

There's No Place Like the
HOME SHOW
 Heart of the North Builders Association

2012

NEW, LATER DATES!
NEW LOCATION!

Sat. March 31, 9am-5pm

Sun. April 1, 10am-3pm

RICE LAKE High School

10' x 10' Booth Fees (HNBA Members)

- By Jan 13, 2012—\$175 first booth, \$100 add'l booth*
- By Feb 17, 2012—\$200 first booth, \$100 add'l booth*
- By Mar 16, 2012—\$225 first booth, \$100 add'l booth*

10' x 10' Booth Fees (Non-HNBA Members)**

- By Feb 17, 2012—\$250 first booth, \$150 add'l booth*
- By Mar 16, 2012—\$275 first booth, \$150 add'l booth*

Guidelines for Participation...

1. Set-up is scheduled for Friday, March 30, 5-7pm and Saturday, March 31 from 6:30-8:45am.
2. Setup must be completed by 8:45am on 3/31/12.***
3. Only ONE company per booth space—please, no promoting a second business or unrelated sideline.*
4. Full payment and Certificates of Insurance are required at the time of registration.
5. Booths MUST be staffed during all scheduled show hours (with the exception of brief rest breaks).***
6. No early teardown. All booths must remain intact and staffed until 3pm on Sunday.***
7. No food (except small candy) or beverages may be distributed from booths. (Lunch & snacks will be available for sale on site).
8. Participants must furnish their own tables and chairs. A limited quantity may be available for rent—contact us.

NEW, LOWER RATES!

EDUCATIONAL SEMINARS

A variety of free, informative seminars and demonstrations are scheduled throughout the weekend to add value to Home Show attendance. If you would like to present a seminar, contact us!

ADVERTISING & PROMOTION

HNBA advertises heavily to promote the Home Show. Approximately 18,000 full-color flyers will be distributed via local newspapers, with attendance information and a schedule of education seminars. Participating vendors are welcome to purchase ad space in that flyer to promote their participation. Extensive radio advertising saturates the airwaves during the week leading up to the Home Show. In addition, we have "live broadcasts" from the show during the weekend.

Participating companies are encouraged to advertise their participation. Local radio stations offers generous promotion packages to Home Show participants.

*Add'l booth(s) are adjoining and MUST be the same company.
 **Non-members must meet the same eligibility requirements as members to participate. Interested in joining HNBA? Call 715-736-4622 or visit www.hnbawi.org for membership information.
 ***Exhibitors not in compliance will be fined \$100. An announcement will be made at the end of each day when exhibitors are allowed to leave/tear down.

Company Name _____ Contact Name _____
 Address _____ City/State/Zip _____
 Phone _____ Email _____ Primary product/service _____

of 10'x10' booths ___ Electricity Needed? Yes ___ No ___ Total Payment (payable to HNBA) Enclosed: \$ _____

Certificates of Insurance: must identify the following as Certificate Holders: **HNBA**, PO Box 6, Rice Lake WI 54868 and **Rice Lake High School**, 30 S Wisconsin Ave, Rice Lake WI 54868

Hold Harmless Agreement: _____ (Exhibitor) agrees to defend, indemnify, and hold the Rice Lake Ares School District, Property Owners, Employees, agents, officers, servants, and the HNBA harmless from and against any and all claims for personal injuries, death, theft, damages (including property damage and loss of use of such property) losses, fines, or penalties (including related costs, expenses and reasonable attorney fees), arising from or in any way connected with the use of the facility or any part of property in the designated area at their own risk and releases agent to the fullest extent permitted by law, from all claims of every kind. Agent shall not be responsible or liable at any time and exhibitor releases agent from any loss or damage to the exhibitor's merchandise, equipment, fixtures or other personal property of exhibitor or exhibitor's business. Exhibitor shall pay all cost, expenses and reasonable attorney fees that may be incurred or paid by agent in enforcing any items of this agreement. Exhibitor agrees to have booth set up and staffed during all published show hours, and will not tear down or remove displays until the specified teardown time.

Signature _____ Date _____

Mail completed form, Payment (payable to HNBA), and Certificate of Insurance to: Home Show, Heart of the North Builders Association, PO Box 6, Rice Lake WI 54868 or call 715-736-4622 for more information.