
2017 Home Improvement & Outdoor Living Show

Memorandum

To: 2016 Home Improvement & Outdoor Living Show Exhibitors
2017 Home Show Exhibitors
HGHBA Members

From: Rose Anne O'Reilly, Executive Vice President

Subject: **2017 Home Improvement & Outdoor Living Show**

The Horry Georgetown Home Builders Association is pleased to present the 2017 Home Improvement & Outdoor Living Show to be held September 22, 23, 24, 2017 at the Myrtle Beach Convention Center.

Our Spring Home Show broke attendance records and most importantly produced clients and sales. The 2017 Home Improvement and Outdoor Living Show promises to do the same. With the improved economy, people are moving to the area, building homes, remodeling existing homes and updating yards and gardens, adding pools, sunrooms and more.

Our goal as producers of the Show is to provide you the opportunity to connect with people; People who want to learn about the latest cutting edge products and services; People who want to shop, compare and buy! We do this through a strong multi-media marketing plan and public relations campaign.

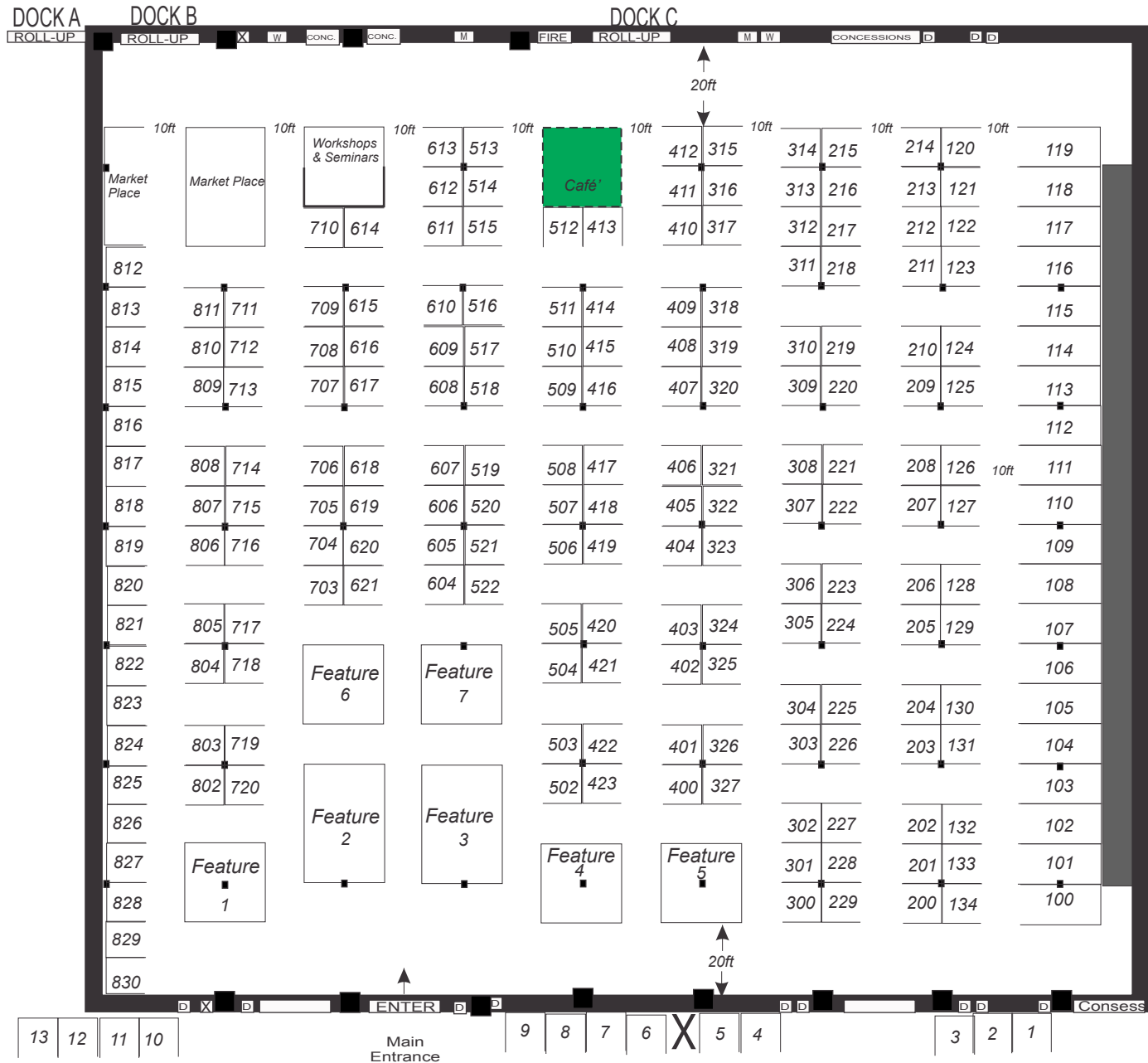
The Show delivers value you can't find through other marketing channels, from return on investment to getting the most sales in a short time, to engaging face-to-face with prospective customers.

