

# HOME<sub>09</sub>RAMA

## Exhibitor Guidelines

Please read this information carefully. If you have any questions contact show staff at (757) 420-2434.

**\*\*ABSOLUTELY NO PLASTIC BAGS— THIS IS AN ECO-FRIENDLY COMMUNITY\*\***

### The Event

Homearama is an enclosed single-site display of new homes, each of which is decorated, furnished and landscaped. It is open for viewing by the general public for a two-week period and is promoted by the Tidewater Builders Association and The Virginian-Pilot.

### Purpose

Homearama stimulates interest in new housing and nurtures a sense of pride in homeownership. It is the industry's annual "Buy a New Home Now" campaign.

### Show Dates/Location

October 3 – October 18, 2009  
Culpepper Landing,  
Chesapeake, VA

### Show Hours

Sunday – Thursday Noon to 9p.m.  
Friday – Saturday Noon to 10p.m.

### Admission

\$10-Adults (no discounts Friday-Sunday)  
\$17-two day  
\$9-w/ Senior citizens discount and active  
duty/retired military (with valid ID  
card) Mon-Thurs. only.  
Free-Children 12 and under

### Booth Fees/Balances

The complete exhibitor fee is due by September 25<sup>th</sup>. No exhibitor will be permitted to participate if full payment is not received. No exceptions! Exhibitors outside of our regional market will be required to be paid in full with either cash, money order or cashier's check.

### Move-In Packets

Exhibitor packets containing essential information, badges, and tickets, will be available for pick up at the TBA offices from 9 a.m.-5 p.m. daily, September 22-26. After that week, packets will be available at the Homearama site registration booth, during move-in from 9 a.m.-4 p.m. **No exhibitor with a balance due will receive their packet or be allowed to setup.**

### **\*Show Access**

#### Move-In

Exhibitors must check in at the registration booth located at the front of the main entrance, prior to unloading. Exhibitors may set up between 8 a.m. and 7 p.m. Tuesday, September 29<sup>th</sup> and Wednesday, September 30<sup>th</sup>. Please allow yourself ample time to set up. **Displays must be completed by 10 a.m., October 1st.**

Vehicles will be allowed to pull up and unload in our designated areas only. Unloading time should be limited to 45 minutes or less so that all exhibitors have ample access to the loading areas. Once you have unloaded your display, vehicles must be moved to the main parking area.

### Charity Gala Preview Party

**Admission requires a special ticket. Worker badges will not be accepted. Contact your sales representative if you have questions.**

### During the Show

**IMPORTANT: Beginning Oct 3<sup>rd</sup> -Oct 18<sup>th</sup>, one hour before the opening of the show, no one will gain entrance without presenting an exhibitor badge or a general admission ticket.** In order to gain access to the show, workers are required to have their badges checked at the front gate. **ALL EXHIBITORS MUST ENTER THROUGH THE FRONT GATE.** No one will be permitted access to the tent or show without an appropriate worker badge or a general admission ticket. **MANAGEMENT HAS NO PROVISIONS FOR LOST EXHIBITOR BADGES.** See Exhibitor Staffing for details on how you may utilize our "Will Call" box for trading off or holding badges for incoming/outgoing staff.

### Daily Deliveries

Daily deliveries must arrive between 8:30 a.m. and 11 a.m. Vehicles may be driven on the site or up to the ticket booth for unloading purposes, but must be removed from the loading areas one hour prior to opening. Vehicles not removed will be towed at the exhibitor's expense. Exhibitors are required to sign for any items being shipped by carrier. (Show management will **NOT** sign for any exhibitor shipments.)

### Late Night Restrictions

Personnel will not be allowed to remain in or enter the Homearama site between the hours of 10:30 p.m. and 8 a.m. This restriction will remain in force throughout the run of the event.

