

Expand your business in profitable directions.

*Hilton Head Area
Home Builders Association*

25th Annual **HOME** & Garden **SHOW**

**The Mall at Shelter Cove
March 5, 6 & 7, 2010**

The Hilton Head Area Home & Garden Show at The Mall at Shelter Cove is an exceptional three-day event featuring a wide array of exhibits including kitchens & baths, landscaping & gardening, and an amazing assortment of home remodeling products and services that are certain to inspire and enthuse homeowners throughout the Lowcountry.

Set to take place March 5, 6 and 7, 2010, thousands of area homeowners will be drawn to this highly anticipated event, looking for ideas and inspiration to make their homes more beautiful.

Reservations for exhibit space are now being accepted. Don't miss out on the opportunity to expand your business in profitable directions!

Outdoor Living Exhibit Returns to 2010 Show!

The 2010 Home & Garden Show will feature an even larger Outdoor Living exhibit area located outside underneath a climate controlled tent. This area is perfect for companies who feature products and services tailored to outdoor living and the home exterior.

Procedures and Policies for the 2010 Home Show

SHOW MANAGEMENT:

The 25th Annual Hilton Head Area Home Show is produced and managed by The Hilton Head Area Home Builders Association (HBA), producer of the show since 1985. Established in 1965, the Hilton Head Area HBA is a non-profit professional trade association made up of more than 500 member companies involved in residential and light commercial construction, including builders, subcontractors, suppliers and professional service providers to the home building industry throughout Southern Beaufort County.

SHOW LOCATION:

The 25th Annual Hilton Head Area Home Show will occupy The Mall at Shelter Cove on Hilton Head Island, South Carolina. The Mall at Shelter Cove is located mid-island on Highway 278 at mile marker 8.

SHOW DATES & HOURS:

Friday, March 5
10:00 a.m. – 5:00 p.m.
Saturday, March 6
10:00 a.m. – 5:00 p.m.
Sunday, March 7
12:00 p.m. – 5:00 p.m.

EXHIBITOR SET-UP:

Deadline for installation of exhibits is 9:00 a.m., Friday, March 5, 2010. Exhibitors may set-up their displays during the following hours:

Thursday, March 4
6:00 p.m. – 11:00 p.m.
Friday, March 5
7:00 a.m. – 9:00 a.m.

An assigned set-up time may be designated for exhibitors with large products or special equipment. Contact Show Management for special instructions or specified set-up date and time for any display items or equipment requiring special attention.

Exhibitors are strictly PROHIBITED from using public entrances for the unloading and loading of equipment and/or display items at The Mall at Shelter Cove. Only designated loading entrances to The Mall at Shelter Cove can be used for unloading and loading. Exhibitor vehicles may only be parked in loading zones long enough to unload/load. Vehicles left in loading zones will be subject to removal. Any exhibitor who enters or exits with equipment through public entrances **WILL BE FINED \$250.00.**

EXHIBIT BREAKDOWN/ REMOVAL:

No exhibit shall be disassembled, packed or removed during the continuance of the Show. Any exhibitor who removes or exits with equipment or display items prior to 6:00 P.M. on Sunday, March 7, 2010 **WILL BE FINED \$250.00.**

Exhibitors may break down their physical exhibit beginning at 5:00 P.M., but may not move anything from their space through the exit doors prior to 6:00 P.M. on Sunday, March 7, 2010 when The Mall at Shelter Cove closes.

All exhibits must be totally disassembled and removed from the Mall at Shelter Cove by 8:00 P.M., Sunday, March 7, 2010. Prior arrangements may be made for an extended removal time – not to exceed 9:00 A.M. on Monday, March 8, 2010.

Any exhibit material remaining after this deadline will be packed and shipped at the exhibitor's expense, including labor, materials and shipping costs.

