

MID-SHORES HOME BUILDERS ASSOCIATION, INC.

2010 HOME & GARDEN EXPO



Exhibitor Packet

February 19, 20 & 21, 2010

Friday, Feb. 19 5-8PM ■ Saturday, Feb. 20 10AM-4PM ■ Sunday, Feb. 21 10AM-4PM

Former Pamida Building

2245 Calumet Drive – New Holstein, WI 53061

Calumet County's ONLY Home & Garden Show!

Providing the public a reliable source of information about all facets of remodeling & new home construction....Providing a direct and immediate benefit to area builders, subcontractors and suppliers...Join us in highlighting our trade to the public by participating in this opportunity to showcase the incredible workmanship, products and services our area can provide.

“Commitment to community, quality and professionalism is our motivation”



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
2010 HOME & GARDEN EXPO
Sponsorship Opportunities

Fri., Feb. 19 5-8PM ■ Sat., Feb. 20 10AM-4PM ■ Sun., Feb. 21 10AM-4PM

Mid-Shores Home Builders Association, Inc. is proud to announce the 2010 Home & Garden Expo will be held **February 19-21, 2010** at the former Pamida building in New Holstein.

The three-day show is an excellent, cost-effective opportunity to showcase your business and services to MSHBA members as well as area consumers that attend the event. We will be using a variety of media to promote the event in the Calumet County area and beyond, including radio ads, television, newspaper, banners and posters.

Admission for attendees to the event is **free** with the donation of three non-perishable food items or a cash donation to the Chilton **Salvation Army Bread of Life Assistance Center**. This is a wonderful opportunity to give back to the community at the same time as promoting our vendor businesses.

Mid-Shores Home Builders Association Inc. invites you to participate as a sponsor of the 2010 Home & Garden Expo in New Holstein. Your support of this event at any of the following levels will be greatly appreciated!

Event Sponsor: \$2,500 – limited to 5

Event Sponsor benefits include sponsor logo in all home show advertising and printed materials including the front cover of the event brochure. Sponsor's banner will be displayed in the entry of the Home & Garden Expo main hall. Event sponsor's name will be mentioned on all radio & television advertising and included on MSHBA's website. Sponsor's names will be announced regularly throughout the event. Event sponsors are entitled to one 10 x 10 vendor booth, if desired.

Advertising Sponsor: \$1,000 – limited to 10

Advertising Sponsor benefits include sponsor logo in all home show advertising, website and printed material including ad representation the event brochure which will be distributed to more than 21,000 households within the area. Sponsor's banner will be displayed inside the Home & Garden Expo main hall.

Seminar Sponsor: \$400

Seminar Sponsor benefits include sponsor's banner prominently displayed above the Home & Garden Expo seminar area during all show hours including all seminars, demonstrations and entertainment. Sponsor's name will also be listed in the event brochure.

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.

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2010 HOME & GARDEN EXPO
 Fri., Feb. 19 5-8PM ■ Sat., Feb. 20 10AM-4PM ■ Sun., Feb. 21 10AM-4PM

For office use only	
Received:	_____
Confirmed:	_____
Booth(s):	_____
<input type="checkbox"/> Ins. Cert. Received	

EXHIBITOR INFO

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Person in Charge of Event: _____ Email: _____

Phone: _____ Cell: _____ Fax: _____

Contact Person during Event: _____

Cell: _____ Email: _____

Please reserve the following exhibit space as checked below for our use in the MSHBA HOME SHOW. In making application, we agree to exhibit under and comply with all terms and conditions as stated on the attached Rules & Regulations and Policies; which terms and conditions is by reference a part of this contract. Booths are assigned on a first come, first reserved basis.

