



Friday, March 13 9:00 AM – 9:00 PM
 Saturday, March 14 9:00 AM – 9:00 PM
 Sunday, March 15 11:00 AM – 5:00 PM

www.kalamazoohomeexpo.com
 facebook.com/HBAofWesternMI
 twitter.com/HBAWMI

PLEASE COMPLETE THIS AGREEMENT AND:

FAX TO: 269-375-6493
 MAIL TO: HBA of Western Michigan
 5700 W. Michigan Ave
 Kalamazoo, MI 49009
 OR EMAIL TO: ChristinaR@hbawmi.com

ALONG WITH 50% BOOTH DEPOSIT

COMPANY {please check for accuracy, this will be used for marketing materials}

Company name _____
 Contact person _____
 Address _____
 City/State/Zip _____
 Phone _____
 Email _____
 Website _____

Primary Exhibitor/Main
on-site contact _____

Cell _____
 Email _____

Is your company an HBA of Western Michigan Member?

☐ YES

☐ NO, but I'd like to be

☐ NO

EXHIBIT SPACE

1st Choice booth # _____
2nd Choice booth # _____
3rd Choice booth # _____

MARKETING OPPORTUNITIES

Web Banner Ad \$200
 Banner Ad + Design \$250
 Passport to Prizes Listing \$250

Expo Guidebook Ad Rates (see insert) Non - Member Member

Marketing Subtotal _____

Please refer to color coded map for available locations:		BOOTH RATES	
Regular Booth Space (10ft x 10ft)		\$1,600.00	
Premium Booth Space (10ft x 10ft open to 2 aisles)		\$2,100.00	
Slim Double Booth (9ft x 20ft, booths 117 & 184 only)		\$ 2,700.00	
Garden Booth (per 10x10 area) MUST contain landscape features such as flowers, water features or greenery		\$ 2,100.00	
Corner Booth		\$2,700.00	
SUBTOTAL (booth rate x number of booths]			
HBAWMI Member Discount Must be an active member of the HBA of Western MI by March 1, 2020		-25% off subtotal	MEMBERS ONLY
5-year Exhibitor Discount Must be a current HBAWMI Member who has exhibited for <u>5 consecutive years</u> , and who reserves space prior to December 1st		-10% off subtotal	
Early Bird Discount Take an additional 5% off if space is reserved by December 1st		- 5% off subtotal	
TOTAL COST OF SPACE (subtotal-discounts)			
Marketing Subtotal			
TOTAL INVESTMENT (space + marketing)			

SOCIAL MEDIA HINT: CONNECT WITH US TO SEE/SHARE IMPORTANT EVENT DETAILS & USE #2020KZOOHOMEEXPO

please list your
social media
accounts



PRODUCT CATEGORY PLEASE CIRCLE YOUR PRIMARY BUSINESS CATEGORY

- Basement Waterproofing
- Builders & Remodelers
- Concrete Repair
- Flooring
- Garage Doors
- Home Automation & Security
- Kitchen & Bath
- Lawn Care & Landscaping
- Mortgages & Banking
- Moving & Storage
- Outdoor Living & Furniture
- Paint & Painters
- Pest Control
- Pools & Spas
- Public Utilities & Energy
- Real Estate & Property Management
- Roofing, Siding, Windows & Gutters
- Specialty Contractor - Electric, HVAC, Plumbing
- Specialty Services
- Water Systems & Filtration