ASSIGNMENT OF SPACE:

Exhibit space is assigned on a first-come, first-served basis. Exhibitors in the 2009 Hilton Head Area Home Show will receive the opportunity to lease exhibit space in the 2010 Show prior to other prospective exhibi-

tors. Exhibit space is limited to members of the Hilton Head Area Home Builders until December 1, 2009, at which time any available exhibit space will open to non-members. An additional fee of \$200 is required of all non-member exhibitors per exhibit space leased. Reservations for non-members require payment in full at time of reservation.

Show Management reserves the right to amend the floor plan if, in the judgment of Show Management, it is in the best interest of the Show and the overall needs of exhibitors. Management may relocate any exhibit at any time with the understanding that if the exhibitor does not agree with the relocation, the security deposit or full payment for space will be refunded.

EXHIBIT SPACE RENTAL RATES:

A fifty percent (50%) security deposit for total exhibit space amount is required at time of reservation, and must accompany the signed Contract for Space. Show Management will not reserve or hold exhibit space without security deposit and signed Contract for Space. Security deposit is non-refundable upon cancellation.

Hilton Head Area HBA Member Rates:

8 x 10.....	\$600.00
9 x 10.....	\$650.00
15 x 10.....	\$850.00
15 x 15.....	\$1,000.00

Outdoor Living Exhibit:

\$5 per square foot up to 100 square feet.; 10% discount beyond 200 square feet.

Non-Member Rates:

Add \$200 Per Exhibit Space

Additional Charges:

End units for 8 x 10 & 9 x 10 exhibit space are subject to the following additional charges:

Standard End Unit (2 exposed sides).....	\$50.00
Peninsula End Unit (3 exposed sides).....	\$100.00

Discounts:

A five percent (5%) discount will be given to exhibitors reserving multiple booths (2 booth spaces or more) and outdoor exhibit areas with 200 or more sq. ft.

BOOTH DESCRIPTIONS AND EQUIPMENT:

Exhibit areas shall be provided one 6' skirted table. 8' high draped back and 3' draped sides. Exhibitors may remove side and rear draping as long as it does not interfere or expose neighboring exhibitors. Additional tables, chairs, skirting, etc. are available upon request for an additional expense to be paid in advance by the exhibitor. Advance arrangements, of no less than one week, are required and should be directed to Show Management.

All exhibit spaces will have access to 115V electrical service. Exhibitors must provide their own extension cords. Show Management will provide an electrician on setup day to assist with electrical hookups. Advanced arrangements, of no less than one week, are required for exhibits in need of more than 115V of electrical service, special electrical needs or telephone and/or internet access. All special requirements should be directed to Show Management and are subject to additional fees.

PAYMENT SCHEDULE:

First Payment: Fifty percent (50%) of total rental amount will serve as a security deposit and is due at time of reservation. A signed Contract for Space must accompany deposit. Security deposit is non-refundable upon cancellation.

Second and Final Payment: The remaining fifty percent (50%) of total space rental amount is due



on or before February 1, 2010. Final payments not made on or before February 1, 2010 will forfeit any applied discount rates and may be reassigned to a different exhibitor or utilized at the discretion of Show Management for any purpose.

Please Note: Reservations for non-members require payment in full at time of reservation.

DEFAULTS:

Any exhibit space assigned to an Exhibitor for which rent has not been paid in full by February 1, 2010 may be reclaimed by Show Management without notice, and may be reassigned to a different exhibitor or utilized at the discretion of Show Management for any purpose. Security deposit for such space will be forfeited by the Exhibitor without recourse of refund.

Exhibit space leased to an Exhibitor but not fully prepared for exhibit by 10:00 a.m. on Friday, March 5, 2010 shall be considered forfeited and may be utilized at the discretion of Show Management for any purpose.

Hilton Head Area Home Builders Association Member Exhibitors, who have leased space at the discounted member rate, must maintain membership renewal dues through March 7, 2010. All lapsed member exhibitors will be required to pay (prior to set-up) the \$200 non-member fee for each exhibit space leased.