BOOTH PREFERENCE:		
1 ST _____	2 ND _____	3 RD _____

EXHIBITOR SPACE

MSHBA Member:

10' X 10' Booth: # Booths _____ x \$250 EA \$ _____ *(After 12/18/09 \$275 EA)*

8' X 10' Booth*: # Booths _____ x \$225 EA \$ _____ *(After 12/18/09 \$250 EA)*

Corner Booth:** # Booths _____ x \$500 EA \$ _____ *(After 12/18/09 \$500 EA)*

Non-Member:

10' X 10' Booth: # Booths _____ x \$400 EA \$ _____ *(After 12/18/09 \$400 EA)*

8' X 10' Booth*: # Booths _____ x \$400 EA \$ _____ *(After 12/18/09 \$400 EA)*

Corner Booth:** # Booths _____ x \$800 EA \$ _____ *(After 12/18/09 \$800 EA)*

Additional Charges:

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

TOTAL \$ _____

* Booths 71-90 **Booths 72+73, 85+86 or 90+16

ELECTRICAL: Is electrical required for your booth? YES NO

One 110V/20amp Electrical will be provided upon request. **220V provided upon special request and will be billed at cost!**

ENTRY DOORS FOR SET-UP/TAKEDOWN: 2 sets of double doors in front (5'8" X 6'10" opening, diagonal dimension 8'7"), 2 service doors on side of building (2'10" X 6'10" each)

INSURANCE CERTIFICATE: attached or sent showing proof of insurance covering the dates of February 19-21, 2010

<u>Deposit Check Required</u>
A separate check payable to MSHBA, is required as a compliance deposit in addition to booth fees.
Deposit: \$100
Forfeiture of deposit may occur for the following or any noncompliance of the rules & regulations:
<ul style="list-style-type: none"> • Failure to have your booth set-up by noon on Friday, Feb. 19 • Takedown of your booth prior to 4:00 p.m. on Sunday, Feb. 21 • Booth/space is damaged or left unclean

INSURANCE REQUIREMENTS: 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. This certificate should be forwarded to: **MSHBA – PO Box 125 – New Holstein, WI 53061 Fax: 920.898.5030**

ELECTRICAL SERVICE: MSHBA will supply one (1) grounded outlet for each electrical circuit requested. Multiple plugs & extension cords are the responsibility of the exhibitor. **220-volt outlets and other Exhibitor special electrical requirements to be billed at cost.**

BOOTH PLACEMENT: All booth preference requests may not be able to be honored. Booth assignments will be made on a first come, first reserved 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:

PRODUCTS YOU WILL DISPLAY: _____

BRAND NAMES: _____

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

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 15, 2010. 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 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**

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.

