

**The 46th Annual
Tri-State Home Show**

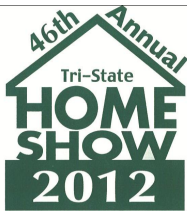
Exhibit Information

**February 24-26, 2012
Convention & Trade Center
Chattanooga, TN**



**CALL & RESERVE YOUR
EXHIBIT SPACE TODAY!**

**Home Builders Association of Southern Tennessee
3221 Harrison Pike
Chattanooga, TN 37406
(423) 624-9992 / Fax (423) 624-9435**



February 24th-26th, 2012

Chattanooga Trade & Convention Center

www.hbast.org

PLEASE COMPLETE THIS AGREEMENT AND FAX TO: (423) 624-9435

OR MAIL TO: HBAST 3221 HARRISON PIKE CHATTANOOGA, TN 37406

1. Company _____
Contact: _____
Address: _____
City: _____ State: _____ Zip: _____
Email: _____ Website: _____
Phone # _____ Mobile # _____ Fax # _____

2. EXHIBIT SPACE

Requested Booth #(s)
Choice (1) _____
Choice (2) _____
Choice (3) _____
(Make one choice a Non-Corner Booth)

BOOTH PRICES

Table with 2 columns: HBAST Members, Non-Members. Rows: Inside Booths, Corner Booths, Center Aisle.

Registrations & Deposits received after Dec. 31, 2011:
Add \$50 per booth after Dec. 31, 2011
Add \$100 per booth after Jan. 31, 2012

ADDED MARKETING OPPORTUNITIES

Bag Sponsor - \$800 (2 available)
Vendor's Lounge - \$250 Each Day (3 Available)
Front Cover of Home Show Guide (3/4 page add that goes out to all attendees of the show)-\$500

3. PRODUCT DISPLAYED

We will exhibit the following products and / or services
(Only the products that are listed below may be exhibited and must have Show Management approval)

FIRST COME BASIS

4. PAYMENT

PLEASE FIND MY CHECK ATTACHED (Payable to: Home Builders Association of Southern Tennessee)

OR charge to my: Visa ___ Mastercard ___ Amex ___ Amount: _____

Credit Card # _____ CVC _____ Expiration Date: _____ Billing Zip Code _____

Card Holder Name (please print): _____ Signature: _____

5. **PAYMENT SCHEDULE**

Important: In order to receive a 5% discount, your deposit and registration form must be in our office no later than September 28, 2011. All FINAL payments must be received in our office no later than Jan. 10, 2012.

***REQUIRED DEPOSIT: \$200 PER BOOTH, DUE WITH CONTRACT**

- I authorize HBAST to process my payment due on 10/10/11 (amount authorized) _____ and the final payment due on 01/10/12 (amount authorized) _____ on the credit card provided.

*If you would like to make automatic payments or other arrangements, please call HBAST office @ 423-624-9992.

- I/We hereby apply for exhibit space in the above named show. If accepted, I/We hereby agree to abide by shown terms, conditions and regulations printed on the reverse side of this form. This also states that I/We have read all terms and conditions provided.

6. Signature _____

Date _____

(Please return first two pages, along with your deposit to HBAST office and retain a photocopy of this form for your records).

Payment Options for 5 % Discount	
1ST Option	2ND Option
<ol style="list-style-type: none">1. Deposit-\$200 Per booth-Due with Contract.2. Final Payment Due-Dec. 10, 2011	<ol style="list-style-type: none">1. Deposit-\$200 Per Booth, Due with contract2. Second Payment Due-(1/2 of remaining balance). Oct. 10, 20113. Final Payment Due-Remaining balance Dec. 10, 2011 (see contract for further details)

EXHIBIT A

RULES AND REGULATIONS OF THE 2012 TRI-STATE HOME SHOW

1. **Booth Set Up and Move-In.** Exhibitor agrees that all booths must be fully set up and ready for the Show by Thursday, February 23rd, 5:00 p.m. Move-In times are as follows:

Tuesday, February 21, 2012	7:00 a.m. to 10:00 p.m.
Wednesday, February 22, 2012	7:00 a.m. to 10:00 p.m.
Thursday, February 23, 2012	7:00 a.m. to 5:00 p.m.