REFUND POLICY:

Security deposits on contracted space are not refundable should the exhibitor cancel the contract for any reason, or does not meet the payment schedule.

CLEANING:

Exhibitors are expected to keep their exhibit space clean and attractive during show hours. The Mall at Shelter Cove will clean public areas only. Exhibitors are responsible for cleaning their individual exhibit areas prior to the Show opening and daily during the Show.

DAMAGE TO THE BUILDING:

Nothing shall be posted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. Exhibitors must not cause any debris (dirt, dust, water, etc.) to be in the mall common areas or service areas at any time. Anything deemed by the Mall at Shelter Cove and/or Show Management as necessary or proper for the protection and/or repair of the building, equipment and/or furniture will be at the expense of the responsible exhibitor. Exhibitors are responsible for replacing the exhibit floor to its original condition.

DEMONSTRATIONS:

Any demonstration or activity that results in obstruction of aisles or prevents ready access to nearby booths is prohibited. The aisles are the property of Show

Management. Each exhibitor has the responsibility to assure that any demonstrations or samplings conducted by booth personnel do not interfere with aisle traffic and/or neighboring exhibitors/exhibit space. Should spectators or samplers interfere with the normal traffic flow or overflow into neighboring exhibits, Show Management will request that the presentations or sampling be eliminated.

No exhibit or demonstration shall be permitted, nor anything be distributed if it is considered a source of danger or annoyance. Show Management reserves the right to prohibit, modify, and regulate any display not keeping with the policies of the Show, or objectionable from its point of view.

SIGNS:

A professional sign shop must make all signs used by exhibitors. Show Management will ask exhibitors to remove any signs which look amateurish and that detract from the dignity and refinement of the Show.

FIRE REGULATIONS:

In order to conform to fire regulations, all materials in the Mall at Shelter Cove must be nonflammable. All cloth decorations must be able to withstand a flame test as prescribed by the Fire Marshal. No fire exit, fire station or fire extinguisher may be obstructed. A copy of Fire Marshal Regulations for exhibitions and special events for the Town of Hilton Head Island will be included in the Exhibitor's Service Kit prior to the Show.

PARKING:

Parking of commercial vehicles at the Mall at Shelter Cove is prohibited. Exhibitors driving standard non-commercial vehicles are asked to park at the rear of parking lots during show hours. Permission has been granted for commercial vehicles to park at the Shelter Cove Community Park, which is located across the street on the rear side of the mall.

SHOW MANAGEMENT BOOTH:

The Hilton Head Area Home Builders Association will maintain

a staffed location in center court during the entire show period.

SUB-LEASING OF SPACE:

Exhibitors may not assign or sublet any space assigned to them, and may not advertise or display goods or services other than those sold by them in the regular course of their everyday business. Only one company is allowed per exhibit space.

INDEMNIFICATION:

The exhibitor agrees to indemnify the Hilton Head Area Home Builders Association, and its officers, directors, and employees and hold them and each of them harmless from and against any and all claims arising out of the acts of the Exhibitor, its agents, representatives and employees, and all contractors, erectors, delivery persons, suppliers and persons furnishing services, delivery, work or materials at the instance of the Exhibitor.

INSURANCE:

Exhibitor is required to provide to the Hilton Head Area Home Builders Association an insurance certificate listing the Hilton Head Area Home Builders Association as a co-insured party providing adequate coverage for liability and damage. Insurance certificates must be received by Show Management no later than February 12, 2010. Show Management carries no insurance on Exhibitor's property, and will not be liable for loss or damage by any cause.

LIABILITY:

Neither the Hilton Head Area Home Builders Association (HBA), the employees of the HBA, the Town of Hilton Head, the owners of The Shelter Cove Mall, their representatives, nor the management and staff of the 25th Annual Hilton Head Area Home Show will be responsible for any injury, loss or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, before, during, or after the period of this contract. On signing of the contract below, the exhibitor releases the foregoing parties from all such claims for loss.

