

# ULTIMATE HOME EXPO

September 11-12, 2009 ~ Dixie Center



The 6<sup>th</sup> Annual Ultimate Home Expo presented by the Southern Utah Home Builders Association and The Spectrum has become Southern Utah's premier event for products and services related to home building, remodeling, decorating, or anything related to making your house a home. Reasons to exhibit:

- Grow your business, build relationships, sell, and generate new sales leads.
- Make the connections now that will prepare you to capitalize when the economy turns around.
- Reach more customers in two days of exhibiting than 6-12 months at your place of business.
- Set yourself apart from the competition and let customers know you are open and ready for business.
- Display new products and services and demonstrate why attendees should choose your company.
- We promote your company, show you how to be most effective, and get results. Exhibition booth price includes free seminar "Exhibiting for Profit", your company included in the Home Building & Remodeling Guide, listed in newspaper, mentioned on radio, and on flyers handed out at event.

**Invest in your company and together we can achieve greater results and maximize your success during these challenging times.** Some features of this year's event include sections for green building resources, garden & plant sale, tool demonstrations, food court, home products sale, Habitat for Humanity Fundraiser, workshops, great prize giveaways, special luncheon held in conjunction with the Southern Utah Building Industry Conference, etc.

## EXHIBITOR INFORMATION & SCHEDULE

Booth includes 3' side draping & 8' back draping, one wastebasket, one draped table per 10x10 space, two chairs, 20 complimentary tickets, listing in the expo tabloid, mentioned on a radio ad, listing in the Home Building & Remodeling Guide, included on the floorplan flyer, one lunch meal ticket, and one free seminar – Exhibiting for Profit. Contact the Dixie Center at 435-986-6625 to reserve and pay for electricity or any other equipment or service.

	<u>SUHBA Member</u>	<u>Premium (marked "P")</u>	<u>Non-Member</u>	<u>Premium (marked "P")</u>
<b>10'x10' Booth:</b>	\$390	\$450	\$490	\$550
<b>10'x10' Food Booth:</b>	\$250	N/A	\$250	N/A
<b>10'x20' End Cap:</b>	\$820	N/A	\$1,050	N/A
<b>20x20 Center:</b>	\$1,500	N/A	\$1,950	N/A

Ultimate Home Expo Exhibition Hours:	Friday, September 11, 2009.....10:00 am – 6:00 pm
	Saturday, September 12, 2009.....10:00 am – 5:00 pm
SUHBA Kick-off Luncheon (Strolling Buffet):	Friday, September 11, 2009.....11:30 am – 1:00 pm
Exhibit Hall Move-in:	Thursday, September 10, 2009.....3:00 pm – 8:00 pm
	Friday, September 11, 2009.....7:00 am – 9:00 am
Exhibit Hall Move-out:	Saturday, September 12, 2009.....5:00 pm – 7:00 pm

## RULES & REGULATIONS

1. All exhibitors must be an established business with a current business license.
2. The Southern Utah Home Builders Association (SUHBA) reserves the right to determine the eligibility of any firm or product and to refuse service.
3. Exhibitors are responsible for special permits, sales tax and food permits as applicable.
4. Booth prices include only the items described in the Exhibitor Information page and do not include electricity, water, or internet connection. Additional services such as electricity, water, internet, etc. must be purchased by the Exhibitor from the Dixie Ctr.
5. Exhibitor agrees to follow the move-in and move-out schedule and rules as stated above.
6. Exhibitor booth move-in is not permitted during expo viewing hours. Early move-out is not permitted.
7. Exhibitor agrees to adhere to all rules and regulations included in the "Dixie Center Decorating Services Packet". The packet will be sent by the Dixie Center directly to Exhibitor.

Sponsored By:



## RULES & REGULATIONS (Cont'd)

8. Exhibitor shall not assign, share, or sublet any part of exhibit space herein contracted without consent of SUHBA. Nor shall exhibitor allow any other individual, firm, business or organization to exhibit or be promoted by name or name sign within exhibitor's exhibit space without consent of SUHBA.
9. Insurance desired by the exhibitor to insure against loss of damage to exhibit must be acquired by exhibitor at exhibitor's expense.
10. Exhibitor will remove all excess display material, packing/storage cases, etc. from exhibit space. Exhibit space must be kept neat, orderly and clean at all times.
11. SUHBA reserves the right to alter exhibit hall layout, make changes or space assignments as it deems necessary.
12. Exhibitor agrees to indemnify and hold harmless the SUHBA, The Spectrum, and/or their employees, officers, agents and assigns for any claim for damages of loss, or any claim, cause of actions or cost whatsoever in connection with the 2009 Ultimate Home Expo.
13. If for any reason SUHBA fails to produce the Ultimate Home Expo, all monies paid to by the Exhibitor to SUHBA for space will be refunded and the Exhibitor shall and does hereby waive any claim for damages of any nature.
14. A 50% minimum non-refundable deposit is due upon reservation. Payment in full is due by August 31, 2009. If full payment is not received by August 31, 2009, exhibit space shall be forfeited. In case of exhibitor cancellation or forfeiture, in addition to other remedies at law or in equity, the SUHBA is entitled to cancel the space reservation and retain the deposit.

## APPLICATION FOR EXHIBIT SPACE

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Current Business License: \_\_\_\_\_

Product/Services to be shown: \_\_\_\_\_

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|---|--|--|
| <input type="checkbox"/> <b>10'x10' Regular Booth</b><br>SUHBA Member Price: \$390<br>Non-Member Price: \$490                   | <input type="checkbox"/> <b>10'x20' Aisle End Cap Booth</b><br>SUHBA Member Price: \$820<br>Non-Member Price: \$1050     | <input type="checkbox"/> <b>10'x10' Food Booth</b><br>Price: \$250 |
| <input type="checkbox"/> <b>10'x10' Premium Booth (marked with "P")</b><br>SUHBA Member Price: \$450<br>Non-Member Price: \$550 | <input type="checkbox"/> <b>20'x20' Center Courtyard Booth</b><br>SUHBA Member Price: \$1500<br>Non-Member Price: \$1950 |  |

**1<sup>st</sup> Choice:** \_\_\_\_\_ **2<sup>nd</sup> Choice:** \_\_\_\_\_ **3<sup>rd</sup> Choice:** \_\_\_\_\_ **Total # of Booths:** \_\_\_\_\_

- I desire a total of \_\_\_\_\_ additional lunches catered by the Dixie Center @ \$20 each for kick-off luncheon held on Friday September 11, 2009 in the exhibit hall. One lunch is included for 10'x10' booth.

Total Amount: \_\_\_\_\_ Deposit Amount: \_\_\_\_\_

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- Visa     MasterCard     Discover     Check (Made payable to SUHBA)

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Print Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Zip: \_\_\_\_\_

**EXHIBITOR AGREEMENT** - Exhibitor agrees to comply fully with the Rules and Regulations for the 2009 Ultimate Home Expo which are incorporated herein on the following page. This application becomes a binding contract upon signing this agreement and SUHBA receipt of required 50% deposit.

**Exhibitor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Fax form to (435) 674-2866 or mail to SUHBA, 2303 N. Coral Canyon Blvd. Suite 200, Washington, UT 84780. Contact Shawna Applegate at (435) 674-1400 or shawna@suhba.com for any questions.**