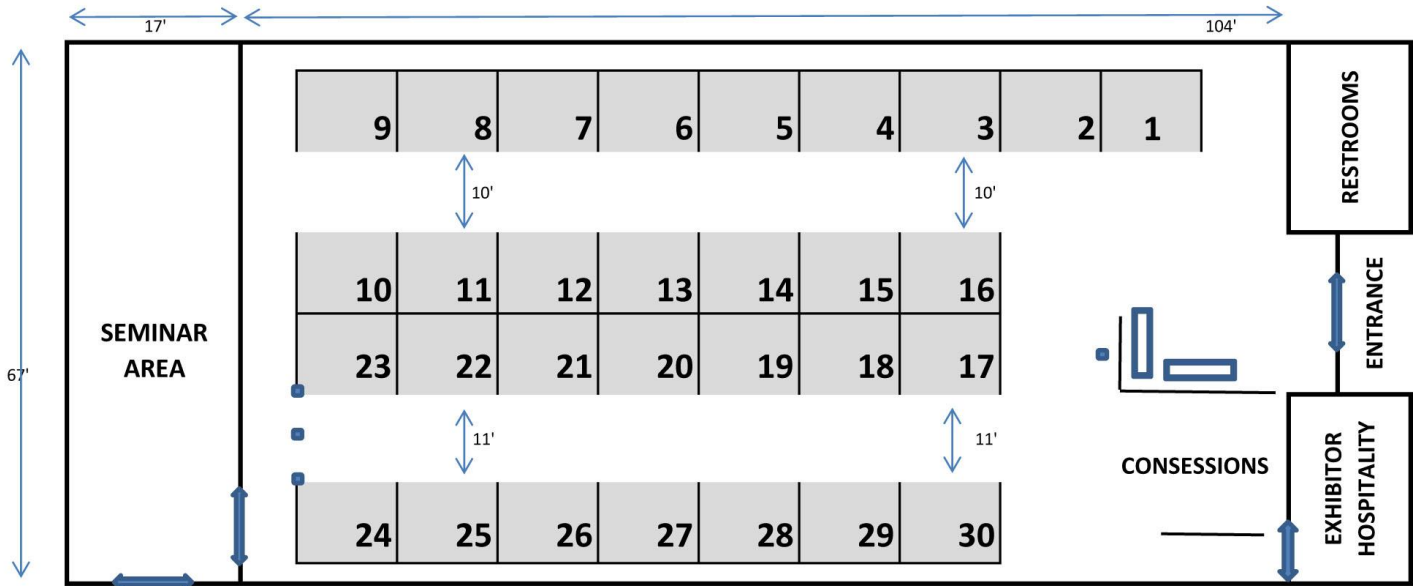
**TO BE ELIGIBLE FOR MEMBER PRICING, MEMBERS MUST BE CURRENT ON THEIR DUES AND ANY OUTSTANDING BILLS MUST BE PAID IN FULL**

# HOME FEST 2020

## Booth Layout

2241 Calumet Drive, New Holstein

Sat., March 7 10AM-5PM ■ Sun., March 8 10AM-3PM



**BOOTH SIZE:** Standard booth size is 10' x 10'.

**ELECTRICITY:** Please note your needs in the Electrical Preference area.

**ENTRY DOORS FOR SET-UP/TAKE-DOWN:** Double door entrance (front and back entry)



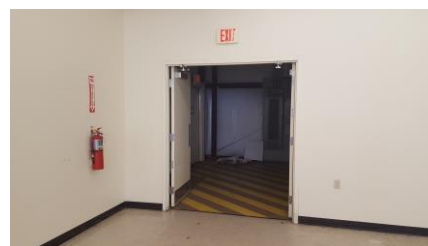
### Set-Up & Take-Down:

#### Set-Up Schedule:

Friday, March 6 - 8:00 a.m. to 8:00 p.m.  
Sat., March 7 - 8:00 a.m. to 9:30 a.m.

