



the HBAGK **HOME**™
SHOW '19
 The Indoor & Outdoor Living Show

Presented by  **ORNL FEDERAL CREDIT UNION**



Knoxville's premier Home Show - featuring the region's most professional, experienced and trusted builders, remodelers and suppliers

► **March 22, 23, 24 at the Knoxville Convention Center**

ALL NEW Floor Plan Pre-register for PRIME POSITIONS

*Visit HBAGKHomeShow.com for an up-to-date floor plan

► Location:
 Knoxville
 Convention Center

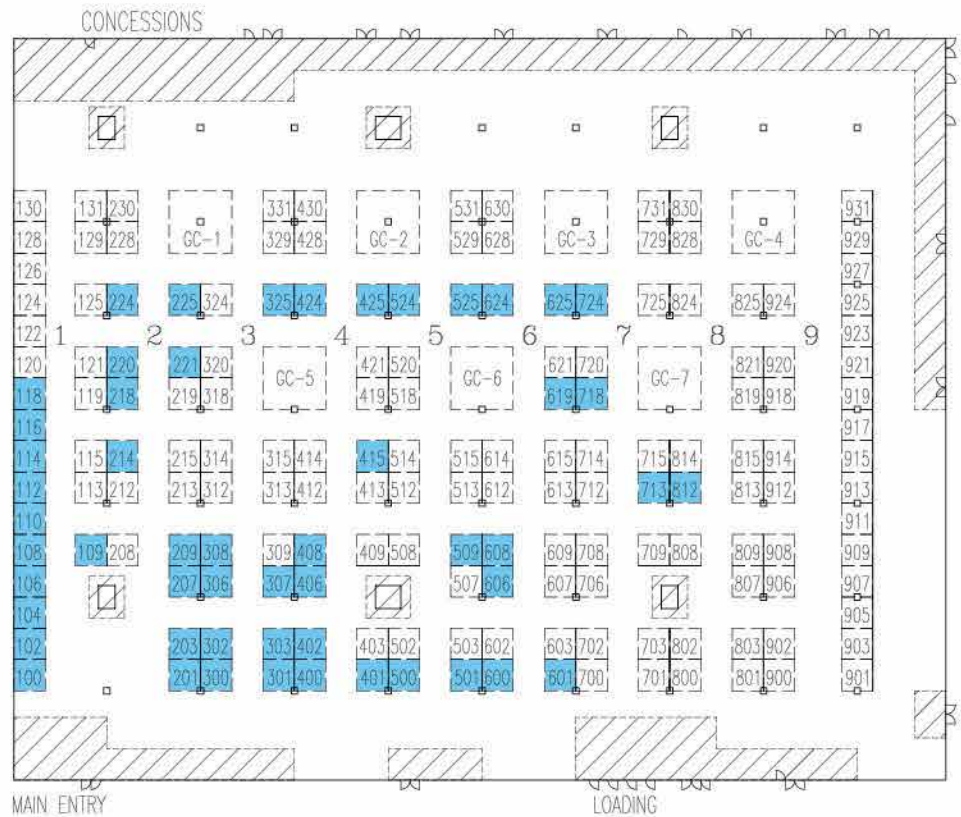
► Dates:
Friday, March 22
 Member Preview
 10:00 a.m. - 12:00 p.m.
 Industry Day - NEW!
 12:00 p.m. - 7:00 p.m.

Saturday, March 23
 10:00 a.m. - 6:00 p.m.

Sunday, March 24
 12:00 p.m. - 6:00 p.m.

Please Note:

* Floor plan is subject to change.



► Quick Facts and Information

Installation of Exhibits

The installation of exhibits begins at 9:00 a.m. on Wednesday, March 20, 2019, and must be completed and ready to show by 10:00 a.m., Friday, March 22. Exhibitors may move in according to their assigned times as designated by the Knoxville Convention Center. Marshalls will be on duty for assistance.

HBAGK Member Preview - Friday

We will host our members and local building contractors at a free viewing of the show on Friday morning from 10:00 a.m. - 12:00 p.m.

Exhibit Information

Exhibits must remain intact through 6:00 pm on Sunday, March 24, 2019. It is the responsibility of each exhibitor to remove all merchandise from the facility by Monday, March 25, 2019 at 1:00 p.m. Marshalls will coordinate move-outs on Sunday evening and Monday following the same procedures used during setup.

Exhibitor Badges/Passes

Exhibitor badges will be available on-site during set-up at the Convention Center. Exhibitors will be required to have their name badges to enter the building and work their displays. **Please forward this information to ALL employees staffing your exhibit space.** Each paid booth will also receive 5 Complimentary admission tickets for your customers. Exhibitors may purchase Advance tickets for \$5.00 each.

