



**March 3-4, 2018 at Cedar Mall, Rice Lake**

HNBA is hosting the area's ONE & ONLY Home Show at Cedar Mall in the spring of 2018. The past three Home Shows were at or near capacity, and we anticipate the same in 2018!

All spaces are 10'W x 8'D and includes space only—no booth dividers are provided. Shared electric available; 6' tables available for \$10/ea—please order when reserving space.

**HNBA MEMBER RATE: \$150 PER SPACE (\$250 FOR #12, 24, 25, 37, 49, 54)**

**NON-MEMBER RATE: \$200 PER SPACE (#12, 24, 25, 37, 49, 54 are reserved for MEMBERS only)**

**BOOTH REGISTRATION TIMELINE**

ALL spaces sold first-paid, first-served, based on the following:

- Through Dec 8, 2017—SPONSORSHIP ENROLLMENT & REGISTRATION ONLY (see details below). NO other registrations will be processed!
- Nov. 8-Dec. 8, 2017—HNBA Member Registration. NO non-member registrations will be processed!
- Dec. 9, 2016-Feb. 23, 2018—General Registration

**MAKE YOUR TOP 3 BOOTH SELECTIONS.** See Home Show page of [www.hnbawi.org](http://www.hnbawi.org) for current space availability. If all spaces requested are already sold, you will be contacted to make a selection from available space. If you want multiple spaces, list all desired spaces for each location choice (ie: 7&19, 16-18).

**SPONSORSHIP: Commitment and payment due by December 8, 2017**

HNBA Home Show has a maximum of six (6) sponsorships available at \$500 each. Sponsorships are available ONLY to HNBA Members, and include the following:

- **ADVANCED OPPORTUNITY TO SELECT BOOTH SPACE.** (\$Priceless!)
- **ONE BOOTH SPACE** (\$150-\$250 value)  
Please note that a Sponsor may only select ONE of the following “premium” spaces—spaces adjacent to the fountain and at main entrance, including #12, 24, 25, 37, 49, 54—and only during the Sponsor Enrollment Period. Additional adjacent spaces may be purchased at the same rate, but cannot include a second “premium” space unless a second sponsorship is purchased (if available, the desired space is still available after Dec. 8, 2017).
- **RADIO PROMOS:** “HNBA Home Show SPONSORED BY \_\_\_\_\_” mentions on radio advertising on a rotating basis. Each sponsor will receive a approximately 75 “Sponsored by \_\_\_\_\_” mentions on WJMC AM & 107.5 WIDE AREA FM, WKFX during the week leading up to and during Home Show (\$250 value). If available, on-air broadcast is available, sponsors will receive on-air time.
- **LOGO INCLUDED ON “Welcome to the Home Show” Posters** displayed at mall entrances (\$25 value)
- **LOGO INCLUDED ON HNBA’S HOME SHOW PAGE** Nov. 2017-Mar. 2018 (minimum 5 months) at [www.hnbawi.org/home-show](http://www.hnbawi.org/home-show) with link to sponsor’s website (\$125 value)
- **LOGO INCLUDED ON HNBA’S HOME SHOW AD** in the Early Bird’s Home Improvement Guide (up to 1.5” W x 1” H) (\$12.50 value)
- **SPONSOR’S FACEBOOK PAGE OR WEBSITE LINKED** and featured on HNBA’s Facebook page

**TOTAL VALUE TO SPONSOR: \$600+ AND Advanced booth selection**

**General Guidelines for Participation...**

1. Set-up is Friday, 3/2/2018, 12– 5pm and Saturday, 3/3/2018, 8:30-9:45am.
2. Show Hours: Saturday, 3/3/18 10AM-5PM (Mall is open until 6PM); Sunday, 3/4/18 11AM-4PM (Mall is open until 5PM)
3. Only ONE company per booth space unless pre-approved by HNBA Home Show Committee.
4. Full payment and complete registration form is required to hold space. Certificates of insurance are due prior to setup.
5. Exhibitors are responsible for the security and safekeeping of their property. Leave no valuables unattended!
6. Tear-down Sunday 3/4/2018, 4-5:30pm, Monday, 3/5/2018, 7am-9am. No early tear-down!



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**REGISTRATION**

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

Booth Space(s)\* 1st choice: \_\_\_\_\_, 2nd choice: \_\_\_\_\_, 3rd choice: \_\_\_\_\_  
 (view available spaces at [www.hnbawi.org/home-show](http://www.hnbawi.org/home-show))

**SPONSORSHIP (Commitment & payment due by December 8, 2017):**

**\$500** (includes **one** 10'W x 8'D booth space)  
 + (\_\_\_\_ add'l booth spaces\* x \$150/250\* = \$\_\_\_\_)  
 + (6' Tables \_\_\_\_ x \$10 = \$\_\_\_\_) = Total Amount Due \$\_\_\_\_\_

**HNBA Member (Non-sponsoring—Available Dec 8, 2017):**  
 \_\_\_\_ 10'W x 8'D booth spaces x \$150/250\* = \$\_\_\_\_  
 + (6' Tables \_\_\_\_ x \$10 = \$\_\_\_\_) = Total Amount Due \$\_\_\_\_\_

\*See page 1 regarding "premium" spaces including #12, 24, 25, 37, 49 & 54

**Non-Member (Available Dec 9, 2017):**  
 \_\_\_\_ 10'W x 8'D Booth spaces x \$200 = \$\_\_\_\_  
 + (6' Tables \_\_\_\_ x \$10 = \$\_\_\_\_) = Total Amount Due \$\_\_\_\_\_

**Electricity needed** (exhibitor must bring extension cords/power strips, as electric is not available at each booth space.)

*My company/my vendor \_\_\_\_\_ would like to host a seminar or demonstration during the HNBA Home Show. (HNBA will contact you to discuss and schedule)*



**Certificates of Insurance:** must identify the following as Certificate Holders: **HNBA**, PO Box 6, Rice Lake WI 54868 and **Cedar Mall**, 2900 S Main St, Rice Lake WI 54868

**Hold Harmless Agreement:** \_\_\_\_\_ (Exhibitor) agrees to defend, indemnify, and hold the Cedar Mall, Walker Property Group (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.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Mail completed form, Payment (payable to HNBA), and both Certificates 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.