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PRESENTING SPONSOR



## EXHIBITOR PACKET

### 2018 Tri-State Home Show Hours

<b>Friday</b>	<b>March 2, 2018</b>	<b>10 am – 8 pm</b>
<b>Saturday</b>	<b>March 3, 2018</b>	<b>10 am – 8 pm</b>
<b>Sunday</b>	<b>March 4, 2018</b>	<b>11 am – 5 pm</b>

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# ***52<sup>nd</sup> Tri-State Home Show***

*Welcome to our new and returning vendors and exhibitors! We would like to thank you for participating in the 52nd Annual Tri-State Home Show. We hope you have a great show.*

*The Home Builders Association of Greater Chattanooga believes your product or service will get maximum exposure during the Tri-State Home Show. Past experience has proven this to be true.*

*We have compiled this exhibitor's manual to help you make the most out of your Home Show experience. Be sure and read over the entire booklet. This booklet has helpful information about the show and also things you can do to make your Home Show experience a successful one.*

*Again, thank you for being a part of the 2018 Tri-State Home Show, and if we can be of assistance during the show, please let us know.*

*We look forward to seeing you at the Show!*

*≈ The Home Show Committee ≈*

**Visit Our Website at**

**[www.homeshowchattanooga.com](http://www.homeshowchattanooga.com)**

***Be sure to promote the  
Tri-State Home Show on any  
Social Media Communities that  
you are a part of.***



# ***Hotel Rooms***

## **SPECIAL RATES FOR OUR EXHIBITORS**

### **Chattanooga Marriott at the Convention Center**

**Two Carter Plaza**

**Chattanooga, TN 37402**

**(423) 756-0002**

**(800) 841-1674 toll-free**

Standard Room

Single Rate: **\$142 + tax/night**

To make a reservation, **please call toll-free and reference the “Home Builders Association block of rooms.”**

**NOTE:** Deadline for reservations at this rate is 2/13/18.

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### **Staybridge Suites - Downtown Chattanooga Convention Center**

**1300 Carter Street**

**Chattanooga, TN 37402**

**(423) 267-0900**

**(800) 238-8000 Toll-free**

**Studio rate: \$129 + tax/night**

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**NOTE:** Deadline for reservations at this rate is 2/06/18.

# ***Exhibitor Move-In Information***

## **Need Electricity, Internet, or Phone**

You must order Electrical, Internet, Phone, and Water directly through the Convention and Trade Center. You do this online at the provided link on the Home Show Website [www.homeshowchattanooga.com](http://www.homeshowchattanooga.com).

These services must be ordered through the Convention and Trade Center not the HBA. *\*Remember, if you do need electricity for your booth, the advance or discounted rate is being offered only until the end of business on Friday, February 16<sup>th</sup>.* After the date the cost for ordering electricity will go to the regular rate. The form is at the end of this packet.

## **Need Tables, Chairs, Carpet, etc.**

The decorator *All Convention & Expo Services* will be available at the show during set up but it is suggested that order in advance. Order forms are located on the Home Show Website at [www.homeshowchattanooga.com](http://www.homeshowchattanooga.com) and at the end of this packet. Tables, Chairs and Carpet – All Convention & Expo Services.

## **Exhibitor Check-In**

Each Exhibitor will receive five (5) wristbands for one booth and ten (10) wristbands for two or more booths. You will receive wristbands upon check-in.

***You will need your wristband in order to get in and out of the show and the Exhibitor/Vendor Lounge. NO EXCEPTIONS.***

***Thank you in advance for your cooperation with this matter.***

Please bring your own badge to the show. If you don't have a badge, you may request one at the badge table during check-in. Please note that badges do not take the place of your wristband. Wristbands must be present to enter the show.



Wristbands will be available for pick up during Move-In on Thursday from 3pm – 6pm.

**Exhibitors/Vendors Lounge**

**Donations**



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***Thank You!***

**Booth Size/Curtains/Furnishings**

Each booth is no more than 10' by 10'. The depth will remain 10' regardless of the number of booths purchased side by side. Sizes will differ only when two booths are purchased in adjoining aisles. There will be a curtain running the length of each row that will separate the booths. Each booth will have a backdrop that is 8' high with side curtains measuring 3' high. For those who have more than one booth, a curtain will not divide the interior area of their booths.

If you are in need of electrical service, water, phone or internet for your booth, these items will need to be ordered through the Chattanooga Convention Center. *\*Remember, if you do need electricity for your booth, the advance or discounted rate is being offered only until the end of business on Friday, February 16<sup>th</sup>.* After the date the cost for ordering electricity will go to the regular rate shown on the order form that is included in this document. Order forms are included with this packet.

