

Purpose of Exposition

The purpose of the expo is to educate and inform the Greater Asheville area and other surrounding areas of the products, services and personnel of the AHBA while promoting its members, suppliers, associates and other industry professionals.

Booth Information

- **Booth Construction:** Each exhibitor is entitled to a reasonable sightline from the aisle, therefore, in all linear exhibits, including premium locations, the front two feet of exhibit space must not have any equipment or display material over 42 inches high. Feature exhibits (end-caps) must allow a reasonable sightline for the booths they are next to. Any display materials exposing an unfinished surface to neighboring booths must be finished at the exhibitor's expense. Any exhibitor failing to comply with these requirements will be asked to remedy the issue prior to the expo opening and may be required to remove their exhibit from the expo.
- **Booth Furnishings:** Includes exhibit floor space, standard booth divides/curtains (3' high sides and 8' high backdrop), general lighting, booth ID Sign, 8' table (draped/skirted), two chairs. Booth carpet and electric available for additional charge. **All aisles will be carpeted.*
- **Booth Location/Assignment:** Spaces are assigned by management. Every effort is made to give Exhibitor his/her request but no guarantees can be made. Floor plan, space or numbers may be changed by management for the benefit of Exhibitors or the event.
- **Garden Section:** Designated Garden Section will be available to exhibitors of Garden & Landscaping products and services. Approval by Expo Management for inclusion/display in this section is required.
- **Subletting Space:** No Exhibitor will assign, sublet or apportion the whole or any part of the space allotted to him, nor exhibit therein any other goods, apparatus, service, advertising signs, etc., than those manufactured or sold by the exhibitor in the regular course of his business, without the written consent of the AHBA Expo Management. Management reserves the right to remove any exhibit not conforming to all federal, state and local requirements and laws.
- **Sales:** No soliciting, literature, or costumed characters will be allowed outside your designated booth area without the permission of the Expo Management. All exhibits are for display purposes only. No high-pressure sales tactics. AHBA must approve any items to be sold at the expo and exhibitor is required to complete necessary paperwork. Distribution or sale of food/beverage items must be approved by Expo Management in advance.
- **Exhibitor Solicitation:** Solicitation of exhibitors by other exhibitors is strictly prohibited during show hours.
- **Electricity:** A 110-volt, 15 amp electrical outlet is available for an additional charge as noted on Expo Contract. Extension cords may be necessary, all electrical cords must be 3 prong grounded. All electrical services needed are to be ordered through Expo Management, in advance of expo. Standard wall, column and permanent building outlets are not considered part of a booth space and are not to be used by Exhibitors unless specified otherwise. Under NO circumstances shall anyone but the "house approved electrician" make any special or direct wiring electrical connections. Exhibitors are required to turn off exhibit lights, VCRs, etc. at the end of exhibit hours.
- **Display Vehicles:** Any vehicle displayed in the Expo must be approved in advance by AHBA Expo Management. Certain specifications and requirements apply. Vehicles will not be allowed on display in front of Expo Facility unless through approved sponsorship. See AHBA for additional information and all approval.

Booth Information Continued

- **Signage:** You may use your own sign providing it does not extend beyond your booth space. Decorations, signs, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, curtains, doors, painted surfaces or columns unless done by or under the direction of Expo Management. No holes may be drilled, cored or punched in the building.
- **Sound Control:** Sound-emitting equipment will be permitted, but Exhibitor must keep all sound at a level that will not disturb neighboring exhibits. Expo Management will be the final arbitrator when deciding if noise is too loud. If an exhibitor refuses to lower sound level, they will be removed from the expo without any refund of booth fee.
- **ADA Requirements:** The Americans with Disabilities Act (ADA) has specific requirements for public exhibits. If an exhibit invites attendees to enter the booth, the exhibit must provide enough room for an attendee in a wheelchair to enter and exit the booth without having to back up. If an exhibit has exposed cords or a raised edge, a ramp must be provided to allow access to the booth. Ramps should have a maximum slope of 1" of rise for every 12" of length. All ramps must be located inside the exhibit space and cannot extend into the hallway. Any exhibitor that fails to comply with these regulations is subject to a fine by the government.

