



2018 Exhibitor Packet

2018 Home & Garden Expo

The Fair Barn

200 Beulah Hill Road South
Pinehurst, NC 28374

Set up: Thursday, March 1st
9:00am to 4:00pm

Showtimes
Friday, March 2nd
11pm to 5pm

Saturday, March 3rd
9am to 5pm

Sunday, March 4th
11am to 5 pm

**It's not just a show
It's a destination!**



Dear Exhibitor,

Welcome to the 2018 MCHBA Spring Home & Garden Expo! On behalf of everyone at MCHBA, I would like to express our appreciation for your participation. We are looking forward to a busy, energetic and informative event at the Fair Barn.

This Exhibitor Manual has been designed to assist with your pre-show planning. Please read through this manual carefully so you don't miss important deadlines and announcements.

Please contact us if we can be of assistance during your preparation for the event; we are here to help you. I look forward to working with you to make the Expo a huge success!

Thank you again for your business.

Sincerely,

Warren Wakeland
Executive Officer
Moore County Home Builders Association



Booths
must be
show ready
by 4:00 PM
on
Thursday,
March 4th

Check In Procedures

Before you set up your booth, you will need to check in at the Expo admissions table. You will receive your 2 Expo badges, 4 show tickets, and where your booth is located.

An insurance waiver holding MCHBA blameless for damages is provided in this packet. We will require you to have this form filled out in its entirety before being able to set up your exhibit space.

Please send this form to us in advance or bring this form with you!

NOTE: All outstanding balances with MCHBA are required to be paid in full before set up can begin. If you are unsure if you have a balance, please contact Leigh Ann Earhart at MCHBA.

No exceptions.

Show Tickets

All main floor booth exhibitors will receive 10 complimentary Expo tickets to distribute to their new clients and customers.

Show us your badge!

2 badges per booth will be issued to exhibitors at check in. If you require additional badges, please notify MCHBA in advance.

Rules for badge use:

- *Each exhibitor badge gains admission for one exhibitor personnel.*
- *All exhibitor personnel **MUST** wear a badge while on the show floor at all times.*
- *During show hours, lost or forgotten badges can be replaced at a fee of \$10 per badge*
- *Badges may only be used by individuals working in the exhibit.*

Leaving badges at the admissions table for pick up is not permissible. Please make arrangements to supply your staff with badges in advance outside of the exhibit hall.



Your Exhibit Space

Please note: Do not leave valuable items overnight in your booth. MCHBA assumes no responsibility for lost, stolen or damaged items.

Booth space will consist of an 8-foot high black-draped paneled back drop with 3-foot high draped paneled black dividers.

Tables will not be included with your booth. If you require a table you must make arrangements with MCHBA in advance of the show.

Exhibitors are to set up and decorate their own exhibit areas, using their own labor and exhibit materials.

THE FOLLOWING ITEMS ARE NOT PERMITTED:

- **GAS:** No propane tanks are permitted in indoor areas
- **FIRE:** No open flames are permitted all areas.
- **PINESTRAW:** No pine straw in the exhibit hall.

It is not permissible to affix any of your display with nails, tacks, etc. to the exhibit hall walls, floors, or drapes etc. Please consider all items you bring which could cause damage to the property. Proper precautions will be required.

The facilities has decorations in place that may not be removed.

Nailing, stapling or taping items to any interior or exterior surface is prohibited. Hanging items from the overhead metal tie rods is prohibited.

Helium Balloons, artificial snow, fireworks, sparklers, glow lanterns, confetti, rice, birdseed, and artificial flower petals are prohibited.

Cash & Carry? Make sure you're covered!

All exhibitors making sales to the public at the show are required to have a NC Retail Sales License. Exhibitors are responsible for any sales transactions, such as sales receipts, making change and credit card transactions.

To apply for a license, contact:
NC Sales and Use License Office:
Box 25000, Raleigh, NC 27640.
Telephone 919-733-3661



Set Up & Break Down Schedule

Set Up

Thursday, March 1st from 8 am to 4 pm*

* All exhibits **MUST BE SHOW READY** by 4pm, Thursday or show management has the right to use your space for other purposes. No refunds will be issued.

Break Down

Sunday, March 5th from 5:30 pm to 8 pm
Monday, March 6th from 7:30 am to 10 am

Full Breakdown by 10 AM on Monday is MANDATORY.

Exhibitor Rules of Engagement



Preface:

Exhibitors shall be bound by their Exhibit Space Regulations, Rules of Participation, and Responsibilities of Exhibitor and Show Management set forth herein and printed in the Show Prospectus for Exhibitors, and by such amendments or additional rules and regulations which may be established by Show Management.