2020 HOME EXPO EXHIBITOR CONTRACT

TERMS & CONDITIONS

- A. Exhibit spaces are reserved on a first right of refusal basis. All 2019 Home & Garden Expo Exhibitors will have the first opportunity to reserve their booth from last year. Booth space will become available in the following priority:
1. Returning 2019 Exhibitors (now-September 13)
 2. Consecutive 5-year exhibitors (September 16 - 27)
 3. All HBAWMI members (September 30 – October 11)
 4. Non-members/General Public (October 14 - Show dates)
- B. A non-refundable deposit of 50% is required to reserve exhibit space. The balance due will be invoiced upon acceptance of this Contract by HBAWMI and must be paid within 60 days of invoice date. If this Contract is submitted before Dec. 1, 2019, a 5% discount in Exhibit Space pricing applies. Full payment must be enclosed with all contracts received after January 1, 2020.
- C. A 50% cancellation fee will be charged if Exhibit Space is cancelled in writing on or prior to Dec. 1, 2019. No refunds are available after Dec. 1, 2019. In the event of cancellation or abandonment by HBAWMI of any full day of the Home Expo, HBAWMI will refund a pro rata share of Exhibit Space price within sixty (60) days of the date of the cancellation or abandonment based upon the number of days for the Expo. If such cancellation or abandonment occurs for only a portion of any one day, the Exhibit space price will be deemed to have been earned for that day, and no refund will be payable. HBAWMI reserves the right to change the Expo Venue at any time.
- D. Exhibitor must supply a Certificate of Insurance for bodily harm, death and property damage by February 1, 2020. (Minimum coverage of \$1,000,000, HBAWMI named as coinsured or additionally insured). Please see attached sample.
- E. I do not plan to staff my exhibit space on Sunday, March 15, 2020. ☐ YES ☐ NO
Though it is not required, with the new hours, we highly recommend staffing your booth. Please see "DURING HOME EXPO HOURS" in the Rules & Regulations.
- F. My booth will require standard electric (no additional fee) ☐ YES ☐ NO
- G. Please carpet my booth (no additional fee) ☐ YES ☐ NO
- H. My booth will extend above 8ft in height. ☐ YES ☐ NO
Please see section A of "SET-UP INFORMATION" in the Rules & Regulations

All contract Rules and Regulations will be subject to interpretation by HBAWMI. All decisions of HBAWMI are final. The HBAWMI reserves the right to refuse Exhibit Space to any company.

I, the undersigned, have read, understand, and agree to abide by (1) all provisions of this Contract (2) the 2020 Home & Garden Expo Rules and Regulations (must be initialed and returned) which are expressly incorporated into the terms & conditions of this contract (see enclosed):

Signature: _____ Date: _____

Printed Name: _____ Title: _____

PAYMENT METHOD

Please find my check enclosed (payable to HBAWMI)

OR

Charge to my: VISA / MASTER / DISCOVER / AMEX

☐ FULL BOOTH TOTAL \$ _____

☐ 50% DEPOSIT (minimum) \$ _____

☐ OTHER AMOUNT \$ _____

Number: | | | | | | | | | | | | | | | | | |

Expiration Date: | | | | | CSV: _____

Mailing Address (if different): _____

By signing below, I authorize the HBAWMI to process the payment amount indicated on the credit card above.

CARDHOLDER NAME (printed) and SIGNATURE:

FOR STAFF USE ONLY

Date received _____ Entered in GZ _____
Enter in Map Dynamics _____ Invoiced _____

2020 HOME & GARDEN EXPO – RULES AND REGULATIONS

The following Rules and Regulations will govern the Home Expo and are made a part of the 2020 Home Expo Exhibitor Contract (the "Contract") between the Home Builders Association of Western Michigan ("HBAWMI") and the person, partnership or corporation ("Exhibitor") engaging space. Please initial each section and return with the Contract.

GENERAL INFORMATION

INITIAL _____

1. Exhibitor agrees to install an attractive and educational display of their products and services. The Exhibitor agrees to display only products and services sold in the regular course of business and as described in this Contract. Each exhibit must comply with all applicable laws, codes and ordinances. Exhibits shall be dignified in character and, in the judgment of HBAWMI, not offensive to the general public. The HBAWMI reserves the right in its sole discretion to reject and/or remove, at any time, any exhibit, exhibitor staff, or portion of exhibit not keeping with this rule or purpose of the show.

- I. Exhibitors may not use their booth for petition, lobbying or political purposes without prior approval by HBAWMI or its affiliates.

2. Exhibitor agrees to not sublet or assign any portion of their Exhibit Space. Only one business may be promoted in each Exhibit Space. Multiple exhibitors wishing to share multiple spaces may do so only with prior written approval from HBAWMI.

3. Exhibitor agrees to provide a complete list of products and services, including brand names, to be displayed in Exhibitor's Exhibit Space, at the time of its delivery of this Contract to HBAWMI.

4. Exhibitor must supply a Certificate of Insurance for bodily harm, death and property damage by February 1, 2020. (Minimum coverage of \$1,000,000, HBAWMI named as coinsured or additionally insured)

5. No open flames are permitted within the Venue. No highly flammable materials (such as paper, crepe paper, etc.) are to be used in the construction or decoration of Exhibitor's Exhibit Space. Vehicle exhibits are required to purge gas tank before being displayed in the Venue. See FIRE SAFETY INFORMATION on following page for additional requirements.