Move In

Exhibitors must check-in at the main entrance of expo facility to receive paperwork **prior** to move in. All materials must be brought in/out through designated cargo doors on **move in days only during assigned move in times**. A forklift will be available for a charge of \$25 not to exceed 30 minutes per user.

Assigned Move In:

Thursday, April 19, 2012 (fork lift available)

8:30am-12:00 noon

Rows A, B, C, D, E, F, G, H - Booths 12 through 26 **ONLY**

1:00pm-4:30pm

Rows A, B, C, D, E, F, G, H - Booths 1 through 11 **ONLY**

Friday, April 20, 2012

8:30am-4:00pm

Garden Section Exhibitors (fork lift available)

General Move In (no fork lift permitted):

Friday, April 20, 2012: 8:30am until 4:00pm (Carry In Only)

- All **move in must be completed** by 4:00pm, Friday April 20, 2012.
- Expo facility will be locked and inaccessible from 4:00pm on Friday, April 20, 2012 until 8:30am on Saturday, April 21, 2012.
- These hours will be strictly enforced.

Move Out

NO DISPLAY MAY BE DISMANTLED OR PACKED PRIOR TO 5PM ON SUNDAY. To do so voids any opportunity to exhibit in any AHBA Expo for one calendar year. All exhibit material must be removed Sunday April 22, 5PM-7PM or Monday, April 23 from 8AM-2PM. Failure to completely move out by 2pm on Monday April 23 will result in a fine of \$75 per hour. It is the Exhibitors responsibility to pack and remove or consign for shipment of all items prior to leaving booth unattended. AHBA Management and the Ag Center will not be made responsible for any items left unattended. During move out, no vehicles will be allowed at the back loading gate until your booth is completely disassembled and ready to be loaded. A fork lift will be available for move out at a charge of \$25, *only available during Monday move out.*

Rules and Regulations Continued

Exhibitor Information

- **Exhibitor Badges:** Must be picked up at the Expo facility during designated move in times. Badges allow entrance into the Expo Facility during Expo hours. No Exhibitor will be able to obtain badges or be permitted to move in until the balance of their contract is paid in full. Three (3) Exhibitor Badges per 10x10 booth space will be provided at no charge, with a maximum of six (6) badges per 10x20 or greater space. Exhibitors are responsible for distributing badges to company representatives. Exhibitors without badges must pay admission. Badges may be left at Will Call.
- **Exhibitor Packets:** Final information and confirmation will be mailed to Exhibitors, based on information provided on contract, on March 21.
- **Booth Staffing:** Only registered Exhibitors are allowed to work booths. Booths must be staffed during all expo hours including a minimum of 15 minutes **prior** to show opening on booth days. Failure to properly staff booth by the above standards will result in a fine of \$75 for the first violation and suspension from future expos for the second violation. Please see MOVE OUT section for additional penalties for early breakdown.
- **Exhibitor Solicitation:** Solicitation of exhibitors by other exhibitors is strictly prohibited during show hours. Exhibitors must remain in their booth unless they are taking a break. You are not allowed to roam the aisle and handout business cards, etc. You are absolutely not allowed to go in the aisles and recruit people to come into your booth or take people from someone else's booth to come into yours. **It is the responsibility of exhibitor to notify Expo Management of any solicitations during expo.*
- **Contests/Giveaways:** Expo Management will make hourly announcements to award winners from giveaway drawings taking place in exhibitor booths. For promotional purposes, AHBA Management must be informed of giveaways in advance. Exhibitor must complete the "Promotional Giveaway Form" located online at www.ashevillehba.com and return to the AHBA by April 6, 2012 for guaranteed inclusion. See form for details and requirements regarding value, process and display.