Plus, you can enhance your exhibitor experience and visibility by becoming a Show Sponsor and benefit from the additional marketing opportunities sponsors receive for their investment.

To become a part of the Home Fall Home Improvement & Outdoor Living Show, simply fill out the Application for Exhibit Space and return with your deposit to HGHBA.

If you have any questions regarding the show, booth selection or sponsorship, please don't hesitate to give me a call at 843-438-4124 or email rao@hghba.com.

2017 Home Improvement & Outdoor Living Show



Home Improvement & Outdoor Living Show
September 22 -24, 2017 Myrtle Beach Convention Center
Application & Contract for Exhibit Space

Company Name _____

Representative Name _____ Title _____

Address _____

Business Phone _____ Fax _____ Cell _____

Email _____ Website _____

List two categories that best describes your company's products or services:

1) _____ 2) _____

Exhibit Space Rental:

Booth number 100 through booth number 117: \$900 Member/\$1,000 Non-member

Feature Exhibits: 20 x 20 Feature: @ \$2,400 Member/ \$2,800 non-member

20 x 30 Feature: @ \$3,600 Member / \$4,200 non-member

10 x 10 booths: \$600 Member / \$700 Non-member – Corners additional \$25 each

Space Requirements: *Please refer to the floor plan for booth numbers. If these locations are not available, assignment of space will be made based on space requirements.*

1st _____ 2nd _____ 3rd _____

Total Number of Booths _____ X \$ _____ per booth = \$ _____ Total Due

Space will not be assigned without a deposit

Non-refundable deposit: 50% due with application. Balance due by August 15, 2017

Method of Payment: ___ Check Enclosed ___ Credit Card

Card Type: ___ Visa ___ Master Card ___ Discover ___ American Express

Account Number _____ Expiration _____

Amount charged at this time \$ _____

If paying by credit card and not paying the full amount, the balance will be automatically charged on the credit card above on August 15, 2017

I hereby request space in the 2017 Home Improvement & Outdoor Living Show. I have read and agree to abide by all Show Rules and Regulations including full payment of space rental by August 15, 2017.

Signature Title Date

Mail application & deposit to: HGHBA, 728 E Highway 501, Conway, SC 29526
or email rao@hghba.com.

Home Improvement & Outdoor Living Show Exhibitor Guidelines

Exhibitor Move-In: Thursday, September 21 – 8 am to 7 pm

Show Hours: Friday, September 22 – 10 am to 6 pm
Saturday, September 23 – 10 am to 6 pm
Sunday, September 24– 11 am to 5 pm

Move-Out: Sunday, September 24th - 5:30 pm to 7:30 pm
Monday, September 25th – 7:30 am to 11 am

No move-out of exhibit permitted prior to close of show on Sunday, September 24th

Early move-out subject to a \$250 penalty.