Fax this completed form to (843) 689-5780
 or mail to: P.O. Box 22360, Hilton Head Island, SC 29925

RESERVATION FORM

A fifty percent (50%) security deposit (100% for non-members) for total exhibit space amount is required at time of reservation, and must accompany the signed Contract for Space. Show Management will not reserve or hold exhibit space without security deposit and signed Contract for Space. Security deposit is non-refundable upon cancellation.

EXHIBIT BOOTH #	EXHIBIT SPACE FEE	ADDITIONAL FEE - STANDARD UNIT \$50	ADDITIONAL FEE - PENINSULA \$100	TOTAL
#				\$
#				\$
#				\$
#				\$

SUBTOTAL _____

Less 5% Multiple Booth Discount
(If applicable) _____

Total _____

Amount Paid _____ Date Paid _____ Check # _____ Deposit _____

Amount Paid _____ Date Paid _____ Check # _____ Balance Due _____

Business Name: _____

Contact Name: _____ Authorized Signature: _____

Address: _____

City State Zip: _____

Phone: _____ Fax: _____

Email: _____

Check Enclosed Please charge my: Visa MasterCard AMEX

Credit Card #: _____

Name on card: _____ Exp. _____ Card Code _____

CONTRACT FOR EXHIBIT SPACE

By signing below, you agree to the terms and conditions outlined in the 2010 Home Show Exhibitor Prospectus:

Exhibitor Signature: _____ Printed Name: _____ Date: _____

Exhibit site locations for The Mall at Shelter Cove

Home Show Indoor Exhibit Locations








-  9' x 10'
-  Mall Signage
-  8' x 10'
-  10' x 15'
-  15' x 15'
-  Mall Columns to be integrated
-  Integrated Space