### Move Out

**IMPORTANT: Management reserves the right to subject exhibitors, who attempt unauthorized early move-outs, with a penalty fee and a one-year ban from the show!** Move-out will begin on **Monday, October 19th, 7 a.m.** Please utilize your loading time effectively, many exhibitors will be anxious to dismantle and move-out quickly. All exhibits must be removed by 12:00 p.m., Tuesday, October 20<sup>th</sup>.

### **\*Show Utilities**

#### Electrical Service

**IMPORTANT:** Standard power for booths is 120 Amp Circuit, two receptacles, no extension cords. There is no 3-phase power available. Contact your sales representative in regards to 220-Volt availability. Maximum Amps for one 20 Amp Circuit cannot exceed 16 Amps. Any unauthorized electrical hookups will not be permitted.

#### Water

Running water is not available for use in exhibit booths. If you require water for displays or to maintain plants we suggest you bring several jugs of water and store them in your display.

#### Lights

String lighting, in the center aisle, will extend through the length of the tent. Outdoor exhibitors must provide their own lighting if the normal street lighting is found insufficient. In order to optimize your display, we highly recommend you consider additional lighting within your booth. Exhibitors are not permitted to hookup to the electrical lighting circuit in the centerline of the tent. Any additional lighting provided and installed by the exhibitor must be turned off at the close of the show each evening. **HALOGEN LIGHTS ARE NOT PERMITTED!**

#### Phone Line/Cable/Internet

For information and installation contact Kelly Beck at Cox Communications at (757) 222-8394.

### **\*Booth Space**

#### Booth Size

Each booth space measures 10' wide by 9' deep with and 8' high pipe and drape back wall and 3' high side walls. No chairs, display materials, etc. may extend outside the booth space. Also, sides can exceed 3' in height only half the distance from the back of the booth. Please do not place boxes or other equipment directly against the curb behind your booth. A 12" clearance from the curb must remain clear to ensure proper drainage in the event of rain. This restriction includes displays, structural anchors, products and materials. All business must be conducted within the confinements of the booth. **Solicitation outside the booth area is not permitted.**

## Alterations

Management reserves the right to alter the position of booth space if necessary. Exhibitors are prohibited from moving pipe and drape.

## Exhibit Center Flooring

The base of the tent is paved street. Exhibitors should consider outside carpeting or flooring to maximize the comfort and appearance of their booths. If you opt to have raised flooring, exhibitors must ensure displays are wheelchair accessible and that the 12" gutter in the rear is not obstructed. Failure to adhere to the 12" gutter in rear could result in your booth having to be dismantled. Flooring may not extend past confines of booth area.

## Exhibit Aids

Exhibitors wishing to rent tables, chairs and other exhibiting aids should process their order with prior to September 20<sup>th</sup>. **There will be no on site orders taken.**

## Decorating

We encourage the use of plants, interactive displays, signs and other items to make your booth more appealing. When determining decorating needs, remember, this is an outdoor show and items will be subjected to the weather. All tables must be skirted.

## Signs

Hand written signs are not permitted. Signs may be hung along the drapes only or displayed on easels and tables. All banners must be delivered to TBA by September 19th.

## Sound

Demonstrations, which utilize sound, must keep volume at a reasonable level. Show management has the right to adjust volume as desired.

## Subletting and Selling

Exhibitors are free to sell their products within the parameters of their booth space. **Sales activities outside their booth space are strictly prohibited.** Workers who disregard this rule may be asked to leave the show immediately. No exhibitor is permitted to share his booth space or to sublet booth space without the permission of the show management. Each exhibitor agrees to display only products or services, which are sold by him in his regular course of business.

## **\*Tent Maintenance**

### Cleaning/Trash Removal

Each exhibitor should keep their booth clean and orderly at all times; free of trash, paper cups, etc. Trash should be disposed of in the site dumpster or in other clearly marked trash containers. Please do not deposit trash behind the tent drapes. The wind will blow it all over the exhibit area and give it an unsightly appearance. Please put all trash and debris in the trash receptacle provided in the aisle.