2. **Booth Prices:** Prices for Booths are as follows (through January 15, 2012)

HBAST MEMBERS		NON-MEMBERS	
Inside Booths.....	\$525	Inside Booths.....	\$700
Corner Booths.....	\$625	Corner Booths.....	\$825
Center Aisle.....	\$725	Center Aisle.....	\$925

<p>Registrations & Deposits received after Dec. 31, 2011:</p> <p><input type="checkbox"/> Add \$50 per booth after Dec. 31, 2011</p> <p><input type="checkbox"/> Add \$100 per booth after Jan. 31, 2012</p>

3. **Exhibit Space.** The term "booth" refers to exhibit space which measures no more than 10'x10'. Each booth will be constructed of curtained walls on three sides, including an 8' high back wall and 3' sidewalls. Exhibitor may provide, at his own expense, carpeting or other floor covering satisfactory to the HBAST and the Trade Center. Such floor covering must be secured in such a way as to minimize any possibility of causing injury to other persons in the hall (i.e. tripping, falling, etc.), to the satisfaction of the HBAST and be within the booth parameters

4. **Assignment of Space.** Exhibitors must list first, second and third choices of booth space in order of preference in Paragraph 2 of the Agreement. Each Agreement must be accompanied by a deposit check in the correct amount in order to reserve booth space. The HBAST will make reasonable efforts to assign Exhibitor the requested booth space and to provide a reasonable distance from exhibitors that may be in direct competition with Exhibitor. However, the HBAST reserves the right to assign space in its sole discretion and all decisions regarding booth assignments are final and will not grant Exhibitor any right to a return of any funds. The HBAST reserves the right to make changes in the floor plan and assignments at its discretion in order to serve the best interests of the HBAST, the Show and its collective exhibitors.

5. **Payment and Discounts/ Timing of Payments.** A deposit of \$200 per booth must be received by the HBAST on or before September 28, 2011, along with the executed Exhibitors Agreement in order to reserve booth space. This reservation is conditional and depends upon the Exhibitor making full payment in accordance with this Paragraph. Full payment of all funds must be received by HBAST on or before Jan. 10, 2012, in order to guarantee space in the Show. Please note that there will be an additional \$50 fee per booth added if reservation is made after Dec. 31, 2011 and \$100 per booth added if reservation is made after Jan. 31, 2012. The Exhibitor can receive a discount on the booth price by paying in advance according to the schedule below. All deposits are non-refundable. Refunds of other funds paid to the HBAST will only be made at the discretion of the HBAST, subject to the terms and condition set forth below in the Paragraphs entitled "Liabilities" and "Eventualities". Discounts for early payment of the entire balance due are as follows:

A 5% discount will be given for each booth if contract and deposit is received by September 28, 2011 and final payment(s) received no later than Dec.10, 2012.

6. **Installation and Tear Down.** Exhibitors may furnish and/or build their booth space according to the schedule in Paragraph 1 above. No exhibits may be dismantled or torn down, and no part of any exhibit may be removed from the booth, until the close of the Show by the HBAST at 5:00 p.m. on Sunday, February 26, 2012. All exhibits must be removed in full from the convention center on or before 5:00 p.m. on Monday, February 27, 2012. **PRIOR TO THE START OF CONSTRUCTION OF BOOTH(S) ALL VEHICLES MUST BE REMOVED FROM THE CONVENTION CENTER BUILDING.**

7. **Unoccupied Space and Failure to Adhere to Rules.** If Exhibitor fails to occupy the rented booth space by 12:00 noon on Thursday, February 23rd or fails to comply with the terms of the Exhibitors Agreement and these Rules and Regulation, the HBAST shall be entitled to reassign and use such booth space in any manner whatsoever without releasing the Exhibitor from the Exhibitors Agreement and the obligation to fully pay for the booth space.

8. **Use of Booth, Assignment and Subletting.** Exhibitor does not have the right to allow anyone other than Exhibitor to occupy or use the booth space, and Exhibitor may not assign or sublease the booth space for any reason to any person under any circumstances without the express written permission of the HBAST. The Exhibitor must use the space for the exhibition of the product or services listed in the Agreement and for no other purpose.

9. **Booth Furnishings, Sign Hanging, Electricity, Water, Telephone/Data, Audio/Visual.** The HBAST does not provide any utilities or sign hanging with the rental of the booth space. As set forth below, the Trade Center will provide, at the Exhibitor's expense, utilities and other items. Furniture and other booth equipment are available for rental from Shepard's. Anything provided by the Exhibitor must meet local fire codes, and other local and state codes. In addition, Exhibitors may order electricity, water, telephone/data service, audio/visual services and components, and sign hanging from the Trade Center. Forms are available online at the Trade Center website: www.chattconvention.org. Exhibitors should contact the Trade Center directly about ordering such items. Exhibitor is solely responsible for payment of all such items ordered from the Trade Center

10. **Care of Exhibit Space.** Shepard's will sweep and clean aisles each night and periodically during the Show. It is the **sole** responsibility of the Exhibitor to clean all booth space and keep it in good order.