Table, chairs, and carpet can be ordered through **All Convention & Expo Services** (order forms are available online.)

**Exhibitors/Vendors Lounge**

We will once again provide an Exhibitors/Vendors Lounge for our vendors and exhibitors. This will consist of snacks only. You must have a wristband in order to enter. We also ask that you please do not bring any food or beverage out of the lounge. **No children allowed.** Please note that this lounge is only for exhibitors who are working the booths. Thank you in advance for your cooperation and consideration.

## **Payment**

The HBAGC office must receive payment in full by **February 2nd, 2018**. You will not be allowed to setup if payment has not been received.

## **Important Note about Vehicles**

All vehicles remaining in the Chattanooga Convention Center for the Home Show must have less than one-fourth (1/4) of a tank of fuel. The Fire Marshall will be checking the vehicles at the Home Show.

## **Move-In**

- We ask that you please have your booth # available to make Move-In faster.
- NO VEHICLES will be allowed inside the Convention Center on Thursday after 1pm except for those located in Row F or K. Row F or K will begin move in at 3:00 pm.
- **If you are in Row F or K you will begin set up on Thursday, March 1st at 3:00 pm and have until 10 p.m. to have your booth completed.**

Monday, February 26 Booths B,C,D,E,G, H,I, J,L,M,N Numbers 17-34 ONLY Booths A 8-12, P 1-27, O 5-15	Drive-in loading door will be open from 12:00 noon until dark but you may stay until 8 p.m.
Tuesday, February 27 Booths B,C,D,E,G, H,I, J,L,M,N Numbers 17-34 ONLY Booths A 8-12, P 1-27, O 5-15	Drive-in loading door will be open from 7 a.m. until dark but you may stay until 10 p.m.
Wednesday, February 28th Booths B,C,D,E,G, H,I, J,L,M,N Numbers 1-16 ONLY Booths A 1-7, O 1-4, Q 1-8:14-16:19-27	The drive-in loading door will be open from 7 a.m. until dark but you may stay until 10 p.m.
Thursday, March 1st Booths B,C,D,E,G, H,I, J,L,M,N Numbers 1-16 ONLY Booths A 1-7, O 1-4, Q 1-8:14-16:19-27	Drive-in loading 7:00 a.m. – 1:00 p.m. All vehicles must be removed from the hall by 1:00 p.m. You may walk in items between 1:00 – 9:00 p.m.

**All booths must be finished by Thursday, March 1<sup>st</sup>, 2018 at 10:00 p.m.**

### **To further assist you in your move-in efforts:**

- ≈ A **forklift** and **operator** will be available on a first come, first served basis. Please limit your request for this assistance to heavy items and/or equipment.
- ≈ The forklift and operator **are furnished** by the show and included in your booth price.
- ≈ Shuttle and parking lot available for exhibitors. If you are staying to work on your booth, you must park your vehicle in the assigned parking lot and take the shuttle back. Parking is not available at the Convention Center. Shuttle hours are 9:00 a.m. – 5:00 p.m., Tuesday – Thursday only.
- ≈ **DO NOT** leave your vehicle unattended unless you are parked at a meter or private lot. There will be NO shuttle service during the show or during move-out.

### **Move-Out**

Move-out time will be after the show on Sunday, March 4<sup>th</sup> from 5:00 p.m. - 10:00 p.m. and Monday, March 5<sup>th</sup> from 7:00 a.m. – 12:00 p.m. Everything needs to be out of the Convention Center by 1:00 p.m. including your hanging banners. The banners will be available to be picked up at the Convention and Trade Center Monday, March 5<sup>th</sup>. **If you are in row F or K you will need to have your entire booth taken down or moved out of these aisles immediately following the show Sunday, March 4<sup>th</sup> at 5pm.**

**No Vendor will be allowed to park in the gated parking lot loading dock on Sunday, March 4<sup>th</sup> unless you have a parking pass. Parking passes cannot be requested.**

### **Exhibit Space**

#### **Subletting or Sharing Booth Space**

To insure proper representation and operation of the show, exhibitors must contract individually to show their product.

**Subletting or sharing of space is STRICTLY PROHIBITED. Failure to abide by this policy may result in termination of contract and ejection from the show. The exhibitor shall not display another business material in their booth. The booth is to be solely used by the paying exhibitor.**



## **Manning Booth**

Someone **MUST** be in your booth at all times during the Show.