6. No gambling or alcoholic beverages are permitted in the Venue or on the premises at any time during the Home Expo. There is NO SMOKING in the Venue as well as within Fifty (50) feet of any doorway to the Venue.

7. HBAWMI reserves the right to re-assign an Exhibitor to a roughly equivalent Exhibit Space if Exhibitor's current space interferes with HBAWMI's ability to sell multiple spaces. HBAWMI attempts to evenly space competitive products from each other but does not guarantee this. HBAWMI does not guarantee aisle widths.

8. Neither HBAWMI, its subsidiaries, affiliated companies and their officers, directors, agents and employees, nor the Owner of the facility, and their representatives will be responsible for any injury, loss or damage that may occur to the Exhibitor or to the Exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by this Contract, and the Exhibitor upon signing this Contract expressly releases the above-named entities and individuals from any and all claims for any and all loss, damage or injury whatsoever. The Exhibitor shall indemnify and defend and hold harmless HBAWMI, its subsidiaries, affiliated companies and their officers, directors, agents and employees, the Owner of the facility, and their representatives or employees from any and all claims, actions, causes of actions, liabilities, damages, costs, losses and expenses (including attorney's fees) as maybe asserted against them or incurred by them for any and all accidents, occurrences or events resulting from the Exhibitor's acts or omissions.

9. If exhibit space payments are not made on a timely basis, HBAWMI shall have the right to do one of the following: (a) Terminate this Contract and retain all funds Exhibitor has previously submitted to the HBAWMI; (b) Reduce the size of the exhibit space; or (c) Collect the contracted amount.

10. The Exhibitor authorizes HBAWMI, its agents, and employees, to use the Exhibitor's name to promote the Home Expo and to solicit other exhibitors for this and future shows.

SET-UP INFORMATION

INITIAL _____

A. Exhibitor agrees to have display ready by 7:00 pm on Thursday, March 12, 2020. Failure to comply may be cause to close exhibit and forfeit all fees. The HBAWMI reserves the right to resell the space.

B. All Exhibitors receive drapes included in the price of their Exhibit Space – Eight (8) foot drapes for the sides and back of the display. All displays, banners, signs or structures greater than eight (8) feet in height on either the sides or back of booth, must be finished on exposed area. *Displays that extend above eight (8) feet must request a height variance and need to be placed against a wall. The height variance request must be approved at least 30 days prior to show dates by the fire marshal. Exhibitor will incur a charge of \$100 per foot per booth for the right to extend above 8'.* No pop-up tents, canopies, patio rooms or structures can be setup inside the Expo Center that have a covering or roof where anyone can walk under the covered area.

C. The driving of nails, tacks, screws, tape or use of any method of attaching material to walls, floors or railings or venue is prohibited. Signs, banners or other items cannot be hung from ceilings. Exhibitor will be required to replace, repair or otherwise assume expense for any defacement of the building, draperies, carpeting or flooring caused by its exhibit or its representatives.

D. Heavy materials and equipment may not be dragged or skidded over floors: they must be carried or moved on wheels of such a type and size as will not cause scratches or marks not removable by ordinary routine methods of cleaning. Materials and equipment that may cause stains, marks, mars or discoloration of floors, carpeting, or walls must be protected against such damage by whatever devices necessary (padding, plastic sheeting, or water pans, etc.). Exhibitor will be billed for replacement value of such items that are damaged.

E. All Exhibit Spaces are carpeted with the exception of the Garden Spaces. If furniture is provided by another HBAWMI member, a sign (no larger than 8.5" x 11") acknowledging the member may be displayed. No non-member acknowledgement signs are permitted.

F. No vehicles are allowed inside the Venue. Vehicles can drive up to the building's loading docks but are not allowed inside the building. Vehicles are allowed for display in the show but must meet the requirements of the fire marshal.

G. 110 volt/20amp electrical outlets are provided at the Venue for Exhibitors that have requested them. Any Exhibitor requiring additional electrical wattage must submit a request on the appropriate form. HBAWMI and the Venue assume no responsibility for any damage that may occur to sensitive electrical/electronic equipment (including, but not limited to, computers and audio-visual equipment). Exhibitors with sensitive electrical/electronic equipment are strongly encouraged to provide surge protection or uninterruptible power supply devices.