References to “Show Management” herein shall be deemed to include the Show, the Managing Directors, Show Sponsors, Endorsers, and duly authorized representatives, agents or employees of the foregoing.

Booth Information

DECORATIONS

Booth decorations must be flame-proof and electrical wiring and equipment must conform with National Electrical Code Safety Rules. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor must request information concerning facilities or regulations from Show Management. City and state fire regulations must be followed.

FLOOR COVERING

Floor covering is not required in exhibits. Proper protection of existing surfaces will be required for items you display that could cause damage to the flooring.

UNFINISHED EXHIBITS

Exposed areas of display backs or sides must be finished or covered so they do not present an unsightly appearance when viewed from adjoining exhibits or aisles.

EXHIBIT APPEARANCE

Exhibitors are expected to keep their exhibit spaces in good order during show hours.

BANNERS/SIGNS

Signs must be professional, of appropriate size and nature, and displayed within the limits of the leased exhibit space. Show Management reserves the right to remove any sign deemed unacceptable.

AGREEMENT ACCEPTANCE AND UNWRITTEN RULES

Upon acceptance of the Application/ Contract by Show Management, it shall be a legal binding contract, provided that each party may cancel within the conditions of the contract. Show Management reserves the right to make and publish show rules and regulations for the conduct of the exhibitor, and the show generally. Further, Show Management reserves the right to make changes, amendments and additions to these rules and such further rules and regulations as it considers necessary for the good of the show. Any matters not specifically covered herein, or in the show prospectus, are subject to decision by Show Management.

STAFFING

Exhibit areas must be staffed throughout preview night and show hours unless area is an approved static feature.

USE OF EXHIBIT SPACE

Demonstrations and use of circulars or promotional material must be kept within the exhibitor’s assigned space. **Non-exhibiting firms or organizations will not be permitted to solicit business within the show.** No advertising, circulars, catalogues, folders, or devices shall be distributed in the aisles, meeting rooms, registration areas, or other areas of the leased facility. Any activity that results in obstruction of aisles, or nearby exhibitor’s space shall be suspended until solution to congestion is found.



NOISE

Exhibits which include the operation of equipment, musical instruments, radios, audio/visual equipment, public address systems, or any noise-making machines or equipment must be arranged so that noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons.

PRIZES, LOTTERIES AND RAFFLES

Drawings or contests of an appropriate and audited nature are allowed, providing no money changes hands. Any merchandising, advertising, or promotion which involves attracting visitors to an exhibitor's location by any inducement which might be construed as a lottery, is strictly prohibited. Under laws governing games of chance, lotteries and the like, every individual is charged with knowledge of national, state, and local legal restrictions on such operations.

FIRE, HEALTH REGULATIONS

Exhibitor is charged with knowledge of all laws, ordinances, and regulations pertaining to health, fire prevention, customs, and public safety, while participating in this exhibition. Compliance with such laws is mandatory, and the sole responsibility of the exhibitor.

DAMAGE TO FACILITIES

Exhibitor will be charged for any building and grounds damage, or for clean-up necessitated by painting, oil, grease, or floor abrasives, or for excessive debris left in the exhibitor's space.

MATERIAL LEFT AT SHOW

Exhibitor agrees that Show Management, without incurring any liability for damage or loss, has the right to dismantle and pack property of any exhibitor who has failed to move such items prior to established move-out day and time, or may order such work to be done at the sole expense of the exhibitor. Exhibitor agrees, with respect to any exhibit material or other property of the exhibitor for which sufficient shipping arrangements have not been made or carried out, that Show Management shall have the right and authority to clear such property from the exhibition premises, designate carriers for its return, send it to public or private storage, or otherwise dispose of it, without incurring any liability therefore. Cost of such removal, return, storage, and other disposition shall be charged to and paid by the exhibitor.

ASSIGNMENT OF SPACE

Whenever possible, space assignment will be made by Show Management in keeping with the desires of the exhibitor. However, final determination of space assignment is reserved by Show Management, and assignments may be made or changed anytime in the best interest of the show as determined by Show Management.

PAYMENT AND REFUNDS

Refer to the exhibitor contract for booth fee & schedule terms.

TRANSFER OR SUB-LEASING SPACE

Exhibitor shall neither assign or sublet all or any part of the space rented without the permission of Show Management, and it shall be under no obligation to grant such permission.