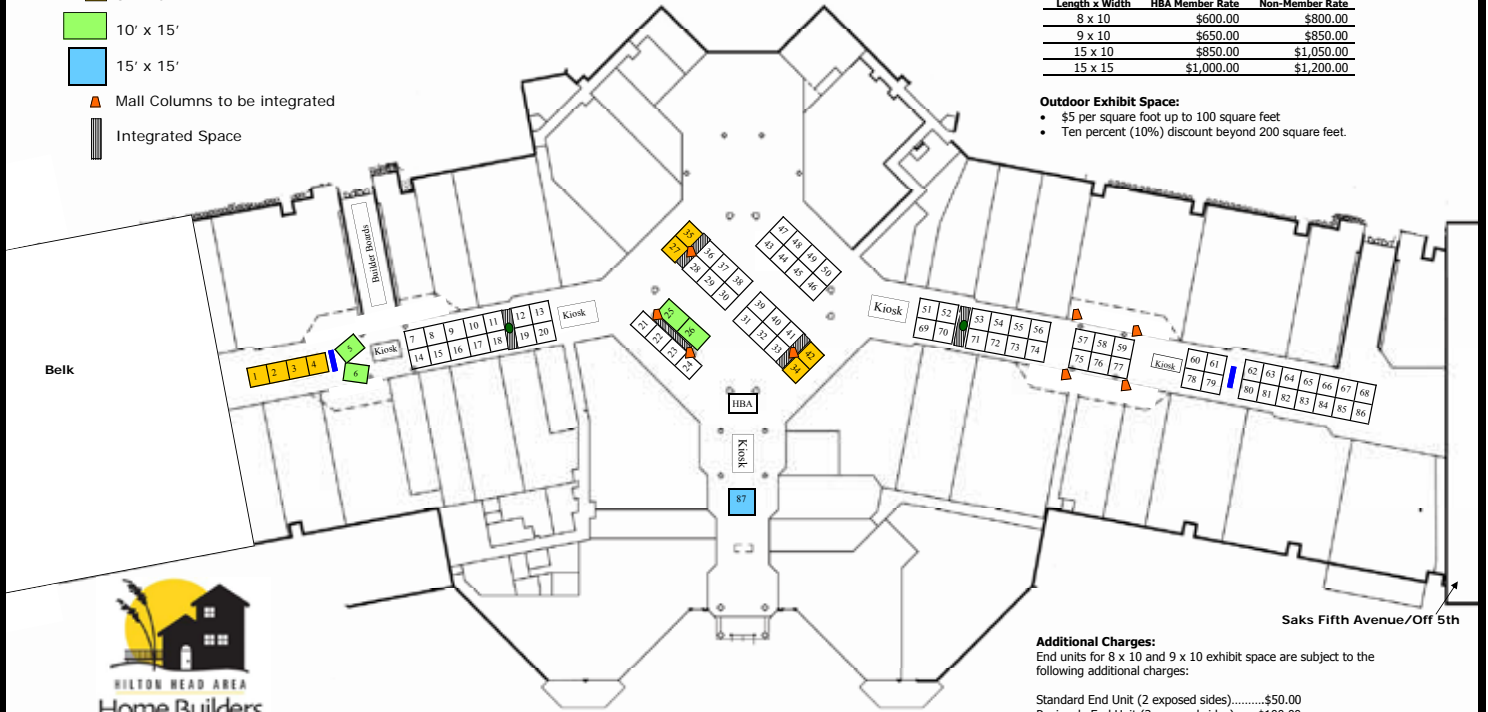
Exhibit Space Rates

Indoor Exhibit Space:

Length x Width	HBA Member Rate	Non-Member Rate
8 x 10	\$600.00	\$800.00
9 x 10	\$650.00	\$850.00
15 x 10	\$850.00	\$1,050.00
15 x 15	\$1,000.00	\$1,200.00

Outdoor Exhibit Space:

- \$5 per square foot up to 100 square feet
- Ten percent (10%) discount beyond 200 square feet.



Show Management reserves the right to amend the floor plan if, in the judgment of Show Management, it is in the best interest of the Show and the overall needs of exhibitors. Management may relocate any exhibit at any time with the understanding that if the exhibitor does not agree with the relocation, the security deposit or full payment for space will be refunded.

Additional Charges:

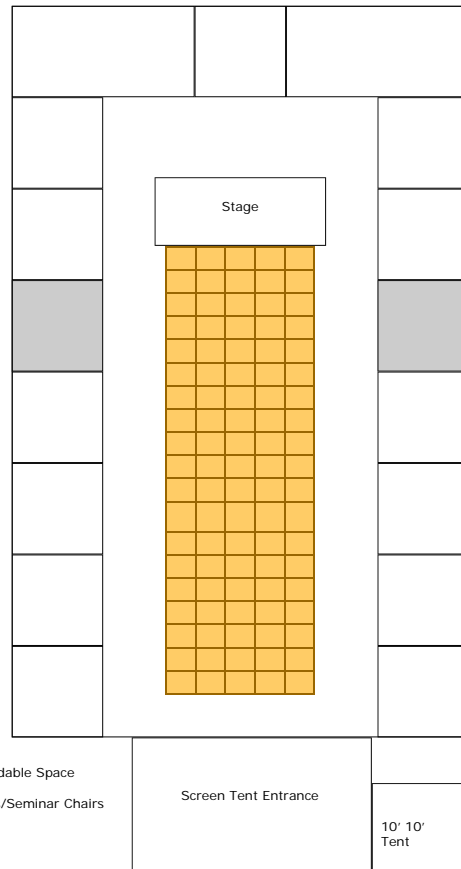
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- Standard End Unit (2 exposed sides).....\$50.00
- Peninsula End Unit (3 exposed sides).....\$100.00

Discounts:

A five percent (5%) discount will be given to exhibitors reserving multiple booths (2 booth spaces or more).

Home & Garden Outdoor Exhibit Locations



-  Expandable Space
-  Pavers/Seminar Chairs