

MARCH
17 & 18



PHOTO: GOLDEN EAGLE CONSTRUCTION

EXHIBITOR PROSPECTUS

2018 Builders Home Show & Lifestyle Expo

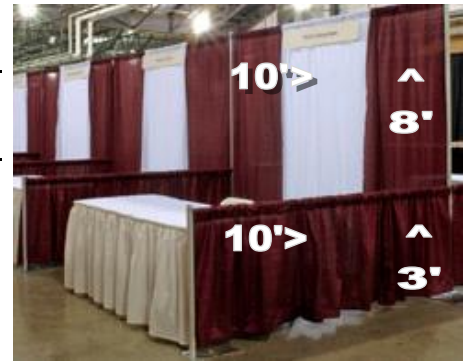
Presented by the Helena Building Industry Association

Once a year opportunity to connect with
thousands of potential customers ...



BOOTH RENTAL RATES

TYPE OF BOOTH	SIZE	HBIA MEMBER RATE	NON-MEMBER RATE
Single Booth	10' X 10'	\$500	\$600
Corner Booth	10' X 10'	\$550	\$650
Outside Display	For large trucks or equipment	\$275	\$375



OPEN VIEWING IS REQUIRED

DRAPED DISPLAY BOOTHS

You may extend the sides of your exhibit six feet from the back wall (and eight feet if needed). The remainder of the side space must conform to the three foot height, as shown. All booths are draped. Back drapes are 8 feet high, and side drapes are 3 feet high. Each booth has one 110 volt, 500 watt electrical outlet (equal to 2 standard electrical plug-ins). Additional electricity and props - carpet, lights, signs, chairs, and tables - may be contracted at your expense with the official show decorator.

Home Show Exhibitor Booths will be open **ONLY** to HBIA Members until

December 1, 2017

Booths are sold on a first come, first served basis.

You must be in good standing with the HBIA.

After December 1st, Home Show Booths will be open to any business with an emphasis in Residential Home Building at the Non-Member Rate.

Contact: HBIA at 3180 Dredge Drive, Ste. B, Helena, MT 59602

Phone: 406-449-3358

Fax: 406-449-0457

Email: staff@helenabia.com

IMPORTANT DATES & TIMES

Large Exhibitor Move In: Thursday, March 15, 2018 *Will be assigned time slots

**This will be limited to vendors with 4 booths or more, will be by invite only*

Exhibitor Move-In: Friday, March 16, 2018 8 am to 6 pm

Exhibitor Move-Out: Sunday, March 18, 2018 No tear down before 4 pm!

Large Exhibit Move-Out: Monday, March 19, 2018 8 am to 11 am

**This will be limited to vendors with 4 booths or more, will be by invite only*

All other displays and trash must be removed on Sunday.



K&J Convention Services is the Official Convention Decorator for the 2018 Annual Builder's Home Show. They can provide you with tables, counters, tall or standard chairs, carpet, additional or high voltage outlets, anything you may need. Download the complete official show service kit at www.kjconventions.com. The show ID is HBIA.

Or you can call K&J at 406-442-3238

FLOOR PLAN

LEWIS & CLARK
COUNTY FAIRGROUNDS

Outside booths available. Call HBIA to reserve one.



Helena Building Industry Association's
Builder's Home Show &
Lifestyle Expo.

Helena's Largest
Annual Trade
Show
& Exhibition!

Over 200
Exhibits

S = Sold

A strong presence
**IMPROVES
CONFIDENCE**
in buyers looking for
your skills,
experience, and
products.

An aggressive
marketing budget is in
place to
promote show.
Includes T.V., Radio,
Print, and Online.

SHOW TIMES
Saturday, March 17

9 a.m. to 5 p.m.

Sunday, March 18

10 a.m. to 4 p.m.

Reach a year's worth of customers in
just two days!

2017 BUILDERS HOME SHOW & LIFESTYLE EXPO

RULES & REGULATIONS

Please take a few moments to read through these rules and understand them completely.
Help us make this show run smoothly

