



2012 Home Expo Exhibitor Packet

- Register early for maximum savings**
- NABA member discounts & added value**
- Early registration for preferred exhibitors**
 - Non-profit rates**
 - Side & back pipe & drape included**
 - Additional advertising opportunities**
 - Sponsorship opportunities**
- After Hours party for Exhibitors on Saturday**
 - Kid's Monster Machines area**

IN ORDER TO RECEIVE THE NABA MEMBER OR PREFERRED EXHIBITOR RATES, YOU MUST HAVE YOUR APPLICATION AND FULL PAYMENT MADE BY THE DEADLINES LISTED.

The Northland Area Builders Association (NABA) will provide to the Exhibitor space as indicated for an exhibit in the Northland Area Builders Association Home Expo 2012 to be held in the Antholz Gym in Spooner, Wisconsin on the dates shown herein, subject to the following:

1. **EXPO HOURS:** Hours will be Saturday, 3/24/12 10:00 am - 5:00 PM, Sunday, 3/25/12 10:00 am - 3:00 PM **NOTE: EXHIBITS MUST BE MANNED AT ALL TIMES DURING SHOW HOURS.**
2. **INSTALLATION OF EXHIBITS: ALL EXHIBITS MUST BE COMPLETED BY 6:00 PM ON FRIDAY, MARCH 23.** Exhibitors are responsible for any equipment they need to unload, install and load their exhibits including dollies, electrical extension cords, ladders, etc.
3. **REMOVAL OF EXHIBITS: ABSOLUTELY** no breakdown or move out is allowed prior to the Expo closing at 3:00 PM on Sunday, 3/25/12. Exhibitors must remove exhibits immediately at close of Expo on 3/25/12 and will have until 4:00 PM to do so. All booth construction waste is to be disposed of in the designated receptacles. Exhibitors will be fined for ignoring this policy and will reimburse the NABA for any costs and expenses of removal.
4. **EXHIBIT CONSTRUCTION:** NABA will subcontract the layout and installation of booth drape material on metal framework. Exhibitors are prohibited from using pins, staples or other fasteners to hang banners or other materials from the drape. NABA will provide hooks to use for hanging banners from the top of the backdrop. Exhibitors will need to provide floor coverings for their booth space. Size of exhibit is measured as outside dimensions. Constructed exhibits must be constructed so that their outer width and depth do not exceed the size of the purchased space. All parts of the exhibit must stay within the inside of the exhibit space. Exposed backsides of back walls, side walls, and/or exhibits must be covered in a neutral color, so as not to be offensive to other exhibits or exhibitors. Side walls, space dividers, and/or exhibits along sides of exhibit space may be no higher than the height of the back wall.
5. **ELECTRICAL REQUIREMENTS:** Exhibitors will be provided ONE 110 v outlet per booth at no additional cost. Exhibitor must provide their own extension cord long enough to reach the outlets. There are minimal outlets available in the gym and are generally along the perimeter of the facility.
6. **DECORATING AND RENTALS:** Exhibitors may rent tables and chairs from NABA if you do not provide your own and must mark the appropriate space on the application. No extra tables and/or chairs will be available the days of the Expo. Exhibitors are responsible for furnishing their own table coverings and floor coverings.
7. **SUBLET OF EXHIBIT SPACE:** Exhibitor shall not assign or sublet any part of exhibit space herein contracted without written consent of NABA. Nor shall Exhibitor allow any other individual, firm, business or organization to exhibit or be promoted by name or name sign within Exhibitor's exhibit space without written consent of NABA. Booth space may not be transferred to another exhibitor without written permission from NABA.
8. **LIABILITY INSURANCE:** The NABA and the Spooner School District require that each Exhibitor provide a copy of Certificate of Liability Insurance with coverage dates to include the Expo dates of March 23-25, 2012. Certificate of insurance must include NABA and the Spooner School District as additional insured. A copy of the Certificate of Insurance must be provided with the completed Exhibitor Application.
9. **SECURITY:** The NABA will not be responsible nor will they guarantee the Exhibitor against any loss of any kind. During non-Expo hours, the facility will be locked and secured according to Spooner School District policy.
10. **ELIGIBILITY AND ASSIGNMENTS:** The NABA reserves the right to determine the eligibility of any firm or product; to make space assignments and arrangements as necessary in the Association's sole discretion.
11. **MISCELLANEOUS:** No representations or promises have been made by any party hereto other than those contained in this Agreement, which cannot be altered except in writing, and which is governed by Wisconsin law.
12. **CANCELLATIONS:** If, in the event of emergency, it become necessary to postpone or cancel completely the Expo for any reason, any fees paid by the Exhibitor to NABA for space will not be refunded. The Exhibitor hereby waives any claim for damages, including consequential damages. In the event the Exhibitor cancels participation, no refunds will be given for any reason.
13. **INDEMNIFICATION:** Exhibitor agrees to indemnify and hold harmless the NABA and its subcontractors and/or their assigns for any claim for damages or loss, or any claim, cause of action or cost whatsoever (including attorney's fees) which may arise from the Exhibitor's acts or omissions, the use of the exhibit space, or operation of the exhibit.