Exhibitor Parking

Abundant parking is available in close proximity to the Convention Center. Poplar Street parking lot is directly across the street from the KCC and has over 130 spaces. Locust Street Garage is one block away and is connected by a covered pedestrian skybridge over Henley Street. There are additional pay lots in walking distance, as well as free parking sites. **Handicap parking spaces at KCC are reserved for approved vehicles. Do not park at the church.**



Exhibit Space Reservation Form

Please return completed application with payment to:

HBA of Greater Knoxville
 221 Clark St. NW, Knoxville, TN 37921
 Phone: 865.546.4665
 Fax: 865.546.0031

▶ Registration Information

Name: Company:

Address: City: State: Zip:

Phone: Mobile: Fax: Email:

▶ Products and Services Information

Please list all products and/or services you wish to exhibit. **This information is MANDATORY.**
 (Please see Rule # 1 In Show Regulations)

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▶ Exhibit Space Lease Rates (10' x 10')

***REGULAR RATE (FOR HBAGK MEMBERS ONLY)**

1-3	10' x 10' Booth(s)	\$950.00 each
4-6	10' x 10' Booth(s)	\$900.00 each
7+	10' x 10' Booth(s)	\$875.00 each
Non-Member Rate	10' x 10' Booth(s)	\$1,350.00 each

*Payment is due IN FULL with completed contract to reserve space, no exceptions.
 **Also applies to members of HBA's in Tennessee.
 ***Blue booths are sold

▶ Booth Setup and Scheduling (REQUIRED)

Estimated time you will need to set-up your entire display
 (Your move-in time will be sent to you before the show.):

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 Will you need to have a truck or van inside the building?

* The KCC uses Marshalling procedures during the show set-up and move-out. Instructions will be included with your Exhibitor Packet prior to the show.

▶ Sponsorship

Sponsors will be given added exposure through co-branding and additional features. Please call for details.

I would like to discuss additional sponsorship opportunities.

Complete show rules, regulations and service forms (tables, chairs, etc.) available at
www.HBAGKHomeShow.com

▶ Order / Membership / Payment Information

Number of Booth(s): List 3 Choices of Booth Locations: 1. 2. 3.

Are you a member of HBAGK or another HBA in Tennessee?:

*If not a member with HBAGK, list which association and your membership number:

Amount Enclosed: Payment Method: Check Visa/Mastercard/AMEX/Discover

Card Number: CRV#: Expiration Date:

Billing Address:

Name on Card (Please Print): Signature:

▶ Acceptance

All exhibitors must read and sign acknowledging receipt of the Home Show™ 2019 Regulations. Please note that ALL exhibitors must provide a certificate of insurance naming the Home Builders Association of Greater Knoxville as an additional insured. Minimum coverage is as follows: \$1M per claim, and \$2M aggregate. **I have read and agree to abide by all show rules and regulations.**

APPLICANT SIGNATURE: DATE:



► The one home show in East Tennessee you cannot miss!

Builders, architects and suppliers to the housing industry know that the **HBAGK Home Show** at the Knoxville Convention Center is the one home show that both exhibitors and attendees say they cannot miss. It is East Tennessee's premier show for everything related to building, renovating or updating a home.

The HBAGK Home Show is the longest-running home and remodeling show in the region – and more people who are actively in the process of building or renovating attend the **HBAGK Home Show** each year than any other show of its kind. Attendees know the **HBAGK Home Show** is the only place to meet one-on-one with the industry's best, most trusted, most experienced and professional builders and suppliers.

Space is filling quickly for the HBAGK 2019 Home Show, and last year's show sold out completely. Don't wait, call us today to reserve your space. You'll see why many of our **HBAGK Home Show** exhibitors say this is the most important marketing activity their company does all year – and it's the only home show they count on to drive business for the entire year.

► HBAGK Home Show marketing, advertising and PR

We reached more than 2.5 million people with our marketing, advertising and promotion for last year's **HBAGK Home Show** – and this year, we're going even bigger! We have used television, radio, print, social media, target digital advertising, billboards and public relations campaigns for the weeks and months leading up to the **HBAGK Home Show**.

Thousands of people attend the **HBAGK Home Show**, but unlike other shows, we don't just want "feet through the door" – we want people who are actively in the process of building, renovating and remodeling. This requires targeted advertising and digital promotion that ensures you not only have people to talk to, but people to sell to. And no home show in the region does it better than the **HBAGK Home Show!**

"The HBAGK Home Show not only delivers people to talk to, it delivers people to sell to."



The HBAGK 2019 Home Show

- More attendees actively building and remodeling than any other show
- Over 10,000 FREE Admission tickets were distributed via the HBAGK Parade of Homes magazine
- The region's most trusted, experienced and professional builders – HBAGK members
- Unparalleled marketing, advertising, promotion and public relations