1. **RULES AND AMENDMENTS:** Exhibitor agrees to the terms, conditions, rules, and regulations set forth below. HBIA Show Steering Committee has the full authority to make such further rules, amendments, and regulations as may be considered necessary or desirable for the safe and proper conduct of the show. Show Steering Committee has full authority to interpret and enforce all rules and regulations
2. **CONTRACT FOR SPACE:** Applicants are required to execute and forward Application/Contract to HBIA. To be valid, each contract must convey payments as stated on the Application/Contract.
3. **PAYMENTS:** A 50% deposit is required for space contracted and must be received with application. Balances must be paid in full by **March 1, 2018**, or booth may be resold.
4. **CANCELLATIONS:** Must be in writing. Booths cancelled prior to Feb. 1, 2018, will receive a refund minus a \$50 cancellation fee. **After Feb 1, 2018** a 50% refund minus a \$50 cancellation fee will be given if booth space is resold. Refunds will be processed after the show.
5. **SPACE ASSIGNMENTS:** All booth assignments will be based upon contracts submitted on a first-come, first-served basis.
6. All Exhibitors must be current in all debts to the HBIA in order to participate in the Show.
7. Exhibitors must be registered prior to **Feb. 9, 2018**, to be listed in the Home Show Magazine.
8. **EXHIBITOR PASSES:** Will permit exhibitors to enter the Show area without payment. Exhibitor passes will be available for pick up at the Exhibitor Check in during show set up. Passes will only be given upon receipt of full payment. Exhibitor passes are not collected but are shown only and can be used throughout the weekend. Each Exhibitor will be given two passes per booth purchased. Exhibitors can purchase additional passes to supplement the exhibitor passes. These passes are to be used by exhibitors **ONLY**.
9. Entry to the Show area during non-show hours is strictly prohibited. The buildings are kept locked and no one is admitted without special permission from the Show Committee. HBIA will provide hired security during non show hours.
10. All reasonable means are taken by the HBIA to protect the property of the exhibitors. However, all goods, wares, and merchandise of any kind placed in the Show is understood the HBIA is released from any and all claims, demands, and other damages arising out of occurrences in or at the leased space or as occasioned or suffered by exhibitor or any of its employees, agents or person in attendance in or at such space. Exhibitors are urged to use caution and not leave valuables in booths when not being manned.
11. The committee reserves the right to prohibit an exhibit or part of an exhibit which, in their judgment, may detract from the character of the Show. This restriction includes persons, things, displays, conduct, and printed matter.
12. Subletting of exhibit space is prohibited. Two or more firms may not exhibit in a single space unless a special arrangement is made with the Home Show Committee.
13. No exhibit will be permitted to protrude into adjoining booths or the aisles. Any exhibit exceeding 8 feet high must get Show Committee approval. No Signs may be erected which block the visibility of another booth.
14. All drawings for prizes and giveaway's must be registered with the Show Committee in advance for approval. No exhibitor may advertise or distribute tickets for prizes or giveaway's which are contingent upon a purchase, conduct any promotions with obligations imposed.
15. **ONE ELECTRICAL SERVICE** (110 volt 500 watts) is included in the cost per booth. Special electrical needs must be requested using a form supplied by K&J Convention Services. Extension cords are the responsibility of the exhibitor and must be approved gauged to the size of the load according to N.E.C. All equipment regardless of source of power must comply with National Electrical Code, all Federal, State and Local Safety Codes.
16. The exhibitor will be required to replace, repair or otherwise assume all expenses for any defacement or injury of the premises caused by their exhibit or its representatives.
17. All aisles must be kept clear of exhibits, interviews, demonstrations; distribution of literature, etc. must be made within the exhibitor's space only.
18. Booths must be able to pass Fire Marshall's inspection and for this reason, non-flammable materials are recommended.
19. **INSURANCE:** Exhibitors, at their expense, shall obtain and maintain in effect a commercial general liability insurance policy, written on an occurrence basis that provides coverage against claims for bodily injury or property damage occurring on the premises of the Show, including without limitation to the building and parking lots. Such policy shall afford protection with an occurrence limit of not less than one million dollars (\$1,000,000) The exhibitor shall name the HBIA as additional insured on
20. such policy for the Home Show dates of March 25 & 26, 2018 and shall deliver to the HBIA, a certificate of insurance evidencing said coverage. Failure by the exhibitor to comply shall result in termination of the contract without refund of any part of the rental fee. Neither the HBIA, nor Lewis & Clark County Fairgrounds, shall be required to perform any term, condition or covenant in this lease so long as such performance is delayed or prevented by Acts of God, strikes, lockouts, materials or labor restrictions by any governmental authority, civil riot, floods, or any other cause not reasonably within the control of the HBIA or Lewis & Clark County Fairgrounds and which by the exercise of due diligence HBIA or Lewis & Clark County Fairgrounds is unable, wholly or in part to prevent or overcome.
21. **CURTAINS:** are included in the cost of the booth space. Exhibitor is required to notify K&J Decorators of additional curtains needs three weeks prior to show by completing and returning required form and must be approved by Show Committee. Find form at www.kjconventions.com.
22. Exhibitors booth must be staffed by representatives during all show hours.
23. Exhibitor must, at its own expense, keep its booth clean, rugs vacuumed, products dusted, and displays in good order.
24. Set up will begin **Friday, March 16, 2018** at 8:00 am. No entrance or setup into Lewis & Clark County Fairgrounds before this time.
25. Exhibitors are prohibited from tearing down booth prior to 4:00 pm Sunday, **March 18, 2018**.
26. Exhibitors must remove all garbage, sweep and or vacuum area after show breakdown.
27. Exhibits not removed by 6:00 pm, Sunday, **March 18, 2018**, will be subject to a late removal fine and where applicable storage fees will be charged unless arrangements are made with Show Steering Committee.
28. **VIOLATIONS:** Any exhibitor breaching or violating any of the above Rules and Regulations shall upon oral notification by the Show Committee forthwith comply with such Rules and Regulations. If the oral warning is not heeded and violation of the terms and conditions of these regulations on the part of any exhibitor continues, right is hereby given the HBIA to terminate the lease to occupy space at its option, and the HBIA may re-enter and take possession of the space occupied by the exhibitor and the exhibitor shall pay all the expense. In connection with such removal and all damages which the HBIA may incur, and forfeit all money paid or due to the HBIA on account thereof.