## Ventilation

Weather permitting, the tent sides, in specific designated areas, will be raised to keep the exhibit area cool. A TBA staff member is on site at all times. If the tent needs to be adjusted, exhibitors must notify a TBA staff member. **Do not open, adjust, or remove tent sides.**

## **\*Safety/Security/Inclement Weather**

### Security

The entrance/exit to Homearama will have 24-hour armed security beginning at set-up time. Security will continue through October 21st until 1 p.m.

### Restrictions

Open flame products or demonstrations are prohibited. Smoking is not allowed in any tent located within Homearama. Please call your account representative for additional city fire code information.

### Liability

**Tidewater Builders Association will not guarantee against or be held responsible for any loss or damage to exhibits.**

### Protecting Your Property

We recommend you label and secure any loose items in your booth prior to leaving each evening. Also, boxes for the purposes of collecting sales leads should be locked or cleared upon leaving each evening. In addition, consider bringing a sheet or blanket to cover your display, at the close of each evening, to assist in keeping materials protected overnight. **Turn off all lights belonging to you each and every evening.**

### Inclement Weather

Homearama will not close in the event of rain. Keep in mind, Homearama is an outdoor show and Tidewater Builders Association, cannot be held responsible for any wind, water or weather damage. Make sure the TBA staff and show management has your emergency telephone number in case severe weather threatens during a weekend. Please be aware that **it is the responsibility of the exhibitor to secure their booths in inclement weather.**

## **\*Giveaways/Drawings**

### Deadline for Approval

In order to conduct giveaways and drawings during Homearama, exhibitors must submit a description of the prize and when the drawing will be held, to show management by September 18<sup>th</sup>. After the show, please submit the names and phone numbers of all prize winners to show management, 2117 Smith Ave., Chesapeake, VA 23320 or fax to (757) 420-5539. Show management has the right to verify all prizes and prizewinners.

## Restricted Items

Helium balloons **are prohibited** as giveaways. Management reserves the right to restrict other giveaways deemed to create a safety hazard or other problems. All other food or beverage items must be pre-approved in writing, by show management by September 18<sup>th</sup>.

## **\*Exhibitor Staffing Coverage**

Every attempt should be made to ensure exhibit booths are staffed during the show hours. If you find yourself in need, consider calling a temporary service company for staffing. If unable to staff at some time, booths must be open during show hours for viewing.

## Peak Hours

You may want to consider additional staff coverage during these times. Monday – Thursday, 5 - 9 p.m., Friday 3 - 9 p.m., Saturday – Sunday, Noon - 9 p.m.

## Lost Exhibitor Badges

**NO CONCESSIONS ARE MADE FOR LOST EXHIBITOR BADGES.** Some options are: purchasing a one-day general admission ticket or exchanging badges at shift changes with a co-worker.

## Exhibitor Badges and Will Call

For the purposes of exchanging exhibitor badges, exhibitors may opt to place their badges, at the end of the evening, inside a labeled envelope (company name), and insert the envelope in our ticket box, used by the security officer, at the front of the tent. Each morning, all envelopes will be removed and placed in a "Will Call" folder at the box Office for the next worker to retrieve in the morning.

## Parking

Parking will be handled on a first-come first-served basis. Parking is available in the main parking area. See the site diagram for directions and locations.

## Booth Judging/Awards

All paid and contracted exhibits are eligible to participate in the Homearama Exhibitor Awards Program. Booths will be judged on the following criteria on Thursday afternoon, October 1<sup>st</sup>: attractiveness, effectiveness, and creativity. Awards will be presented at the opening Preview Party ceremony the same evening.

## Concessions & Restrooms

A soda machine will be positioned within the exhibitor tent. Complete concessions will be available daily, noon-8 p.m. Exhibitors may wish to dine in our dining area away from the exhibit space area. Restrooms are also available on site. Two groups of restrooms will be available, one in the main parking lot and another group just beyond the Exhibit Center.