#### Take-Down Schedule:

Sunday, March 8 - 3:00 p.m. to 6:00 p.m. (**not before 3:00 p.m.**)  
Monday, March 9 - 8:00 a.m. to noon



# MSHBA HOME FEST 2020

## Rules & Regulations

2241 Calumet Drive, New Holstein

**Show Dates & Times:** Sat., March 7 - 10:00 a.m. to 5:00 p.m. ■ Sun., March 8 - 10:00 a.m. to 3:00 p.m.

**Exhibitor Check-in & Completion Deadline - Saturday 9:30 a.m.**

**Booth Set-up Schedule:**

Friday, March 6 - 8:00 a.m. to 8:00 p.m.

Saturday, March 7 - 8:00 a.m. to 9:30 a.m.

Booth set-up times may be assigned based on size, location and complexity. Exhibitors should contact MSHBA regarding any special set-up needs or timing.

Failure to have booth set-up complete by Saturday, 9:30 a.m. may result in forfeiture of deposit.

**Booth Take-Down Schedule:**

Sunday, March 8 - 3:00 p.m. to 6:00 p.m. (**not before 3:00 p.m.**)

Monday, March 9 - 8:00 a.m. to noon

**Exhibitors must remove all of their displays and equipment by noon, Monday, March 9, 2020. Anything remaining will be removed at the owner's expense.** Exhibitors should make prior arrangements for special set-up and takedown requirements. Booth deposit will be returned at booth checkout if exhibitor complied with all Home Show rules and there is no damage to booth. Space occupied by the exhibitor must be returned in the same condition it was received at the beginning of use in order to have their deposit returned. This includes removal of tape residue or other material used to secure items to the floor and/or walls. Trash should be put in trashcans and not left for clean-up volunteers. You will be charged for unnecessary clean up of booth space at a cost of what the Home Show Committee determines fair!

**Booth Set-Up:** No hooks, tacks, nails or screws are to be driven into any walls or woodwork. Exhibitors may not post signs, advertisements or posters anywhere except in the confines of their booth.

Tables, staging and chairs may not be taped, nailed, stapled, tacked or glued to affix draping, signs or for any other reason due to rental of these items. *Damages will be billed accordingly.*

No motor vehicles are to be driven into the exhibition area unless the Home Show Chairperson or representative gives permission. All displays and display materials must be brought through specified entrances. Water closets/restrooms are not to be used for dumping refuse.

**Booth Space:** This contract provides for use of an exhibit space as indicated on attached contract together with security service and general clean-up. **Each booth includes two 3-ft side and one 8-ft backdrop curtain.** All dimensions and locations are shown on the official floor plan. These approximate dimensions are accurate to the best of our knowledge. The Home Show Committee reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

In the event that fire, strike, or other circumstances beyond the control of the Home Show Committee causes the show to be canceled, the exhibitor shall pay for rental of the exhibitor's space up to the time of cancellation. The exhibitor hereby waives any claim for damages or compensation should this contract be canceled.

Additional furnishings, draperies, accessories, signs, etc. are the sole responsibility of the exhibitor. NO person, firm or organization not assigned space in the show will be permitted to solicit business, display or demonstrate

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061 - ph 920.898.5030 – fax 920.827-2132

hartwigs1@charter.net – www.midshoreshomebuilders.com

**NO SMOKING ALLOWED**  
**NO DUCT TAPE ALLOWED** on floor, walls or posts.  
Use blue or green painter's tape to eliminate tape residue.  
Duct tape may be used on top of painter's tape.

any products, processes, or services, solicit orders, distribute business cards or advertising materials within the show or convention area. This also pertains to persons manning the booth during show hours. Any violations must be immediately reported to show officials.

No exhibitor shall sublet, assign or share any part of the space allocated to the exhibitor without the written consent of the Home Show Committee. Solicitations or demonstrations by exhibitors must be confined within the bounds of the exhibitor's own booth. After the opening of the show, each exhibitor must clean the exhibitor's own booth before opening hours each day and is responsible for removal of all rubbish from the booth. Rubbish and trash may not be left in the aisle.

Exhibits shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others. Exhibitors desiring the use other than standard booth equipment, signs or other material conflicting in any way with the above regulations must obtain permission from the Home Show Committee.

Any part of the exhibit, which does not lend itself to an attractive appearance, such as unfinished sides or end panels, must be draped at the exhibitor's expense. The Home Show Committee reserves the right to have such finishing done and the exhibitor agrees to reimburse the show for changes incurred.