SPACE APPLICATION

March 17 & 18, 2018

This agreement is made on (date) _____ between the Helena Building Industry Association of Helena (non-transferable contract lease exhibit space) with:

Business Name _____

Contact Person _____ Telephone _____ Cell _____

Address _____ Email _____

City _____ State _____ Zip _____

EXHIBIT SPACE(S) REQUEST

Total number of Booths Requested _____

Booth Location Preferences: 1st Choice(s) _____ 2nd Choice(s) _____

3rd Choice(s) _____ 4th Choice(s) _____

Total amount due for Exhibit Space(s): _____ X _____ = \$ _____
(# of Booths) (\$ Amount)

Credit Card Fee 3% \$ _____

Non-refundable deposit of 50% \$ _____

PER BOOTH SPACE due with application \$ _____

Balance Due in Full on March 1, 2018 \$ _____

MAKE CHECKS PAYABLE TO HBIA or Enter Credit Information (3% Convenience fee on cards)

Visa Master Card American Express Discover

CC# _____ Exp Date _____

Code _____ Cardholder Name _____

Billing Address _____

TERMS: A non-refundable deposit of 50% per booth will hold your booth space(s). The balance is due on or before March 1, 2018. Cancellations MUST BE IN WRITING no later than February 1, 2018. I have read and understand the Show Rules and Regulations and agree to abide by the terms and conditions as set forth by the Helena Building Industry Association and agree to hold harmless the Helena Building Industry Association and its members, officers, directors, and managers of the Home Show from any claims or liability or damage to persons or personal property as a result of entering into this agreement for the 2018 Builders Home Show and Lifestyle Expo.

Authorized & Signed By: _____

Cell Phone Number: _____

HBIA's 2017 BUILDERS
HOME SHOW &
LIFESTYLE EXPO

OFFICE USE ONLY

Date rec'd _____

Amt. rec'd _____

Bal. due _____

Booth# _____

Map _____

QB _____

SS _____



Get your business in front of the customers you are seeking

Don't miss this great opportunity to showcase your quality products and services in the official full-color, glossy magazine that targets those interested in building a home, upgrading their existing home, or learning more about the latest in building, design, and décor.

The Annual HBIA Home Show Book is distributed throughout the Helena area businesses. It will remain in the banks, title companies, members businesses throughout the whole year. Every attendee of the First Time Homebuyer's class receives a Home Show magazine complete with a HBIA Membership Directory. This magazine is online for a whole year on the HBIA Website as well as the Montana Home Experts website.

DEADLINES

SPACE RESERVATION
February 2nd

AD ELEMENTS DUE
February 9th

RATES AND SIZES

- 1/8 PAGE - 3.625w X 2.375h\$250
- 1/4 PAGE HORIZ - 3.625w X 4.875h\$350
- 1/2 PAGE HORIZ - 7.375w X 4.875h
VERT - 3.625w X 9.875h\$575
- FULL PAGE - 8.375w X 10.875
(plus 1/8" bleed).....\$900
- INSIDE COVERS/PG 3, 5, 6 -
8.375w X 10.875h (plus 1/8" bleed).....\$1,000
- BACK COVER -
8.375w X 10.875h (plus 1/8" bleed).....\$1,200
- 2 PAGE SPREAD -
17.0w X 11.125h (plus 1/8" bleed).....\$1,700

INFORMATION

CHECK OUT LAST YEAR'S MAGAZINE

Website: www.helenabia.com

RESERVE YOUR AD TODAY

Contact:

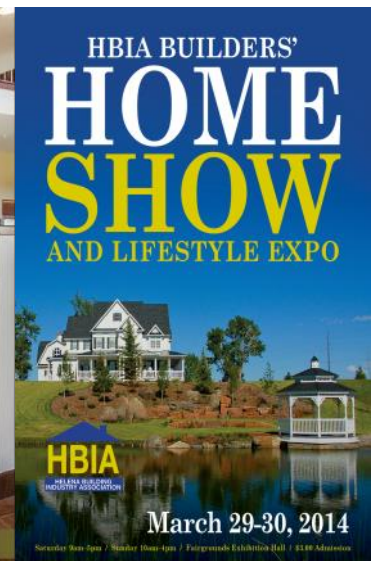
staff@helenabia.com

406-449-3358

SUBMIT ADS AND AD CONTENT

HBIA - staff@helenabia.com

*Acceptable camera-ready file formats are PDF, and JPG. All images must be 300 dpi or higher.





3180 Dredge Drive, Ste. B
Helena, MT 59602

Return Service Requested



BUILDERS
HOME SHOW
&
LIFESTYLE
EXPO

MARCH
17 & 18
2018

Reserve your
exhibit space today
Registration form enclosed

PHOTO: BLUE MOUNTAIN BUILDERS