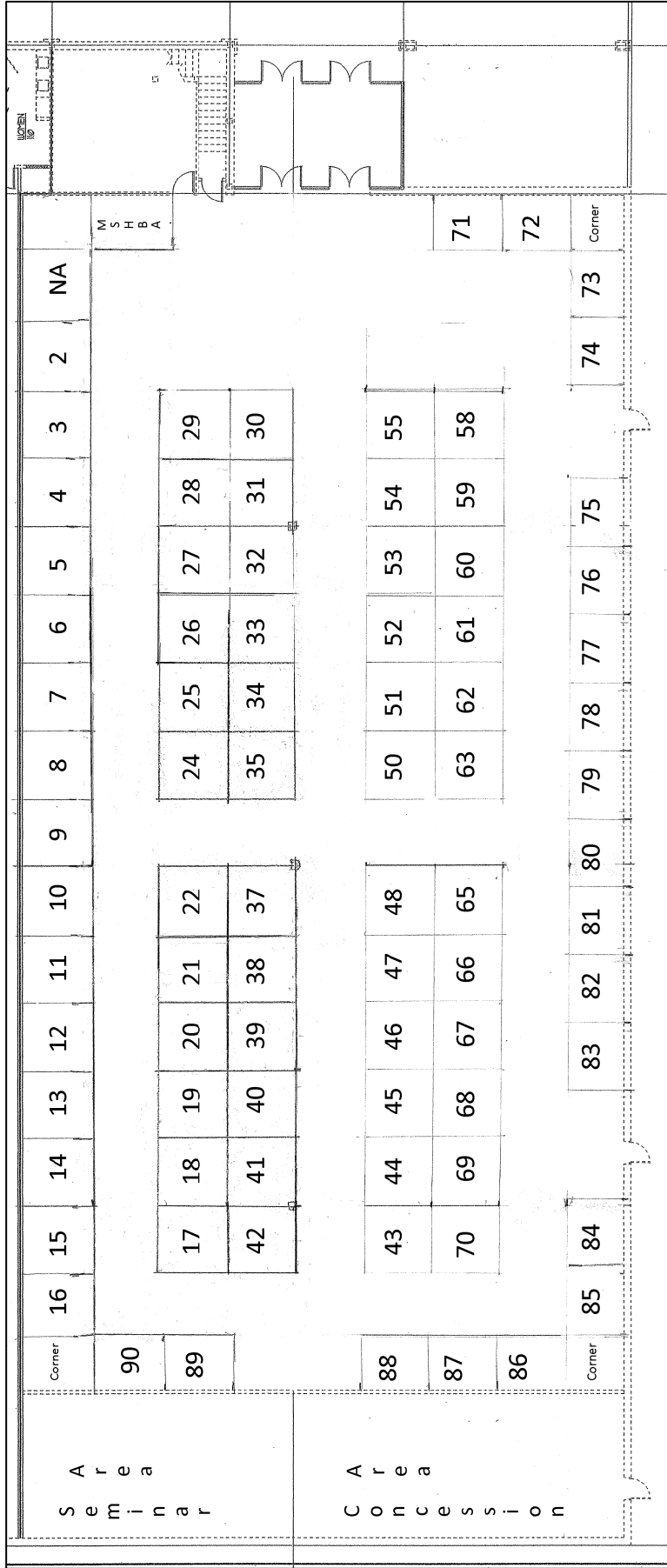
MID-SHORES HOME BUILDERS ASSOCIATION, INC.
2010 HOME & GARDEN EXPO

Booth Layout

Former Pamida Building

2245 Calumet Drive – New Holstein, WI 53061

Fri., Feb. 19 5-8PM ■ Sat., Feb. 20 10AM-4PM ■ Sun., Feb. 21 10AM-4PM



BOOTH SIZES: standard booth size is 10' x 10' except:

Booths 71- 90 are 8' x 10'

Booths 72+73, 85+86 or 90+16 are available as Corner Booths for a special price.

See the registration form for rates

NOTE ENTRY DOORS FOR SET-UP/TAKEDOWN: 2 sets of double doors in front (5'8" x 6'10" opening, diagonal dimension 8'7")
 2 service doors on side of building (2'10" x 6'10" each)

MSHBA HOME & GARDEN EXPO
2010 Rules & Regulations
Former Pamida Building
2245 Calumet Drive – New Holstein, WI 53061

Show Dates & Times: Fri., Feb. 19 - 5:00 p.m. to 8:00 p.m. ■ Sat., Feb. 20 - 10:00 a.m. to 4:00 p.m.
Sun., February 21 - 10:00 a.m. to 4:00 p.m.

Booth Set-Up Schedule: Exhibitor Check-in & Completion Deadline - Friday Noon

Thursday, February 18 - 8:00 a.m. to 6:00 p.m.

Friday, February 19 - 8:00 a.m. to noon

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

<p>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.</p>
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Failure to have booth set-up complete by Friday, noon may result in forfeiture of deposit.

Booth Take-Down: Sunday, February 21 - 4:00 p.m. to 8:00 p.m. **(not before 4:00 p.m.)**

Monday, February 22 - 8:00 a.m. to noon

Exhibitors must remove all of their displays and equipment by noon, Monday, February 22, 2010. 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

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 noon on Friday, February 19. Dismantling shall be done by noon on Monday, February 22. 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 for each electrical circuit requested. Multiple plugs & extension cords are the responsibility of the exhibitor. **220-volt outlets and other Exhibitor special electrical requirements to be billed at cost.**

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. Raffles 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!

Flexible Payment Option: At the time of original booth registration, a MSHBA member exhibitor may take the option of paying 50% of the total booth fees, with the remaining 50% of the total booth fees and the compliance deposit to be paid by January 15, 2010. If the exhibitor fails to pay the remaining 50% of the total booth fees and their compliance deposit by January 15, 2010, the exhibitor forfeits the amount paid at registration.

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.