H. All tables in Exhibit Spaces must be covered and skirted.

DURING HOME EXPO HOURS

INITIAL _____

A. Exhibitor agrees to staff the booth during all Home Expo hours as printed on this contract. Failure to comply will be cause to close exhibit and forfeit all fees. Single proprietor Exhibitors are able to request, in advance, relief times for breaks. No Exhibitor shall be allowed into the Venue more than one hour prior to Home Expo opening.

i) Exhibitors may choose to not staff their booth on Sunday, March 15, 2020 as long as they abide by the following rules: (1) Exhibitors must place a sign in their booth informing visitors of their absences, (2) provide a piece of literature with contact information, and (3) nothing may be removed from the booth until 5:00pm on Sunday, March 15, 2020. Failure to abide by Sunday instructions will result in a minimum of \$200 fine. Exhibitor is responsible for completing appropriate forms declaring the booth will be unattended and returning to the HBAWMI by January

2020 HOME & GARDEN EXPO – RULES AND REGULATIONS

31, 2020. The HBAWMI shall not be responsible for any loss or damage to any property of exhibitor's while booth is unattended.

B. Exhibitor and Exhibitor personnel agree to utilize the Exhibitor parking and Exhibitor entrance established by the HBAWMI during show hours and agree not to enter through the front Visitor entrance. Exhibitor parking and entrance will be marked. Violators will be towed without notice at the Exhibitor's expense.

C. Exhibitor agrees to confine all activity concerning display within the limits of their Exhibit Space, including personnel. Tables, display items, and signs may not be placed in the aisles. Voices or any device producing sound must be kept to a volume that does not disturb neighboring exhibits or Home Expo attendees. Exhibitors may not distribute noise makers. Helium-filled (lighter than air) balloons are not allowed. No flashing or moving lights of any kind are permitted. Failure to comply may be cause to close exhibit and forfeit all fees.

D. No exhibitor may sell or give out food or beverage (other than wrapped candy and water) without prior written approval of HBAWMI and the Fairgrounds. Popcorn is not allowed on the premises.

F. Exhibitor agrees to not play any copyrighted music and/or videos in any manner for the duration of the Home Expo because of the potential liability to the HBAWMI due to the violation of copyright laws. This includes radios, tapes, compact discs, digital media, videos, as well as live performances.

i) Exhibitors violating this provision agree to indemnify HBAWMI to the full extent of any liability.

ii) Should Exhibitor possess a license granting the right to play or use a specific song(s), or should Exhibitor have a license with the American Society of Composers and Producers (ASCAP) or the Broadcast Music International (BMI) granting the right to play or use a specific song(s), Exhibitor may, at HBAWMI's sole discretion, be allowed to use said song or songs upon furnishing a copy of the license to HBAWMI.

TEAR-DOWN INFORMATION

INITIAL _____

A. Exhibits must remain completely intact until 5:00 p.m. on Sunday, March 15, 2020 once the show is announced as closed. No items may be removed from exhibits or put away within exhibits until the closing announcement is made at 5:00 p.m. Exhibits must be removed from the premises by 1:00 p.m. on Monday, March 16, 2020. If display is not removed from the Kalamazoo Expo Center, HBAWMI will remove it at Exhibitor's expense. If additional clean-up is required for Exhibit Space, Exhibitor agrees to reimburse HBAWMI for any charges for cleaning service. Failure to abide by tear-down instruction will result in a minimum of \$100 fine.

B. Upon signing of this Contract, Exhibitor agrees to abide by the Rules and Regulations governing the Home Expo contained herein. Violation of same is sufficient cause for the HBAWMI to:

1. CLOSE DISPLAY IN THE 2020 HOME & GARDEN EXPO;
2. FINE EXHIBITOR NO MORE THAN \$500; AND/OR
3. DENY PARTICIPATION IN FUTURE HOME EXPOS.

DISPUTE RESOLUTION

INITIAL _____

If any claim, dispute or controversy arises between the parties regarding this contract, the parties agree to try to first settle the dispute by mediation. The parties are entitled to legal representation and the mediation process is intended to be a convenient, efficient and cost-effective opportunity to settle their difference prior to resorting to arbitration or litigation. The parties agree to equally share the expense of the fees charged by the mediator.