Utilities: Water, electric and drainage are the responsibility of the exhibitor. *Utilities should be ordered online from the Myrtle Beach Convention Center at least 12 days prior to exhibitor move-in to avoid increased rates.*

Booths: The driving of nails, tacks, screws, or use of any method of attaching material to walls, ceilings or floors of the convention center is prohibited. Exhibitors will be required to replace, repair or otherwise assume expense for any attachment, or injury of premises caused by the exhibitor or his representative.

Booths may not be sublet! Exhibitor agrees not to sublet or assign any portion of their space. *No signs or courtesy cards to be displayed unless the supplier of equipment is a registered exhibitor. Non-exhibitor signage and printed material will be confiscated and returned at close of show.*

Safety: All exhibitors will be confined to working directly in their exhibit area (not in aisles). There must be no construction or object blocking the fire aisles.

Height Restrictions: No exhibit may have dividers, drapes or any solid construction in excess of 8 feet in height. Exceptions may be requested in writing from the show management.

Exhibitor Badges: Any person without a badge will be required to pay the full admission price. Exhibitor badges are for exhibitors only and are non-transferable.

Exhibitors receive badges based on amount of exhibit space:

1 booth – 4 badges	3 booths – 8 badges
2 booths – 6 badges	4 or more booths – 10 badges

Security: The show will exercise all reasonable care for the protection of exhibitors, materials and displays including the use of a guard when appropriate. However, no liability for loss will be assumed or implied.

Show Office: Show management will maintain a show office starting Thursday, September 21st at 10 am.

2017 Home Improvement & Outdoor Living Show
September 22, 23, 24, 2017
Myrtle Beach Convention Center

Rules and Regulations

Assignment of Space: All exhibit areas in the show are considered desirable. Exhibit space will be assigned on a first come, first served basis. Show management will make every effort to accommodate space requests, however, no exhibitor is guaranteed a specific area of the show.

Balloons: Helium balloons are not permitted in the Convention Center.

Booth Personnel: Booths must be staffed at all times during show hours.

Children: In the event, an exhibitor must bring a child to the show during show hours, he or she must remain in the exhibitor's booth unless accompanied by an adult. No children under 16 are allowed in the convention center or on the loading dock during move-in or move-out.

Cleaning: Exhibitors should keep their exhibit space clean during show hours. Show Management will clean aisles and public areas only.

Damage to Building: Exhibitors may not attach any material to walls, drapes, ceilings, doors, floors or railings with nails, tacks, screws, carpet tape or any other material except approved brands of double-face cloth tape. All plants, water fountains, etc., should have water proof material plastic material underneath. Because exhibitors are responsible for leaving the exhibit floor in its original condition, proper precautions should be taken to prevent damage. No paint, tape or tape residue should remain on the floor following move-out.

Food: No food or beverage is permitted to be brought into the Myrtle Beach Convention Center. Myrtle Beach Convention Center concessions are available on-site. Exhibitors may not distribute or sample food or beverage products unless the food or beverage product is their company's principal product. All distribution and sampling of food and beverages must be approved by Myrtle Beach Convention Center.

Height Restrictions: No exhibit may have dividers, drapes, or any solid construction in excess of 8 feet in height. Exceptions may be requested in writing from show management.

Indemnification: The exhibitor agrees to indemnify the HBA, and its officers, directors and employees and hold each of them harmless from and against any and all claims arising out of acts of the exhibitor, its agents, representatives and employees, and all contractors, erectors, delivery persons, furnishing services, delivery, work or service at the request of the exhibitor.

Insurance: Show Management carries no insurance on exhibitor's property and will not be liable for loss or damage from any cause.