11. **Booth Staffing and Manning.** All booths must be staffed and manned during **all** hours of the Show. Any booths left unmanned shall be subject to removal by the HBAST.

12. **Booth Completion.** The exposed backs or sides of all booths must be properly draped or finished with no signage so that it will not interfere with adjoining booths.

13. **Lighting.** Exhibitors may provide their own lighting as the Trade Center lighting may not be adequate for all purposes. In order to light a booth, electricity must be ordered from the Trade Center.

14. **Prizes and Judging.** The HBAST will determine appropriate awards to be given for booth decoration and shall provide a plaque to the winners. Judging shall be determined solely by the HBAST and shall be done Friday morning, Feb. 24, 2012.

15. **Limits on Exhibits.** All exhibits must be fully contained within the booth space and cannot extend into the aisle or into an adjoining booth space.

16. **Limits on Booth Activity (Mascots, PA systems, etc.).** No person shall be allowed to engage in activity related to any Exhibitor's booth in areas outside of the actual booth space. Specifically, there shall be no distribution of material outside the booth, no standing in aisles, no mascots or representatives outside of the booth space and no other booth related activity outside of the booth space. Individual public address and/or audio visual sound systems are permitted on the premises, but must not be audible more than 8 feet from the booth. Exhibitors pledge to comply with reasonable requests from occupants of nearby booths relating to sound levels of such systems.

17. **Signage.** All perimeter signage above 8' must face the interior of the booth. All signage is subject to approval by the HBAST and Trade Center. Exhibitors may request that signs be hung from the Trade Center ceiling, but no such placement is guaranteed, at the discretion of the Trade Center and HBAST. ANY SIGNS THAT REQUIRE TRADE CENTER PERSONNEL TO HANG (I.E. SIGNS HUNG FROM THE CEILING OF THE TRADE CENTER) MUST BE HUNG AT THE EXHIBITORS EXPENSE AND HANGING MUST BE ARRANGED THROUGH THE TRADE CENTER. THE HBAST WILL NOT PAY FOR THE HANGING OF SIGNS

18. **Compliance with HBAST and Trade Center Rules.** Exhibitor hereby agrees to comply with all rules and regulations of the HBAST and the Trade Center. The Exhibitor agrees that admittance to the Trade Center and the Show is permitted to the Exhibitor on a day to day basis and is based upon strict compliance with the rules and regulations in this Agreement, as well as other rules and regulations adopted, formally or informally, by the HBAST and the Trade Center relating to the Show. **HBAST RESERVES THE RIGHT TO REJECT, EJECT, OR PROHIBIT ANY EXHIBITOR, OR ANY PART OF A BOOTH OR EXHIBIT, WITH OR WITHOUT GIVING CAUSE.**

19. **Marketing Release.** Exhibitor agrees that the HBAST has full broadcast rights to footage filmed at the Show, as well as full rights to any still photography taken at the Show for self-promotional usage in subsequent events.

20. **Damages.** Exhibitor shall be liable for any and all damages made to the building, walls, columns, standard booth equipment or other exhibitor's property. Exhibitor's may not apply paint, lacquer, adhesive or any other coating to the building, floors, columns or walls or to standard booth equipment.