Liability

- **Care of Building & Exhibits:** Exhibitors will be responsible for any damage done to the building by them, their agents, or employees. All property destroyed or damaged by the Exhibitors must be placed in its original condition or at the Exhibitor's expense. Walls, woodwork, and floor of the building must not be defaced or altered in any manner whatsoever. Exhibitors are liable for any damage caused to the building floors, walls or columns; or to standard booth equipment, or to other Exhibitor's property. Exhibitors will be required to keep their booth displays neat and orderly throughout the show.
- **Security/Safety:** Periodic on-site inspections of premises are provided by an off duty police officer, but this does not constitute a guarantee to the exhibitor's property. It is always wise to take precautions so that nothing is stolen. Small electrical equipment such as VCRs, cameras, PCs, etc., should never be left unattended. Expo Management, the AHBA and the Ag Center are not responsible for lost, stolen or damaged property.
- **Certificate of Insurance:** A Certificate of Insurance certifying a general liability policy must be submitted to AHBA along with Contract. Certificate must be received in order to proceed with move in. Copies may be faxed or mailed to the AHBA.
- **Waiver of Liability:** AHBA shall not be responsible for any damage or injury that may happen to Exhibitor or its agent, employees or property from any course whatsoever except the gross negligence or willful misconduct of AHBA or its employees, arising out of AHBA duties and responsibilities under this agreement. Exhibitor expressly releases AHBA, its directors, officers, agents and employees from any such loss, damage or injury.
- **AHBA Rights:** AHBA reviews all exhibits to insure the quality of the expo. AHBA reserves the right to refuse any exhibit, exhibitor, or employee which, in the opinion of AHBA, is not in the best interest of the expo. AHBA reserves the right to limit exhibitors based on product and service type to ensure variety within the expo.

Liability Continued

- **Violations:** Exhibitor shall be bound by the rules and regulations set forth herein, and by such additional rules and regulations which may be established by AHBA. All matters and questions not covered by the above will be subject to final judgment and decision by AHBA. Any violations by Exhibitor of any terms or conditions herein shall be subject to the cancellation of the contract to occupy exhibit space, and forfeiture of any monies paid on account thereof upon due notice of such cancellation. AHBA shall have the right to take possession of Exhibitors space, remove all persons and properties of the Exhibitor, and hold Exhibitor responsible for risks and expense incurred in such an event.

Deposit/Payment Terms

A deposit of 25% must be submitted with contract for Exhibit Space. This is a non-refundable deposit and this contract is non-cancelable and non-assignable. **All remaining monies due, must be paid in full by March 15, 2012.** If balance is not paid when due, Exhibitor shall immediately forfeit the exhibit space and all deposits/payments made. If AHBA rejects the Exhibitor's application, deposit will be promptly refunded. Any legal fees and costs of fulfilling terms of this contract are liable to and will be paid by Exhibitor.

Cancellation/Exhibitor Withdrawal

If an exhibitor does not submit monies due, as agreed upon in the contract, the space may be forfeited and the exhibitor will not be allowed to move in. Expo Management will have the right to dispose of space without liability. No refunds will be made of deposit monies. Booth space payments are non-refundable.

Expo Management/Expo Office

This Expo is under the management of the Asheville Home Builders Association, which shall have the right to make such rules and regulations, as it deems advisable for the success of the Expo. Management's application, interpretation and construction of said rules shall be final and conclusive.

Management reserves the right to limit the number of booths, if demands so require. Management also reserves the right to refuse to sell exhibit space and to bar, move, modify exhibits, or portions thereof, which in the discretions of the management are deemed objectionable or in poor taste.

Expo Hours - Open to General Public

April 21, 2012 - Show Day, 10am until 7pm

April 22, 2012 - Show Day, 12noon until 5pm

Additional Facility Hours Open to Exhibitors Only

April 21, 2012 - 9:00am

April 22, 2012 - 11:00am

IMPORTANT: As a reminder, Booths must be staffed during all expo hours including a minimum of 15 minutes prior to show opening on both days.

Failure to properly staff booth by the above standards will result in a fine of \$75 for the first violation and suspension from future expos for the second violation. Please see MOVE OUT section for additional penalties for early breakdown.

Booth Pricing

Regular Member Booth (10x10)	\$577.00
Premium Member Booth (10x10 - designated area)	\$677.00
Feature Member Booth (10x20 - designated area)	\$1250.00
Garden Section Booth (10x10 - designated section of building)	\$350.00

Additional Fees:

NAHB Members (non-AHBA) add \$100 per booth
Non NAHB Members add \$250 per booth or join for AHBA rate
Additional Categories in Expo Resource Guide, \$5.00 each
Electric - 110v, 15 amp electrical outlet, \$35 each
Carpet for Booth Area - \$100 per 10x10 area of carpet

Any questions should be directed to the Asheville Home Builders Association at 828-299-7001 or office@ashevillehba.com