PRODUCTS AND SERVICES DISPLAYED AND SOLD

No exhibitor shall exhibit nor be permitted to exhibit in the space assigned any goods or services other than the company listed on the Exhibitor Contract, nor shall the exhibitor exhibit in the space, or permit to be exhibited therein, displays or advertising materials of any sort bearing any name or form of advertising other than his own.

ILLEGAL MERCHANDISE

Merchandise, products, or services prohibited by law are not allowed in the show. This includes unlawful reproduction of brand name merchandise.



USE OF IMAGES

MCHBA reserves the right to use photographs and video taken of exhibitor, exhibitor's booth or feature stage presentations, and personnel. These photographs may be used to promote MCHBA events.

LIABILITY AND INSURANCE

Exhibitor is responsible for insuring his/her own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident, or other cause. Exhibitor shall maintain liability insurance with respect to both property damage and personal injury, with companies with sound responsibility authorized to do business in the state where the show is held. It is expressly understood and agreed by the exhibitor that he/she will make no claim of any kind against Show Management for any loss, damage, theft, or destruction of goods or exhibit; nor for any injury that may occur to himself or his employees while in the exposition place; nor for any damage of any nature, or character whatsoever, and without limiting the foregoing, including any damage to his business by reason of the failure to provide space for an exhibit or removal of the exhibit; or for any action of Show Management in relation to the exhibit or exhibitor. The exhibitor shall be solely responsible to his own agents and employees, and to all third persons, including invitees, and the public, for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of said leased space or exhibit, for negligence or otherwise relating thereto. Exhibitor is also held responsible for agents and employees performing on show stages. Exhibitor does hereby indemnify and hold harmless Show Management against any and all such claims as may be asserted against it.

DISCLAIMER OF RESPONSIBILITY

To the extent that Show Management does not have control over parking, food concessions, loading and unloading areas, or any and all other facilities and services used in, at, or in conjunction with the show, Show Management expressly disclaims any responsibility for any aspect thereof. Show Management shall, to the best of its ability, serve as the liaison between the exhibitor and any such third party. Exhibitor agrees not to deal directly with any such third party without first obtaining the agreement of Show Management.

TERMINATION OF SHOW OR CONTRACT

Show Management reserves the right to terminate the show if use or occupancy of the show premises is, or will be, materially interfered with by reason of fire, casualty, strike, embargo, injunction, act of war, act of God, any other emergency, or any other act or event not the fault of Show Management during any period of time the availability of which is critical to successful production of the show. It is expressly agreed that such a termination shall not constitute a breach of the contract. Should any contingency interrupt or prevent the holding of the show, Show Management will return such portion of the amount paid for space as may be determined to be equitable by Show Management after deduction of such amounts as may be necessary to cover expenses related to termination, including a reserve for claims in connection with the show. If for any reason Show Management determines the location of the show should be changed, or the dates of the show postponed, no refunds will be made, but Show Management shall assign to the exhibitor, in lieu of the original space, such other space as Show Management deems appropriate, and the exhibitor agrees to use such space under the same Rules and Regulations. The show and Show Management shall not be financially liable, or otherwise obligated in the event the show is canceled, postponed, or relocated, except as provided herein. Show Management reserves the right to cancel the Contract without further obligation at any time prior to Show opening by rescinding all future obligations under the contract.

Show Management may cancel the contract for cause if (a) exhibitor has failed to pay the total space rental (b) exhibitor fails to perform any material term or condition of the contract; or (c) exhibitor refuses to abide by all rules and regulations established by Show Management for the show.



“Best in Show” Booth Contest

Gain additional recognition from the annual “Best of Show” Expo Contest! The contest will determine which booths is “Best in Show” during the Expo.

Booths and attendees will be judged on:

- Creativity, imagination and originality
- Use of your product, images and visuals in your booth design
- Booth staff’s enthusiasm, friendliness and interaction with attendees
- Promotional giveaways
- Overall appearance and experience

The winner will receive an engraved “Best of Show” trophy and will be announced in the Saturday morning update sheet left in each booth.

When Will Judging Take Place?

Judging will take place on Friday, March 3rd during the show.

How Do I Participate?

Exhibitors are automatically entered into the contest; you do not need to sign up to participate. Be sure to consider this contest when planning your booth presence - think creativity, think innovation, think outside the box - it might just win you Best of Show!

Don’t wish to participate in the contest? Contact MCHBA staff before judging.



PLANNING IS ESSENTIAL TO YOUR SUCCESS!

Quality:

The show targets and attracts a middle to upper income audience. To keep your audience coming back, the entire show, including each individual booth or feature, must reflect a “we care” image.

What helps project a good image?