Liability: Neither the HBA, employees of the HBA, their representatives, nor management and staff of the Home Show will be responsible for any injury, loss or damage that may occur to the exhibitor or to exhibitor's employees or property from any cause whatsoever, before, during, or

any other period of this contract. On acceptance of the Application for Exhibit Space, the exhibitor releases the foregoing parties from all such claims for loss.

Security: Show Management will exercise all reasonable care for the protection of exhibitors, materials and displays including the use of a security guard when appropriate. However, no liability for loss will be assumed or implied. This is a public show and each exhibitor is responsible for safeguarding his or her property.

Management Control: Show Management reserves the right to a) determine the eligibility of any company or product for inclusion in the show. b) Prohibit the entrance of and to remove from the Myrtle Beach Convention Center premises any person or thing whose presence is detrimental to the interest of the show. Upon the refusal of an exhibitor to comply with any of the Rules and Regulations, Show Management reserves the right to cancel the exhibitor's lease and remove his/her exhibit at the exhibitor's expense. Management will retain damages and reserves the right to prohibit participation in future shows.

Music: The playing of music (live, recorded, radio or otherwise) is prohibited on the exhibit floor, due to licensing requirements. Exhibitors must present a current copy of their music license in order to play music in their booths.

Noise Level: Sound effects or speakers used to convey a message must be kept within the range of normal conversation, and may not annoy adjoining exhibitors or attract persons walking the aisles. Exhibitors are expected to ensure noise levels from demonstrations or sound systems are kept to a minimum and do not interfere with others. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

Payment Schedule: A non-refundable deposit of 50% of total exhibit space rental is due with application. The remaining balance is due on or before January 10, 2017. Exhibitors who do not pay in full their rental space on the due date may lose their assigned space. No company will be allowed to move-in without having paid for their exhibit space in full.

Public Areas: The aisles, lobbies, entrances, passageways shall remain under the control of Show Management. Exhibits must not protrude into aisles and Exhibitors must restrict their activities to within the boundaries of their leased exhibit space.

Distribution of Promotional Material: Distribution of promotional materials must be made from within the exhibitor's assigned space and must directly relate to the exhibit. Firms or individuals not assigned space are not permitted to advertise or solicit business within the show or on the premises. Any exhibitor or individual who chooses to ignore these rules will be asked to leave the show immediately with no recourse.

Sub-Leasing of Space: Exhibitor agrees not to sub-let or assign any portion of their space. *No signs or courtesy cards may be displayed unless the supplier of equipment is a registered exhibitor. Non-exhibitor signage, and printed materials will be confiscated and returned at close of show*

Home Improvement & Outdoor Living Show 2017 Sponsorship Opportunities

Presenting Sponsor - \$5,000 (HGHBA Member Investment)

Non-HGHBA Member Sponsorship Investment \$5,500

These top-level sponsors of Home Show 2017 will receive billing with presenting sponsor recognition in all event promotional advertising and collateral materials.

- *Premium 20' x 20' Exhibit Space (as available when contract is received)*
- *Company logo to appear on television commercials*
- *Company logo to appear on all print advertising*
- *Company logo on front cover of official show publication*
- *Media interview opportunity*
- *Opportunity to present seminar or demonstration.*
- *Logo and link on show website*
- *Signage at Show*
- *50 Show tickets*

Partner Sponsorship - \$2,500 (HGHBA Member Investment)

Non-HGHBA Member Sponsorship Investment \$3,000

- *10' x 20' Exhibit Space*
- *Company logo to appear on television commercials*
- *Company logo on front cover of official show publication*
- *20 Show tickets*
- *Signage at show recognizing sponsorship*
- *Logo and link on show website*

Supporting Sponsorship - \$1,000 (HGHBA Member Investment)

Non-HGHBA Member Sponsorship Investment \$1,500

Must be an exhibitor in the show.

- *Company logo to appear on print advertising*
- *Company logo to appear on the bottom of front cover of official show publication*
- *10 Show tickets*
- *Logo and link on show website*