FIRE SAFETY REQUIREMENTS

INITIAL _____

1. HBAWMI shall provide an approved site and/or floor plan (accurate measurements shall be included identifying booth and/or table locations, aisles, displays, and exits) to the Fire Marshall.
2. No display or exhibit shall be installed or operated to interfere in any way with access to any required exit or firefighting equipment.
3. Travel distance within an exhibit booth or exhibited enclosure shall not be greater than fifty feet (50') to any exit access aisle.
4. Exhibit booths shall be constructed of:
 - a. Non-combustible or limited-combustible materials.
 - b. Wood greater than one-quarter inch (1/4") nominal thickness or pressure treated fire-retardant wood if less than one-quarter inch (1/4") nominal thickness.
 - c. Flame-retardant curtains and/or drapes.
 - d. All acoustical and decorative material including, but not limited to cotton, hay, paper, straws, moss, split bamboo, and wood chips shall be flame-retardant. Materials that cannot be treated shall not be used.
5. Aisles shall be provided as follows:
 - a. Vendor aisles shall not be less than three feet (3') wide.
 - b. Patron aisles shall not be less than six feet (6') wide. Aisle widths may need to be increased based upon the expected occupant load.
 - c. Aisles shall be maintained clear and unobstructed at all times. No displays shall protrude into the walkways from above or below the tables or be placed in front of display tables or established table lines.
6. Inside use of liquid propane gas cylinders is prohibited.
7. Electrical connections and use shall comply with the National Electrical Code.
8. The use of open flame(s) or cooking equipment shall comply with the Uniform Fire Code and receive prior written approval of HBAWMI.
9. Combustible materials within an exhibit booth shall be limited to a one-day supply.
10. Vehicles on display shall comply with the following:
 - a. Fuel tanks shall be not more than one-quarter (1/4) full or contain more than five (5) gallons of fuel, whichever is less.
 - b. Fuel tank openings shall be locked and sealed in an approved manner.
 - c. At least one battery cable shall be removed from the battery used to start the vehicle. The disconnected cable shall be taped.
 - d. Vehicles shall not be moved during the show.
11. The fueling or defueling of vehicle or equipment inside shall be prohibited.
12. Compressed flammable gasses; flammable or combustible liquids; hazardous chemicals or materials; and class II or greater lasers, blasting agents, and explosives shall be prohibited within the Venue.
13. A Fire Safety Plan will be provided by the HBAWMI for vendors, occupancy (crowd) and parking control to Kalamazoo Township.
14. HBAWMI shall provide an anticipated occupancy load expected during the event, hours of operation, and the anticipated peak hours of attendance.
15. Smoking, Vaping or use of E-cigarettes is prohibited inside buildings, tents, other structures or hazardous locations associated with the facility use. Additional signage shall be posted if necessary. A smoking area is designated near the Exhibitor Entrance.
16. Elevated displays shall be constructed and maintained in such a manner as not to fall or cause danger to occupants.



Don't Miss Out!

Showcase Your Products & Services in the 2020 Home & Garden Expo

Show Guide!

**Mailed to over 50,000
highly targeted
homeowners
2 weeks before EXPO!**

The Home & Garden Expo *Show Guide* highlights everything EXPO including the great garden seminar series and EXPO map with vendor locations. This tool gives attendees everything they need to plan a great day at the EXPO!!



Secure Your Spot TODAY!

Advertising Deadline: February 7, 2020

STANDARD POSITIONS (FULL COLOR)		MEMBER	NON MEMBER
1/4 page	3 5/8 x 4 7/8	\$675	\$900
1/2 page	7 1/2 x 4 7/8	\$900	\$1200
1/2 page	3 5/8 x 10	\$900	\$1200
Full Page	8 1/2 x 11	\$1350	\$1800
PREMIUM POSITIONS (FULL COLOR)		MEMBER	NON MEMBER
Outside Back Cover		\$2800	N/A
Inside Back or Inside Front Cover		\$1850	\$2500
Inside Back or Front Cover Facing		\$1850	\$2500

For advertising information, or to reserve your advertising space, contact: Marie Frank at MarieF@hbawmi.com or call 269-375-4225. **DEADLINE IS FEBRUARY 7, 2020**