Carpet, tables that are draped top to floor, boxes hidden from view, careful placement of stock, and creativity. Flowers or horticulture can bring dead space to life, are the ideal alternative to costly exhibit structure, are a gentle traffic controller, become instant camouflage, add a touch of class, and add warmth and personality to any exhibit space.

Carpet and Draperies:

We plan to use black draperies and linens throughout the show.

Booth Demos:

Any time there is activity within an exhibitor’s area, visitors will be attracted to that space. We encourage you to have your personnel demonstrating *what it is you* do. Use visual aids or commercial presentations. Be sure your personnel are knowledgeable and try to do something that will catch show visitors’ eyes.

Drawings and Prizes:

These are permitted and encouraged as a way to generate new business leads. Lotteries are not permitted.

Plan Ahead:

Measure your tables, chairs, shelves and other fixtures. Sketch a plan on paper, and place your items in the space. Keep in mind that no part of your exhibit should extend beyond the parameters of your leased space. Decide where you need electrical or other utilities for lamps, videos, cash registers, sinks, etc. Plans save time during move-in.

Survival Guide

Set up early!

- Murphy’s law prevails at shows.
- When you arrive, be sure you have all the supplies you will need for a successful show!
- Replenish stock before the show opens or after it closes.
- Be in your booth early! Doors often open 15 minutes early.
- Take breaks periodically if possible. It will help you be more alert for your customers.
- Never leave your booth unattended.

Come Prepared!

Here are some items veteran exhibitors suggest you bring with you to the show:

- Your own hand truck or cart
- A broom. For sweeping out your space at night.
- An extension cord. Your power source may not always be exactly where you need it.
- An electrical power strip. If you plan to plug in more than two items.
- A tool kit. Something will break.
- Extra light bulbs for lit displays.
- Tape for packing up.
- Sheets for covering up your merchandise and exhibit at night.
- Cleaning material for keeping your exhibit tidy.
- Bring a ladder to access those hard to reach items



WE ALL WANT TO SELL MORE,
SEE MORE PEOPLE...
BE BETTER...
AND HERE ARE SURE FIRE WAYS
TO INCREASE SHOW PRODUCTIVITY:

IMPORTANT: IF A SHOW ATTRACTS ENOUGH QUALIFIED VISITORS AND AN EXHIBITOR DOES NOT SELL THE PROBLEM CAN USUALLY BE TRACED TO PRODUCT, PRICE OR PERSONALITY!

- Introduce a new product at the show, and publicize that you'll have it.
- Change the appearance of your booth each year. Nothing hurts more than people looking at you and saying *"Oh yes! Same as last year!"*
- Advertise your special show prices and products in advance. And make them "show only" prices.
- Demonstrate something. People love to watch things being created.
- Send special cards to your own customers and prospects.
- Make your booth inviting! Don't barricade yourself in.
- Do not allow your staff to text, talk on the phone, read books or magazines (and don't do it yourself!) in your booth. Customers hate to disturb someone happily engrossed in something other than talking to them!
- Look happy! (Even if you're not!) People definitely avoid hang dog faces!
- Dress attractively! Don't look like you just rolled out of bed!
- Offer service, advice, a friendly face — and know that people always return to places they felt welcome and special.
- Have a video running in your booth .. a great way to interest potential customers in your product and/or service while you're waiting on someone else.
- Have a drawing for a special item .. an excellent and easy way to develop a mailing list. Make sure the prize relates to your company.
- Help people to remember you with a personalized sample of your product or a useful item, such as a pencil or notepad.



**The 2018 Moore County Home Builders Association
Spring Home & Garden Expo
It's more than just a show -
It's a destination!**

Exhibitor Disclaimer/ Insurance Waiver

I, the exhibitor in the 2018 MCHBA Spring Home & Garden Expo, do hereby agree to hold harmless and release the Moore County Home Builders Association, The MCHBA Spring Home & Garden Expo Committee, and The Fair Barn from all liability for any loss or injury to myself or my property or to people visiting my booth at the 2018 MCHBA Spring Home & Garden Expo.

I, the exhibitor, hereby agree to assume the responsibility for any loss or injury to myself or property while on the grounds of the exhibition or loss or injury to people while visiting my booth at the 2018 MCHBA Spring Home & Garden Expo.

I, the exhibitor, agree to furnish all surge protectors & extension cords for electronic equipment used in my booth.

I have read and I understand all the guidelines, rules and regulation expressed in this form, the Exhibitor's handbook, and all other Expo material, and agree to abide by said statement.

Company Name of Exhibitor

Owner / Manager Signature Date