



**2021 Fort Smith Home Show - April 9-11, 2021
Central Mall, Ft Smith, AR
Registration Packet**

- ◇ Membership must be current for member discount
- ◇ Registration forms completely filled out
- ◇ Company logo in electronic format for sponsorship
- ◇ Payment in full or half, non-refundable deposit

All of the above returned to:

Greater Fort Smith Association of Home Builders
P.O. Box 180838, Fort Smith, AR 72918-838



GREATER FORT SMITH ASSOCIATION OF HOME BUILDERS

November 3, 2020

Dear GFSHBA Member,

The Greater Fort Smith Association of Home Builders looks forward to your involvement in the 2021 Home Show. The show is scheduled for April 9-11, 2021 and will take place at the Central Mall in Fort Smith, AR. One of our goals is to make certain that this event reflects the upswing recently experienced in our industry, and will be used as an avenue to carry your business forward into the next year.

We fully expect to fill the venue quickly with vendors who represent a wide spectrum of the building industry. Space is limited, and will be offered first to GFSHBA members. The remaining space will be open to vendors in the general public. If you are not a member of GFSHBA, please feel free to contact the HBA office at 479-452-6213 for information on joining the organization.

Sponsorships for this event are also open. We encourage you to reach out to your business partners for their involvement. Our sponsors will receive a level of exposure that will target thousands of consumers specific to the housing industry.

The Greater Fort Smith area is by far one of the best places in America to live, work, and provide a home for family and friends. Through businesses like yours, we continue to grow and build. We look forward to your participation and support.

Best Regards,

Stephanie Stipins

HBA Executive Director

2021 Home Show Sponsorships

Presenting Sponsor – **Breeden Dodge—Sold Out**

- Logo on ALL media advertising
- Acknowledgement in ALL press releases (ex. “Presenting sponsor Arkansas Western Gas Company”)
- Company name and logo on ALL event-related print materials
- Logo on ALL event signage
- Distribution of your marketing materials in vendor lounge
- Logo in HBA newsletter and on HBA website and thank you acknowledgment

Gold Door Sponsor – \$1,000 (1)

Ticket Booth Table with company logo & marketing materials

- Company name and logo on event-related print materials
- Logo on ALL event signage
- Distribution of your marketing materials in vendor lounge
- Logo in HBA newsletter and on HBA website with thank you acknowledgment

Silver Sponsor – \$1,000 (4)

- Company name and logo on event-related print materials
- Logo on event signage
- Logo in HBA newsletter and on HBA website with thank you acknowledgment

Lanyard Sponsor - \$1000

Company to provide lanyards

- Lanyards worn by all vendors during Home Show
- Company logo in HBA newsletter and on HBA website with thank you acknowledgement

Exhibitor Lounge Sponsor – SWBC Mortgage

- Logo on signage in Lounge
- Company Literature in Lounge
- Logo in HBA newsletter and on HBA website with thank you acknowledgment

Aisle Signage Sponsor – \$250 (14)

- Sponsor logo will be placed on aisle markers to direct attendees to each aisle
- Logo in HBA newsletter and on HBA website with thank you acknowledgment

**Sponsor Logo must be provided to GFS HBA in electronic JPG format,
PNG or TIF file and submitted with registration.**

Advertising Campaign

Your Home Show investment includes a multi-faceted ad campaign aimed at homeowners, home buyers and remodelers.

With an average attendance of over 3,000 and a central location at the Kay Rodgers Park Expo Center, the Home Show guarantees mass exposure to your business and we except as good if not better at Central Mall!

- Digital Billboards**
- Targeted Radio Commercials**
- Targeted Television Commercials**
- Southwest Times Record Ads**
- Southwest Times Record Insert**
- Social Media**
- Ft Smith Home Builders Web Site**
- Listing in all online event calendars**
- Well established show, 63 years and counting!!**

2021 Home Show

EXHIBITOR RENTAL AGREEMENT AND RULES AND REGULATIONS

This is a rental agreement between the Greater Fort Smith Association of Home Builders, hereinafter referred to as "Lessor" and the company/organization renting the booth hereinafter referred to as "Lessee" for its 2021 Home Show to be held on April 9-11, 2021.

1. Notwithstanding anything in this Agreement to the contrary, this contract shall not be effective, and Lessee shall not have the right to any booth space within the **Central Mall Fort Smith, AR** (hereinafter known as the "Home Show Building"), unless all of the following things occur: (1) Lessee signs and returns this Agreement to Lessor before all space is rented, (2) Lessee sends 100% of the booth price with its signed copy of this Agreement, and (3) Lessor has approved Lessee as an exhibitor. **It is Lessee's sole responsibility to make sure all funds are paid in full when Lessee returns this Agreement.** Notwithstanding the foregoing, even if Lessee is approved and this Agreement becomes effective, Lessor may terminate this Agreement and Lessee's right to booth space and access to the Home Show Building if in Lessor's reasonable discretion Lessee or its agents breach this Agreement, or the show is cancelled, even up through and including the show dates.