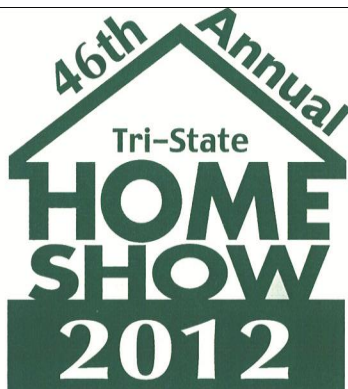
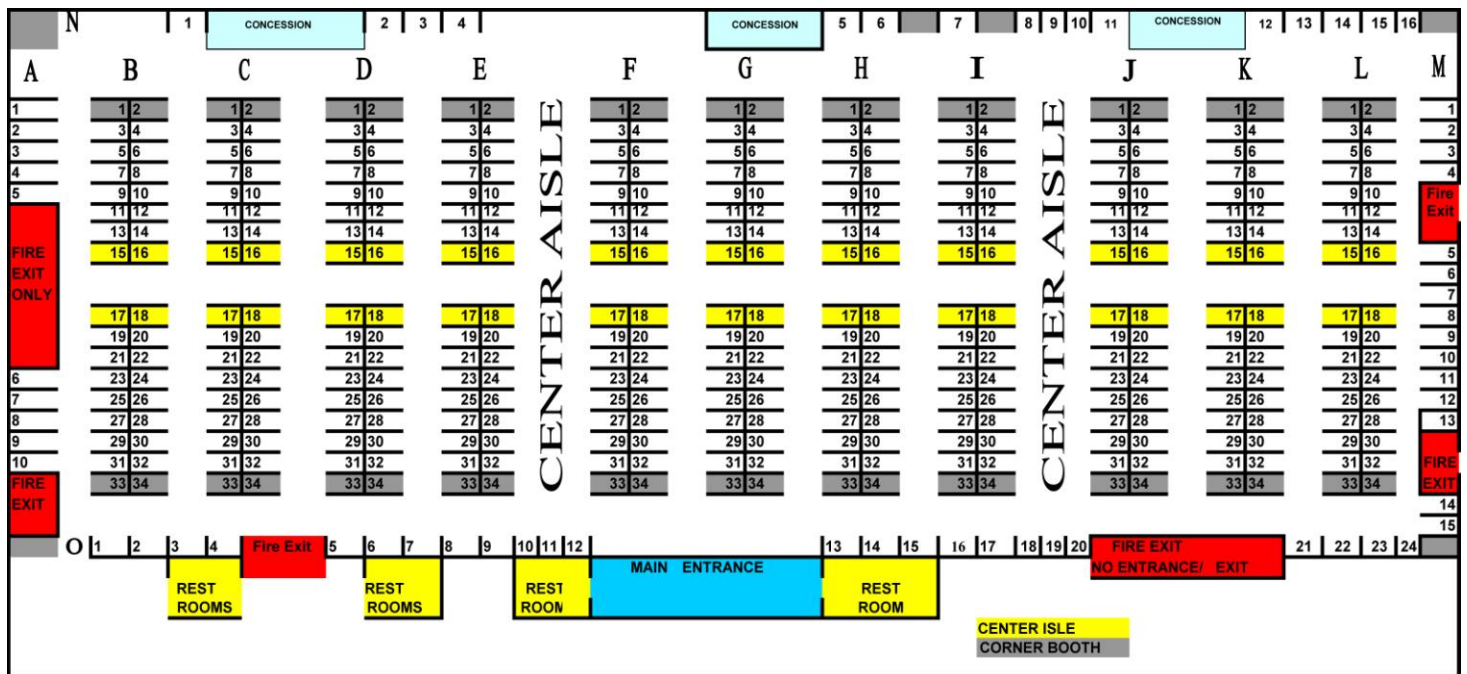
21. **Liabilities.** The HBAST does not make any warranty or guaranty to exhibitors against loss or damage or any kind. All booth space is leased at the risk of the exhibitor and the exhibitor agrees to release, indemnify and hold harmless the following parties from any and all the liability from any cause related in any way to the show: The HBAST, its employees, agents, volunteers, officers, directors and members; The City of Chattanooga; The Carter Street Corporation and Hamilton County (all of whom are collectively referred to below as the "Home Show Parties"). None of the Home Show Parties shall be held responsible by exhibitor, in any manner whatsoever, for any loss, damage or injury that may occur to the exhibitor, employee, guests or property from any cause whatsoever prior to, during, or subsequent to, the show for any loss, damage or injury related in any way to the show or exhibitor's participation in the show.

22. **Eventualities.** In the event that the Trade Center is partly or totally destroyed, or the Show is otherwise prevented from occurring, by fire, the elements, an act or acts of God, an act or acts of war and/or terrorism, strikes or any other cause that is out of control of the HBAST, this Agreement shall be terminated and the Exhibitor hereby waives all claims and demands against the HBAST.

Order Your 2012 Exhibit Space Today!

Home Builders Association of Southern Tennessee

Convention & Trade Center Floor Plan



Show Hours

Friday, February 24, 2012.....10am-8pm
 Saturday, February 25, 2012.....10am-8pm
 Sunday, February 26, 2012.....11am-5pm