## **Care of Exhibit Space**

The aisles will be cleaned each night, but each exhibitor must keep their own spaces clean, exhibits manned and in good order.

## **Cooking in Booth**

Anyone wishing to cook during the show must let the Home Show Committee know and keep an adequate fire extinguisher in your booth.

## **Fire Prevention**

Regulations require your exhibit to be confined to your booth with no supports, strings, wire, etc., attached to posts or other fixture in the center.

## **Limitations**

Exhibits shall be so installed that they will not exceed beyond the space allotted. **Distribution of printed materials, souvenirs or other articles must be restricted to the space of the exhibit.** Individual public-address systems will be permitted on the premises, but must NOT be audible more than eight (8) feet from booth. The exposed backs or sides of all booths must be draped or finished, with no signage, so that it will not interfere with an adjoining booth.

## **Security**

The HBAGC will provide around the clock security protection from Monday, February 26th at 7:00 a.m. until Monday, March 5th at 1:00 p.m. You can assist by removing or securing any small or expensive items from your booth before leaving.

## **Compliance**

The Exhibitor agrees that his exhibit shall be admitted and shall remain from day to day solely on strict compliance with the rules herein laid down. HBAGC reserves the rights to reject, eject, or prohibit any exhibit in whole or part, or any exhibitor or his representatives, with or without giving cause.

If an exhibit or exhibitor is ejected for violation of these rules or for any other reason, no return of rental monies shall be made.

## **Amendments**

Any and all matters of questions not specifically covered by the preceding rules and regulations shall be subject solely to the decisions of HBAGC management or Home Show officials. All amendments so made shall be binding on exhibitors equally with the foregoing rules and regulations.

## **Damages**

Exhibitors are liable for any and all damages caused to the building floors, walls, or columns, or to standard booth equipment and to other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building floors, columns or to standard booth equipment.

## **Liability**

The Home Show Committee cannot guarantee Exhibitors against loss or damage of any kind. Space is leased with the understanding that the Exhibitors will not hold the Home Show Committee, the Home Builders Association of Greater Chattanooga, Carter Street Corporation Board, City of Chattanooga, and Hamilton County harmless from any or all liabilities from any cause whatsoever prior to, during, or subsequent to the period covered by the exhibitor contract, and the Exhibitor on signing the contract expressly releases the Home Show Committee, the Home Builders Association of Greater Chattanooga, Carter Street Corporation Board, City of Chattanooga, and Hamilton County and agrees to indemnify same against any and all claims for such loss, damage, or injury.

## **Certificate of Insurance.**

Exhibitors are required to provide Certificate of Liability Insurance prior to the move in date of Monday, February 26th, 2018. The certificate will list the 2018 Tri-State Home Show, March 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup>, 2018 at the Chattanooga Convention Center in Chattanooga, TN. The Chattanooga Convention Center and the Home Builders Association of Greater Chattanooga named as additionally insured.

## **Awards**

The Booth Judging Competition will be presented in the following categories:



*Award of Excellence – Single Booth (3 given out)*

*Award of Excellence – Multi-Booth (3 given out)*

*Best New Exhibitor Award*

*Best Outdoor Presentation*

*Dorothy Wade Best of Show*



Outside judges will be selected by Home Show Officials.

Awards will be presented Saturday

Judging will begin at 8:00 a.m. on Friday

## **Courtesies**

Avoid creating anything in your display materials that will mark or damage the floor of the Convention Center. If you have water as part of your display, provide drip cloths or other protection that will prevent staining.

Give your display considerable thought. Keeping the height of your side displays down to 3 feet enables the viewers to see your booth well before they reach it. It also enables us to have an attractive show that feels unrestricted and open.

### **DO**

Know your product or service  
Relate your business to customer's needs  
Be ready to talk and/or demonstrate  
Be enthusiastic  
Be confident  
Keep your booth attractive  
Work with ALL prospects  
Be nice to all "lookers"  
Be able to talk with potential customers

### **DON'T**

Drink or eat (Exhibitors/Vendors Lounge only)  
Ignore a Visitor  
Be rude  
Be over-aggressive  
Leave your booth unattended  
Use bad language  
No music or microphones heard beyond your booth area

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## **CONTACT INFORMATION**

If you have any questions, concerns, or suggestions for next year, please contact one of the Home Show Officials at any time during or after the Home Show.

### **Home Builders Association of Greater Chattanooga**

3221 Harrison Pike  
Chattanooga, TN 37406  
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