*All installations shall be scheduled to be completed no later than 9:30 a.m. on Saturday, March 7. Dismantling shall be done by noon on Monday, March 9. No exhibit shall be erected after the exhibition opens nor may a display be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all of the exhibitor's materials are removed from the exhibit hall by the specified deadline.*

**Construction, installation, and use of exhibits and facilities:** All exhibits shall be to serve the interest of the Home Show and its attendees, and shall be operated in a way that will not detract from other exhibits, the exhibition, or the show as a whole. The Home Show Committee reserves the right to request the immediate withdrawal of any exhibit which the Home Show Committee believes to be injurious to the show.

**Electrical:** MSHBA will supply one (1) grounded outlet. Multiple plugs & extension cords are the responsibility of the exhibitor.

Any malfunction of electrical, sound, air handling or plumbing devices and/or any physical damage to facility must be reported to the Home Show Committee. No electrical hookups to power boxes may be made except by authorization of the Home Show Committee. Anyone hooking into or tampering with power boxes will be held liable for all damages resulting from their actions. All electrical boxes are to remain accessible at all times. Displays shall not be set on top of nor in front of panels. All electrical devices must be UL approved and must comply with all state and municipal electrical codes. All electrical problems must be reported immediately. The Home Show Committee and the owners of the building are not liable for damages resulting from power related problems beyond their control.

**Exhibits:** Exhibitor's staff should arrive to the booth 15 minutes prior to Show Day Openings. Booths should be staffed at all times during Show hours. Promotional give-a-ways and/or drawings are permitted and encouraged. Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. **Any retail selling or over-the-counter sales that involve the exchange of currency/checks for goods received during the exhibition will not be permitted. Raffle sales are restricted. No cash sales!** Raffle sales by not-for-profit organizations are at the discretion of and must be approved by the Home Show Committee prior to the opening of the show.

Bumper stickers or pressure sensitive stickers are not to be passed out, given away or affixed to any surface.

No flyers may be distributed on cars parked at the Home show.

The use of any inflated balloons will not be allowed for the Home Show.

**Exhibitor Parking:** Exhibitors shall park in the designated exhibitor parking area (watch for signs) or on the outer periphery of the parking lot to allow easy access for show attendees – your potential customers!

**Food & Beverage:** Concessions are contracted to support local groups. Food or beverages of any kind are not to be sold or given away in exhibitor booths without written permission of the Home Show Committee.

**Noise Level** – No Power Tools or Microphones allowed. The Home Show Committee reserves the right to remove any exhibit or portion of exhibit if in their opinion that exhibit interferes with nearby exhibitors by way of lighting, noise, odor, etc.

**Liability:** Insurance and liability are the full and sole responsibility of the exhibitor. All exhibitors must file certificates of insurance showing evidence of single limit liability coverage of not less than \$500,000.00, which shall be submitted with the contract. Exhibitors will use diligence to promote safety and protection of patrons and their exhibits and property on the premises.

**Safety:** Spills on the floor must be reported to the Home Show Committee immediately, especially in aisles and over electrical boxes.

No flammable fluids may be kept in the building without written permission of the Home Show Committee.

Displays containing combustible engines must contain a minimum amount of fuel and batteries must be disconnected.

Exhibitors must comply with all New Holstein Fire Department regulations.

No exits, doorways, window, paths, egress or ventilation ducts may be locked at any time.

All electrical connections are to be handled according to local electrical code. Adding, changing or tampering with electrical equipment of the building is prohibited.

The security staff of the building handles all building lighting and sound controls.

Boxes, cups, bricks, or other devices must not be used to prop open doors or door locks. Doorstops will be available to facilitate loading and unloading.

**Emergencies:** The rules and regulations have been drawn with the single objective of a successful Home Show for the exhibitor and public. In emergencies and wherever the foregoing rules do not cover, the Home Show Committee reserves the right to make such rulings as may appear to be to the best interest of the entire exposition and the exhibitor agrees to abide by such rulings.

*This list is not all-inclusive, but rather is a guideline for safety and efficient operation.*

*The Home Show Committee reserves the right to refuse to admit and/or reject any objectionable or undesirable person or persons from the exhibit building.*