2. It is expressly understood and agreed that there is no employer/employee relationship or joint venture relationship or other agency relationship of any kind or type between Lessor and Lessee. Lessee is purely an exhibitor in Lessor's Home Show. Lessor shall provide no services to Lessee other than those specifically set forth in this Agreement or may be agreed to between the parties by separate written agreement.

3. Lessee shall comply with and cause its agents to comply with all laws and regulations applicable to the Home Show Building or the show occurring there, including without limitation all Federal, State, Sebastian County and City of Fort Smith laws, regulations and ordinances, the applicable policy and fire departments, Fire Marshall, Fort Smith Convention Center rules and regulations, Lessor's Supplemental Rules and Regulations, any other reasonable rules or regulations that Lessor promulgates before or during the show, and any reasonable request by any authorized representative of any of the foregoing, all of which is referred to herein as the "Requirements." Lessee will obtain and pay for all necessary permits, licenses, taxes on tickets used on connection with exhibitions or presentations hereunder, and will not itself do or allow to be done anything in or about the Home Show Building during the term hereof in violation of any Requirements. If any authorized representative of Lessor or any other authorized person calls Lessee's attention to any Requirements violation or potential Requirements violation, Lessee will immediately correct the same. Without limiting the foregoing, Lessor or the third party that Lessor hires to help set up and coordinate the show shall have the right to require Lessee to do anything that is reasonably necessary, whether for safety purposes or otherwise, in order

for Lessor to conduct a successful show. Upon the conclusion of the show and Lessee's removal of all items from its booth and in and around the Home Show Building, Lessee shall return its booth area and all other areas that it used to Lessor in the same condition those locations were in when Lessee first came onto the Home Show Building Property to begin setting up for the show, ordinary wear and tear excepted.

4. Lessee hereby releases and shall indemnify and hold Lessor and its employees, board, agents and members harmless from all liabilities, claims, demands, amounts, damages, etc., which Lessee incurs in connection with Lessee's occupancy of the Home Show Building or Lessee's participation in the show.
5. Lessee agrees to take no action that would in any manner deface or destroy or damage any of the available facilities of the Home Show Building, and further agrees to make prompt and full restitution or payment for any such damages which may occur as a result of the activities which take place during the period of time of the rental thereof by Lessee. Lessee shall be responsible for any damage done to the area rented by Lessee in the building or facilities or any other damage to the Home Show Building or surrounding areas that is caused by Lessee or any of its agents.
6. In the event Lessor shall, due to conditions beyond its control, find it impossible to provide the below named building and facilities as provided herein, Lessee agrees that Lessor shall be held harmless from any liability which Lessee may have incurred in connection with said rental of the premises. This provision includes building damage to such an extent to render the facility unfit for use as determined by Lessor, caused by fire, flood, tornado, windstorm, vandalism, civil turmoil or any other act over which the Lessor has no control or if Lessor loses its lease with the Fort Smith Convention Center. In the event of said damage to the building, Lessor shall return Lessee's payment less an amount representing the pro rata of expenses incurred by Lessor on behalf of Lessee, and the agreement shall be void.
7. Lessee also agrees that this contract shall not be transferred or assigned, or any part of the premises sublet, to any person, firm, organization or corporation, without the prior written consent of the Lessor. **Only one registration contract & payment per Lessee will be accepted. Only the Lessee's name as listed on the GFS HBA membership application will appear on any signage and public advertising provided by Lessor. Any non-member company assisting or advertising in a booth will cause that registered exhibitor company booth to be charged at the full non-member price, due and payable at the time of registration. If a violation occurs during move-in or while the show is in progress, the non-member company rate is immediately due and payable.**
8. Except as otherwise specifically set forth below, any person renting or leasing said space (s) in the Home Show Building shall forfeit, as liquidated damages, the amount paid as rental should this Rental Contract be canceled by the Lessee.