_____ (Exhibitor) must enclose the total cost of the exhibit space requested as set forth below. This application and payment must be received by March 1st, 2012. There are no refunds for any reason. NABA membership must be current in order for NABA membership rates to apply.

Exhibitor Signature: _____ Date: _____

NABA Signature: _____ Date: _____

BOOTH FEES:

Payment in <u>FULL</u> by:	10/31/11		12/31/11		after 12/31/11	
	Member	Non-member	Member	Non-member	Member	Non-member
Single 10'x10' booth	\$169	\$269	\$189	\$289	\$210	\$310
Double 20'x10' booth	\$269	\$369	\$289	\$389	\$310	\$410
Triple 30'x10' booth	\$369	\$469	\$389	\$489	\$410	\$510
Non-profit 10'x10' booth	\$75 (must provide proof of non-profit status with application)					
8' Table w/chair rental	\$15 per table (includes 1 folding chair)					

Sponsorship Opportunities (need not have a booth in order to participate unless indicated)

- Reusable Tote Bags:** A popular item! The first stop for every attendee will be our survey table where they will receive a tote bag featuring your company logo and/or name on the front. And best of all, these tote bags will be used many times throughout the community. Must provide 1000 bags. \$100
- After Hours Private Party Host:** The NEW After Hours Private Party will be held on Saturday night after the Expo doors close. It is a time for exhibitors to network, view the other displays and enjoy a little down time after the first day. Hor d'oeuvres and beverages will be available for all to take pleasure in. \$100
- Kids Area Sponsor:** Your company will be credited for the FREE admission to the kids Monster Machines area in the parking lot for all kids 12 and under. Your company logo will also appear on all pre-Expo advertising and you will also receive signage at the Monster Machines area. \$50
- Postcards:** Each year hundreds of Expo attendees fill out survey forms to win door prizes. These names and addresses along with other mailing lists are collected and used to send out a "save the date" postcard for the following year's Expo. As a sponsor, your logo will be included on the postcard. It's a great way to get your name out to hundreds of people who are confirmed to be interested in the building industry. \$200
- Tote Bag Inserts:** The first 25 Exhibitors to pay in full will receive the opportunity to insert a flyer, coupon or other inserts into the tote bags given to the attendees. Must supply 1000 inserts. NO CHARGE
- Posters:** All Exhibitors who pay in full prior to 12/31/11 will receive their logo and/or name on Expo posters. NO CHARGE



Return signed **CONTRACT** and **Certificate of Insurance with FULL payment** as follows: Mail *checks payable to NABA* to NABA Home Expo, 29148 Mail Road, Danbury, WI 54830. Questions? Call the NABA office at 715-259-3486 or email naba@centurytel.net. Thank you!

Company Name: _____

Expo Contact: _____

Nature of your business: _____

Website: _____

Mailing Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Fax: _____

Booth Fees: \$

Table Rental: \$

Sponsorships: \$

Total Enclosed: \$ _____

Did you include:

Signed contract (top of page 3)

Certificate of Insurance

Full payment, payable to NABA