9. Lessee also agrees that this contract shall not be transferred or assigned, or any part of the premises sublet, to any person, firm, organization or corporation, without the prior written consent of the Lessor. **Only one registration contract & payment per Lessee will be accepted. Only the Lessee's name as listed on the GFS HBA membership application will appear on any signage and public advertising provided by Lessor. Any non-member company assisting or advertising in a booth will cause that registered exhibitor company booth to be charged at the full non-member price, due and payable at the time of registration. If a violation occurs during move-in or while the show is in progress, the non-member company rate is immediately due and payable.**
10. Except as otherwise specifically set forth below, any person renting or leasing said space (s) in the Home Show Building shall forfeit, as liquidated damages, the amount paid as rental should this Rental Contract be canceled by the Lessee.
11. The undersigned hereby represents that she/he has full authority to execute this agreement on behalf of Lessee, its agents, employees, servants and volunteers and, on behalf of Lessee, does hereby agree that Lessee shall indemnify and hold the Greater Fort Smith Association of Home Builders, Lessor, and each of their agents, servants, employees, officers and directors, harmless from and against any and all causes of action, demands, claims, liabilities, assertions of liability, losses, costs and expenses, including but not limited to attorneys fees, reasonable investigative and discovery costs, and court costs, arising out of or resulting from the entry, presence, activities, acts or omissions of any nature whatsoever or otherwise of the Lessee its agents, volunteers, servants, or employees in or adjacent to the premises known as the Home Show Building but not limited to any claim(s) for bodily injury or death of persons and for loss of or damage to property, including claims or loss by the Greater Fort Smith Association of Home Builders Association or their agents, servants, employees, officers and directors.
12. In any and all events, the Lessee shall remove all exhibits, props and other personal property placed or caused to be placed in or upon the premises by the Lessee, which removal shall be made prior to the expiration of the rental period.
13. Any musical instruments, including but not limited to, pianos, organs, guitars, etc, must have headsets attached to them at all times and in use during the show.
14. Cancellation Policy – If the contract is cancelled, no fees will be refunded and the booth may be resold at the discretion of show management.
15. At the time of application to qualify for the member rate, Lessee must be an approved member of the Greater Fort Smith Association of Home Builders in good standing. Membership must remain current and membership renewal for January and February must be paid in full by **February 26, 2021** **If membership has not been paid, the Home Show Booth Applicant will be charged the non-member rate. If Lessee is not an approved member in good standing of the GFS HBA at the time of application, the non-member rate must be paid.**

16. The Lessee hereby attests that Lessee has read each provision of the above Rental Agreement and agrees to abide by the terms set out therein. The parties further agree to abide by the Home Show Building's "Building Rules and Regulations" and the "Booth & Exhibitor Information and Supplemental Rules & Regulations" for Home Show 2020 attached hereto and made a part hereof.

17. Without limiting anything else in this Agreement, Lessee's sole remedy in the event of any litigation or other dispute that arises out of or is related in any way out of this Agreement or Lessee's occupancy of the Home Show Building shall be to obtain a refund of the booth fee. Under no circumstances will Lessor be responsible for any incidental, consequential or exemplary damages of any kind or any lost profits.

18. ***NO EARLY TEAR DOWN, PRIOR TO 5:00 PM, SUNDAY, April 11, 2021.*** Tear Down includes but is not limited to: bringing in boxes, extra staff, packaging materials, baggage, etc prior to 5:00 pm. All vehicles planning to use the side doors or loading docks must first check in with Show Management at the back dock. Tear down on Sunday, after 5 pm or Monday, 8-10 am. No exceptions.

19. Exhibitor Identification Badges will not be mailed out prior to the start of the Home Show. These badges are **only for staff working in your booth- family nor children should have possession of the badge.** Exhibitors are to enter through the front door of Home Show Building and show identification to enter the show. Two badges to each vendor will be given unless otherwise requested.

19. **YOUR BOOTH MUST BE MANNED AT ALL TIMES, INCLUDING SUNDAY.**

20. Unless the animal is for the specific purpose of assisting the physically limited based on the American with Disabilities Act, no live animals are allowed in the show. Any exhibitor in violation of this rule will be asked to remove the animal (s). Failure to do so will result in the immediate removal of the show.

21. Fire Lanes must be kept open at all times. Tickets and towing will be at owner's expense. Cardboard boxes must be removed from the building and disposed of properly by exhibitors. Trash containers will be provided in a designated area at the Home Show Building. Please use them. NO SMOKING allowed in the Convention Center. Smoking will be allowed outside in designated areas. No explosives or black powder related items allowed in the Home Show Building.

Important Information for Vendors

Booth Displays

Included with your booth rental are the following items: booth space, draping, access to 110 electrical outlet, one (1) 8ft table, and two (2) chairs.

Booths will be draped, but always open wherever permitted by an aisle. The height of the back wall drape is 8', the height of the side rail is 4'. The back wall may go as high as you wish as long as it is finished, i.e. painted or covered with no company names or logos showing on the back side. It may not interfere with your neighbors booth space. Remember this includes taking up aisle space when engaging with the public.

Raw wood or cardboard wings visible from other booths must be painted or appropriately covered. A good rule to follow is to not design an exhibit, which you, as another exhibitor would find objectionable. If you have any questions about the design specifications of your booth, please in advance call the HBA office at 479-452-6213.

Load In/Load Out

EXHIBITOR MOVE IN IDENTIFICATION: Due to increased security, all exhibiting personnel must wear the official 2020 Home Show identification badge in order to be allowed to enter the building.

Fork lifts and floor jacks with operators will be provided to assist you moving in/out, no other equipment will be provided. Assistance is only for transport to your booth space, at the exhibitors expense.

Once you have unloaded, please move your vehicle to the parking area immediately, so others may unload with the same ease that you did. Please limit loading and unloading time to 15 minutes.

Retail Sales from Show Floor

Exhibitor may sell product from the show floor. However, product larger than what can be carried out by hand must wait to be loaded until the show closes each day. Please see Home Show Committee member for instructions on what area to use for customer loading. Exhibitor is responsible for all applicable Federal, State & Local Taxes.

Food and Beverages

Concession items will be available to purchase during show hours. An Exhibitor Lounge will be available for use by the Exhibitors. The Exhibitor Lounge area will be located in a designated location which will be marked.

Prizes

No vendors or family members of vendors will be allowed to participate in the Prize Giveaway Contests.

Acknowledgement Form

We will not reserve your booth until all of the following has been submitted:

- Non-refundable half down deposit

- Completed registration paperwork

Company Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Fax: _____

Mobile: _____ E-Mail: _____

This is a rental agreement between the Greater Fort Smith Association of Home Builders, hereafter referred to as "Lessor," and

Company Name (please print)

hereinafter referred to as "Lessee." Lessee will be identified in advertising by the company name listed, unless otherwise specified herein. This agreement is for the rental of the hereinafter specified portion of the Home Show Building, Central Mall, Fort Smith, AR for only the following period of time: April 8, 2021 for set up, April 9, 2021 through April 11, 2021 and terminating April 12, 2021 at 12 pm, subject to availability. The Lessor agrees to rent a booth(s) for the time period above only to the Lessee for the sole purpose of exhibiting and/or presenting the products and/or services listed on page two of this agreement. Lessor has read and agrees to all rules and regulations as listed in the Exhibitor Rental Agreement and Rules and Regulations Contract.

OFFICE USE ONLY		
Date Recd: _____	Amount: _____	Booth #: _____



2021
April 9-11

Mail Application & Payment to: Greater Fort Smith Association of Home Builders, P.O. Box 180838 FS, AR 72918-0838 Questions?: Phone: 479-452-6213 or email: Stephanie@fortsmithhomebuilders.com

Booth Space Request Form

Please complete all applicable information, this person will receive ALL our mailings and must be authorized to commit your company to an exhibit space. Applicant acknowledges receipt of the Rules and Regulations for the 2021 Home Show and agree to fully comply. This contract for exhibit space and the rules and regulations become a binding contract upon the signature by the authorized representative. **Please print or type clearly.** Home Show Location: Central Mall, Fort Smith, Arkansas.

Authorized Signature: _____ Date: _____

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone:(____) _____ Fax:(____) _____ Cell:(____) _____

Email: _____

Authorized Contact: _____

Booth Choices:

If not available, will be contacted prior to assignment.

1st _____

2nd _____

3rd _____

Total Enclosed:\$ _____

50% Deposit, non-refundable

\$50 Discount, for no early breakdowns

Balance Due: February 26, 2021, no exceptions...

Booth Prices:

	<u>Non Member</u>	<u>Member</u>	
Corner: 10'x10'	\$640	\$540	
Interior: 10'x10'	\$550	\$450	Check if needed:
220 Electric:	\$350	\$300	<input type="checkbox"/>
Lg Banner Hung:	\$150	\$100	<input type="checkbox"/>
Builder:	N/A	\$300	
1st time exhibitor:	\$399 (1st interior booth only, all other fees apply.)		

GFSAHB Use Only:

Date Rcvd: _____

Dept Amt. Rcvd: _____

CK/CC#: _____

Balance Amt Due: _____

Balance Amt Rcvd: _____

CK/CC#: _____

- Full Payment required with all Visa or MasterCard payments!

(3.2% fee accessed)

Visa/MC#: _____

Exp. Date: _____ 3 digit code: _____

Billing address: _____

Authorized Signature: _____

Print Name: _____